



Analysis of Errors in Using Indonesian on Banners in the Selebar District of Bengkulu City

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ABSTRACT

Purpose of the study: The aim of this study is to identify and analyze errors in spelling and discourse in the use of the Indonesian language on banners in Kecamatan Selebar, Kota Bengkulu, to improve the clarity and effectiveness of public communication.

Methodology: The type of research used in this research is qualitative. Qualitative research is descriptive research and tends to use analysis with an inductive approach. The subjects in this research are banners in the Selebar District area of Bengkulu City. The data collection techniques that the author used in conducting this research were interview, observation and documentation techniques. Testing the validity of the data in this research uses triangulation techniques. The method of data analysis that the author carried out in this research was following the Miles and Huberman model.

Main Findings: The research results show that spelling and punctuation errors, such as the use of hyphens, abbreviations, as well as periods and slashes that do not comply with the General Guidelines for Indonesian Spelling (PUEBI), often occur and can hinder understanding of the message conveyed.

Novelty/Originality of this study: The novelty of this research lies in the focus of analyzing spelling errors and discourse in the use of Indonesian on banners in Selebar District, Bengkulu City, which is a non-academic media and is directly related to the wider community.

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1. INTRODUCTION

Humans are basically social creatures, humans naturally always need relationships or communication with other humans. Language is one of the main communication tools for humans compared to other communication tools [1]. With communication, humans can convey information, ideas, thoughts, knowledge and concepts to other people in a reciprocal manner, both as transmitters of information and as recipients of information.

Humans need tools to communicate. This tool is called language. Language is a very important tool in everyday life [2]. Language is a way of communicating to convey opinions and information to other people, either individually or in groups [3]. With language, people can convey messages and the meaning of their speech. Language is divided into two, namely spoken language and written language. Spoken language is language that is conveyed directly from one party to another [4]. Meanwhile, written language is language that someone conveys

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through written media. Even though language is divided into two types, its purpose remains the same, namely to convey messages and information to other people.

Basically speaking activities will always be present in society [5]. This is because speaking activities are a means of interacting with one another in society [6], [7]. 2 Language is a human communication tool for conveying information to other people [8]. Apart from spoken language, the language that is often used is written language. In social life, written language is often used to communicate [9]. One form of written language is using banner media. Banners are a medium that people use to convey ideas, thoughts and information to the public. By using banner media, other people can receive messages from the writing on the banner. Banners are a medium that makes it easier for a writer to provide messages and information [10]. Through banner media, the author does not need to meet readers so he does not waste time. Judging from the banners in Selebar District, not all banner writers can write with the correct words and punctuation, because there are still some people who do not understand the meaning and punctuation of what they write. However, errors in using Indonesian in writing can cause communication to be hampered. Announcements on banners are not only read by educated circles but also reach lower levels of society [11].

Writing language that is difficult to understand will make it difficult for readers to understand [12]. Often people write interesting words on banners but don't pay attention to punctuation in writing. Use of Indonesian that is inappropriate and not in accordance with Indonesian language rules is an example of poor use of Indonesian [13]. As a medium for conveying messages, banners should be made as carefully as possible and in accordance with applicable rules [14]. Regarding the need to check messages or information that will be delivered and received, it is explained in detail in the Qur'an surah al-hujurat verse 6 which means "O you who believe, if an evil person comes to you bringing news, then check it carefully. be careful so that you do not cause a disaster to a people without knowing the circumstances that will cause you to regret your actions." From this verse, the author can conclude that if someone conveys and receives messages or information verbally or in writing, the information should be checked first.

In line with previous research which found that errors in the use of Indonesian spelling occurred because students were not careful and did not pay attention to good writing so that there were still errors that appeared in students' writing of scientific articles [2], [15]. The difference is that previous research examined students' writing of scientific articles. The current research was carried out by analyzing spelling errors and Indonesian discourse on special banners in the Selebar District area of Bengkulu City. Then, previous research found that firstly, errors in using capital letters were the most frequently made by students because students did not understand the rules for correct use of Indonesian spelling. Second, students also make errors in using punctuation marks in writing. Placing colons and commas is something that students often do when writing. Third, writing prepositions is something that students often do because students are unable to understand the use and writing of prepositions [16], [17].

If previous research carried out an analysis of scientific writing, this research was carried out to analyze spelling errors and discourse on banners used by the public to promote a business or invitation. The novelty of this research lies in the focus of analyzing spelling errors and discourse in the use of Indonesian on banners in Selebar District, Bengkulu City, which is a non-academic media and is directly related to the wider community. By examining specific social and cultural contexts, this research provides unique insights into the use of language in everyday public spaces, different from previous research which generally focuses on academic writing. In addition, this research links language analysis to ethical principles from the Qur'an, adding a religious and ethical dimension that has rarely been explored in previous linguistic research.

If the message is conveyed in writing, attention must be paid to the writing so that the meaning and purpose of the information written can be conveyed well and be useful for readers or the public. Considering the importance of banners that comply with applicable Indonesian language rules, the author felt it necessary to conduct this research. This research needs to be carried out in order to see to what extent errors in the use of Indonesian occur in banners in Selebar District, Bengkulu City. Therefore, this research aims to determine the forms of spelling errors in the use of Indonesian on banners in the Selebar District, Bengkulu City. Then, to find out the forms of errors in the use of Indonesian on banners in the Selebar District, Bengkulu City.

2. RESEARCH METHOD

The type of research used in this research is qualitative. Qualitative research is descriptive research and tends to use analysis with an inductive approach [18], [19], [20]. Process and meaning (subject perspective) are more emphasized in qualitative research. The theoretical basis is used as a guide so that the research focus is in accordance with the facts in the field. The method used in this research is descriptive [21], [22]. Descriptive can be interpreted as the process of explaining or describing something, for example circumstances, conditions, situations, events, activities, etc [23], [24], [25]. Thus, what is meant by descriptive method is a method intended

to investigate circumstances, conditions or other things that have been mentioned, the results of which are presented in the form of a research report.

Research subjects are basically those who will be subject to the conclusions of the research results. The term used to refer to research subjects is respondents, namely people who respond to the treatment given to them. Meanwhile, informants are people who provide information about the data that researchers want related to the research being carried out. The subjects in this research are banners in the Selebar District area of Bengkulu City. Meanwhile, informants in this research are people who provide information in the form of data that the author obtained in the research. The informants in this research have certain requirements. The requirements for informants in this research are: (1) certain people who are recognized as having expertise, influence in society, character, knowledge, personality and scholarship, (2) physically and mentally healthy, (3) knowledgeable, (4) aged 20–50 years, and (5) Vigilance.

The data collection techniques that the author used in conducting this research were interview, observation and documentation techniques [26]. In this research, the author observed the writing on banners in the Selebar District, Bengkulu City. In this research, the author carried out an interview technique by asking Indonesian language experts directly about problems with banners that the author researched in sub-districts as wide as Bengkulu City. In this research, the author carried out a documentation process, namely by photographing banners or recording data in the form of writing on banners in the Selebar District area, Bengkulu City, and if conditions permitted, the author conducted interviews with informants so that they could take sound or video recordings.

Testing the validity of the data in this research uses triangulation techniques. The method of data analysis that the author carried out in this research was following the Miles and Huberman model. Data analysis according to Miles and Huberman means that the author can conclude that the data analysis technique that the author will carry out in this research is through three stages, namely, (1) data reduction, which is carried out to summarize and focus on important things so that the reduced data provides a clear picture. clear and makes it easier for the writer to carry out the next research stage, (2) presenting the data, after the data reduction stage the next stage that the researcher does is presenting the data. The presentation of the data in this research is in narrative text, (3) the next stage that the author takes is making conclusions. Conclusion is the final stage that must be carried out in analyzing data, in qualitative research the data that has been collected and presented is in the form of data that is still unclear, so after the research is carried out the data becomes clear so that the author can provide conclusions.

3. RESULTS AND DISCUSSION

Based on data obtained in the field regarding errors in the use of Indonesian on banners in the Selebar District, Bengkulu City, the author describes a form of language error, namely errors in the use of Indonesian based on spelling. Then, based on data obtained in the field regarding errors in the use of Indonesian on banners in the Selebar District, Bengkulu City, the author describes the form of language errors, namely errors in the use of Indonesian based on discourse. The results of this research are presented in the following paragraph.:



Figure 1. Tyasa Drug Store banner data

In picture 1 of the Tyasa drug store there are several errors in the use of Indonesian in terms of spelling. The spelling error is in writing the hyphen (-). In the General Guidelines for Indonesian Spelling (PUEBI), a hyphen (-) is used to connect elements of the word repeat, namely: children, repeatedly, reddish, scraping. Meanwhile, the hyphenation on the banner above does not comply with the applicable Indonesian spelling rules. We recommend that the hyphen in the banner above be replaced with the word di. In the fifth edition of the Big Indonesian Dictionary (KBBI), the word di is a preposition to mark a place. Thus, the justification for the writing on the banner above is that the hyphen (-) was changed to the word di so that it becomes the Tyasa drugstore in Bengkulu.

In the opinion of Mr. Yusuf, an Indonesian language expert at the Bengkulu language office, writing the hyphen (-) on the banner above is not correct based on the applicable Indonesian language rules. If seen from the perspective of the Big Indonesian Dictionary (KBBI), the writing on the banner above is wrong in terms of spelling. However, if seen from the mass media's point of view, writing hyphens on the banner above is fine because the

writing on the banner is commercial in nature. So if you analyze the writing on the banner above referring to the Big Indonesian Dictionary (KBBI), then the hyphen is written incorrectly. It would be better if the writing on the banner above is guided by applicable Indonesian language rules, then the use of hyphens can be changed to the word "di". Next, analyze spelling errors in banner 2 data.



Figure 2. Lesehan Mak Rhoby banner data

In picture 2 of Mak Rhoby's lesehan above, there are several errors in the use of Indonesian in terms of spelling. Spelling errors are found in writing colons (:) and hyphens (-). In the General Guidelines for Indonesian Spelling (PUEBI), a colon is used at the end of a complete statement followed by details or explanations, for example [they need household furniture: chairs, tables and cupboards.]. Thus, the error in writing the colon on the banner above is [colon] without a space from the word [provide]. Meanwhile, hyphens on the banner should not be used because in the General Guide to Indonesian Spelling (PUEBI) the use of hyphens in writing is used to mark parts of words that are interrupted by line changes, used to connect repeated word elements, used to connect dates, month, and year expressed by numbers or connecting letters in words spelled one by one, used to clarify the relationship between parts of a word or expression, used to string together the next word starting with a capital letter (all over Indonesia, all over West Java), is used to combine Indonesian language elements with regional or foreign language elements, and hyphens are used to mark bound forms that are the object of discussion. The best thing to write on the banner above is [provides: rice, black coffee, milk coffee, sweet tea and iced tea].

In Mr. Yusuf's opinion, writing the colon (:) and hyphen (-) on the banner above is indeed wrong if the writing is based on applicable Indonesian language rules. If seen from the perspective of the Big Indonesian Dictionary (KBBI), there is an error in the writing on the banner above. However, if seen from the mass media's point of view, writing hyphens on the banner above is fine because the writing on the banner is commercial in nature. So don't just rely on the Big Indonesian Dictionary (KBBI) and the General Guide to Indonesian Spelling (PUEBI). If you analyze the writing on the banner above referring to the Big Indonesian Dictionary (KBBI), the colon and hyphen are not written correctly. According to Mr. Yusuf, it is best if the writing on the banner above is guided by the applicable Indonesian language rules, then the use of colons should not be spaced out from the detailed and explanatory words, while the hyphens can be omitted and written with details, namely [provide: rice, black coffee, coffee milk, sweet tea and iced tea]. Next, analyze spelling errors in the 3rd banner data.



Figure 3. Stall Armina banner data

In the banner data for Armina's stall there are several spelling errors. The spelling error in the banner above is in the writing of the word waroeng. The word waroeng is the use of the van ophujsen spelling or the old spelling. The word waroeng is a non-standard form of the word warung. The word warung in the fifth edition of the Big Indonesian Dictionary (KBBI) is a place selling food, drinks, groceries, and so on. It is best to write the word waroeng with the current spelling, namely warung.

While the word online is an element of a foreign language, it is best to italicize writing in foreign languages. In the book General Guidelines for Indonesian Spelling (PUEBI), italics are used to write words or expressions in regional or foreign languages. The word online is the equivalent of the word online (in the network) in the fifth edition of the Big Indonesian Dictionary (KBBI), the word online, namely in the network, connected via computer networks, the internet, and so on. It is better to write the word online in the 3rd banner data above [in italics] or it can be changed to use Indonesian based on the writing in the Big Indonesian Dictionary (KBBI), namely using the word online.

In Mr. Yusuf's opinion, the writing of the word *waroeng* on the banner above is wrong in terms of spelling, but perhaps for the commercial side, this could be an attraction. If you look at it from the perspective of the Big Indonesian Dictionary (KBBI), the writing of the word *waroeng* is incorrect because *waroeng* is the old spelling and now the writing of /oe/ is changed to /u/ so it becomes *warung*. Based on the prevailing spelling, the word *waroeng* is a non-standard form of the word *warung*. However, if seen from the mass media's point of view, writing the word *waroeng* on the banner above is fine because the writing on the banner is commercial in nature so the writing does not have to be all standard words.

According to Mr. Yusuf, it is possible that the customers at the Armina stall are already old, so the word *waroeng* reminds some consumers of the old spelling era, so the use of the word *waroeng* could be an attraction in itself. According to Mr. Yusuf, if you analyze the writing on the banner above referring to the Big Indonesian Dictionary (KBBI), then the writing of the word *waroeng* is not correct so it can be changed by writing the standard word, namely *warung*. The Mak Rhoby lesehan banner above contains errors in the use of Indonesian in terms of discourse.

Errors in the use of this discourse are found in writing words and numbers [all 10,000]. Writing all 10,000 is common and acceptable. However, when studied more deeply, there are multiple interpretations, namely 10,000 meaning the amount of food or meaning the number of items such as chairs, tables, and perhaps 10,000 meaning the price of food sold in the stall. Writing all 10,000 is the banner writer's effort to get consumers interested in buying food at Mak Rhoby's lesehan. Because by writing all 10,000, consumers become curious about the meaning of all 10,000 so consumers can come to Mak Rhoby's lesehan. Meanwhile, based on the General Guidelines for Indonesian Spelling (PUEBI), writing all 10,000 is not correct because it does not explain the food price unit and the amount of food sold or the number of goods sold. S

It is best to write all 10,000 on the banner above with a clear explanation, if it is the price of food then give it rupiah or if it means the amount of food then give the unit of weight, namely kilograms. In the General Guidelines for Indonesian Spelling (PUEBI) numbers are used to express (a) length, weight, area, content and time and (b) the value of money. For example: 0.5 centimeters, 5 kilograms, 4 hectares, 10 liters, 2 years 6 months 5 days, 1 hour 20 minutes, and IDR 5,000.00. Thus, it is better to write all 10,000 on the banner above. If it means the price of food and drinks, then write Food and Drink all Rp. 10,000.00. In Mr. Yusuf's opinion, it is okay for us to interpret the meaning of writing all 10,000 in the writing on the banner above. But we should look at the meaning from several points of view. Don't just rely on the Big Indonesian Dictionary (KBBI) and the General Guidelines for Indonesian Spelling (PUEBI), it's clearly wrong.

The writing of all 10,000 on the banner above according to those who wrote it is correct because it is possible that the banner is in Indonesia so why need to write rupiah information. Meanwhile, the size of the banner is not too big, so they just chose to keep it simple. It is also possible that writing all 10,000 is the author's attempt to attract the attention of consumers or readers because writing all 10,000 has multiple interpretations so that readers feel interested and curious about what exactly the meaning of all 10,000 is. Next, analyze the spelling errors in the 4th banner data, namely as follows:



Figure 4. Sumber Subur Store Banner Data

In picture 4 of the fertile source shop banner there are several spelling errors. The spelling errors in the banner above are in the writing of colons (:), hyphens (-), abbreviations of words, etc., and elements of foreign language words. In the General Guidelines for Indonesian Spelling (PUEBI), a colon is used at the end of a complete statement followed by details or explanations, for example, they need household furniture: chairs, tables and cupboards. Thus, the error in writing the colon on the banner is the colon spaced from the word sell. Meanwhile, hyphens on the banner do not need to be used because in the General Guidelines for Indonesian Spelling (PUEBI) the use of hyphens in writing is used to mark parts of words that are interrupted by line changes,

used to connect elements of repeated words, used to connect dates, months, etc. and year expressed with numbers or connecting letters in words spelled one by one, used to clarify the relationship between parts of a word or expression, used to string together the next word starting with a capital letter (all over Indonesia, all over West Java), used to combine elements of the Indonesian language with elements of regional or foreign languages, and hyphens are used to mark bound forms that are the object of discussion.

There are also spelling errors in the 4th banner data above in the abbreviations of words and so on. In the General Guidelines for Indonesian Spelling (PUEBI) abbreviations consisting of three or more letters are followed by a period, for example: p, etc, etc, etc, sda, ybs, yth, signed, and et al. Even with italics, in the General Guidelines for Indonesian Spelling (PUEBI), italics are used to write words or expressions in regional or foreign languages. The writing on the banner above should also include the use of brackets. In the General Guidelines for Indonesian Spelling (PUEBI), brackets are used to enclose letters or words whose presence in the text can appear or be removed. It is better to write the spelling on the banner above, namely [selling: agricultural and plantation equipment (pesticides, fertilizers, sprays, polybags, nurseries, etc.)].

In Mr. Yusuf's opinion, writing the colon (:) and hyphen (-) on the banner above is not correct based on the applicable Indonesian language rules. If seen from the perspective of the Big Indonesian Dictionary (KBBI), the writing on the banner above is wrong. However, if seen from the mass media's point of view, writing hyphens on the banner above is fine because the writing on the banner is commercial in nature. So if you analyze the writing on the banner above referring to the Big Indonesian Dictionary (KBBI), then the writing [colon and hyphen] is not quite correct. According to Mr. Yusuf, it is best if the writing on the banner above is guided by the applicable Indonesian language rules, then the use of colons should not be spaced out from the detailed and explanatory words, while the hyphens can be omitted and written with details, namely [selling: agricultural and plantation facilities (pesticides), fertilizer, spray, polybag, seedling, etc.]. Next, analyze the spelling and discourse errors in the following banner data:



Figure 5. Mis Chayo Tailor Banner Data

In the data for the 5th banner, namely the Mis Chayo tailor's banner, there are several spelling errors. The spelling error in the banner above is in the colon (:), hyphen (-), and slash (/). In the General Guidelines for Indonesian Spelling (PUEBI), a colon is used at the end of a complete statement followed by details or explanations, for example, they need household furniture: chairs, tables and cupboards. The hyphen (-) in the General Guidelines for Indonesian Spelling (PUEBI) is used to connect elements of the word repeat, namely, children, repeatedly, reddish, scratching. Meanwhile, the slash (/) in the General Guidelines for Indonesian Spelling (PUEBI) is used as a substitute for the words and, or and every time, for example, the word student.

The writing error in the banner above is in writing a colon which should not be spaced in the words receive orders and a hyphen which should not be spaced in the words children. Also, the slash (/) on the banner above should not have spaces. Thus, it is best to write on the banner above, namely accepting orders: men's, women's and children's clothing and the use of a slash between the abbreviations HP / WA and changed to HP / WA. According to Mr. Yusuf, writing the colon (:) and hyphen (-) on the banner above is not correct based on the applicable Indonesian language rules. If seen from the perspective of the Big Indonesian Dictionary (KBBI), there is an error in the writing on the banner above. However, if seen from the mass media's point of view, writing hyphens on the banner above is fine because the writing on the banner is commercial in nature.

So if you analyze the writing on the banner above referring to the Big Indonesian Dictionary (KBBI), then the writing [colon and hyphen] is not quite correct. Based on Mr. Yusuf's opinion, if the writing of colons and hyphens refers to the Big Indonesian Dictionary (KBBI), then the writing becomes accepting orders: men's, women's and children's clothing.

The Mis Chayo tailor's banner above contains errors in the use of Indonesian in terms of discourse. The error in using this discourse is in writing the abbreviation hp/wa. Hp/wa is an abbreviation of the word mobile phone and WhatsApp functions as a tool that can connect someone with another person or group of people without meeting face to face. The abbreviation hp/wa is commonly used and accepted in society. However, writing the abbreviation hp/wa on the banner above may have a meaning, namely so that consumers or readers who are interested in the goods or services offered can contact them by calling the cellphone number or WhatsApp or perhaps the meaning of writing hp/wa on the banner above is that the seller accepts the order. then you can also contact the cellphone number or WhatsApp. However, to clarify the meaning and purpose of the seller, the writing should provide clear information because the writing on the banner is information, so the writing must be clearer and more precise so that the information can be conveyed well. It is best to write on the banner above to provide information, if you are only offering goods or services then write contact HP/WA number: 081271269393. Meanwhile, if the seller can accept orders then it is better to write accept orders contact HP/WA number: 081271269393.

According to Mr. Yusuf, it is okay for us to analyze the meaning of the writing on cellphone or WhatsApp above according to our respective points of view. If we analyze the writing referring to the Big Indonesian Dictionary (KBBI) and the General Guidelines for Indonesian Spelling (PUEBI) it is clearly wrong. So let's look at it from that point of view. From the mass media's point of view, there are rules that must be fulfilled. Maybe those who make banners think about the size of banners like this so they have to just write simple words. Banners are commercial in nature so it doesn't matter if the banner writer makes the writing and images on the banner as good as possible. So, don't blame, but look first from various points of view. Writing cellphone or WhatsApp on the banner above is not logical but is acceptable in society.

Mobile writing or WhatsApp functions as a tool that can connect someone with other people through a network. If we examine it more deeply, what does the writing HP/Wa on the Mis Chayo tailor's banner mean and what is its purpose. It could be that the banner writer wants to convey it to consumers or readers as an offer of goods or services only, so it would be best to provide clear information, for example, write contact HP/WA number: 081271269393. Meanwhile, if the seller can accept orders then it is better to write accept orders, contact HP/WA number: 081271269393 Next, analyze spelling and discourse errors in the 7th banner data Teak Furniture and Interior Shop banners are as follows:



Figure 7. Teak Furniture Shop Banner

In Figure 7, the teak furniture and interior shop banner contains several spelling errors. The spelling error in the banner above is in the use of a period (.) and a slash (/). In the General Guidelines for Indonesian Spelling (PUEBI) abbreviations consist of three or more letters followed by a period. For example pp, etc, etc, etc, sda, ybs, yth, signed, and et al. Meanwhile, the slash (/) in the General Guidelines for Indonesian Spelling (PUEBI) is used as a substitute for the words and, or and every time, for example, the word student. Thus, the writing error in the banner above is the use of a period after the abbreviation for the word Mobile, which should not be followed by a period because the abbreviation for the word Mobile only consists of two letters. The abbreviation for the word Mobile should not be written in all capital letters. Meanwhile, the slash (/) on the banner above has no spaces. It is best to write punctuation marks on the banner above, namely HP 082175027867/081368761238.

According to Mr. Yusuf, writing the slash (/) on the banner above is not correct based on the applicable Indonesian language rules. If seen from the perspective of the Big Indonesian Dictionary (KBBI), the writing on the banner above contains a spelling error. However, if seen from the mass media's point of view, writing slashes on the banner above is fine because the writing on the banner is commercial in nature. So if you analyze the writing on the banner above referring to the Big Indonesian Dictionary (KBBI), then the writing [slash] is wrong. Based

on Mr. Yusuf's opinion, if the slash refers to the Big Indonesian Dictionary (KBBI), then the writing becomes [082175027867/081368761238].

The teak furniture and interior shop banner above contains errors in the use of Indonesian in terms of discourse. The error in using this discourse is in writing the abbreviation hp. The banner above is a furniture banner whose purpose is to provide information to consumers. For those who are interested in buying room, house and building furniture, they can come to the teak furniture and interior shop. Meanwhile, the word cellphone is an abbreviation of the word cellphone. Writing the abbreviation cellphone is common and accepted in society.

However, the writing of cellphone on the banner above has multiple interpretations, namely the possible meaning that the furniture shop sells cellphones or perhaps the purpose of writing cellphone means that if consumers or readers are interested in buying furniture at the furniture shop, they can contact the cellphone number listed on the banner above or the possible meaning of the writing The abbreviation HP means that the furniture shop owner accepts orders for goods or services so that if consumers want to order goods or services, they can contact the cellphone number listed. It is best if the writing on the banner above is clearly explained so that the meaning and purpose can be understood by readers and the information can be conveyed well. If writing on a cellphone aims to make consumers interested in goods or services, then write to the cellphone number 082175027867/081368761238. Meanwhile, if writing cellphone means the seller accepts the order, then you can write accepting order, call the cellphone number 082175027867/0813 6876 1238.

In Mr. Yusuf's opinion, it is permissible for us to analyze the meaning of the writing on cellphone above according to our respective points of view. If we analyze the writing referring to the Big Indonesian Dictionary (KBBI) and the General Guidelines for Indonesian Spelling (PUEBI) it is clearly wrong. So let's look at it from that point of view. From the mass media's point of view, there are rules that must be fulfilled. Maybe the banner writer thought the size of the banner was like this so he had to compose simple words. Banners are commercial in nature so it doesn't matter if the banner writer makes the writing and images on the banner as good as possible without using scientific language. So, don't blame, but look first from various points of view. Writing cell phone on the banner above is not logical because it does not provide clear information. It is possible that the banner writer is only offering goods or services, so it would be better if the cellphone text was given clear information, for example, write contact cellphone number 082175027867/081368761238. Meanwhile, if the seller can accept orders then it should be written that accept orders, call the cellphone number 082175027867/0813 6876 1238. Next, the analysis of spelling errors in the 8th banner data, namely the Bengkulu Distro Shop Banner, is presented in the following paragraph:



Figure 8. Bengkulu Distro Shop Banner

In picture 8 of the Bengkulu distro shop banner there is a spelling error. The spelling error in the banner above is in writing the word waroeng. waroeng is the use of the van ophujsen spelling or the old spelling. The word waroeng is a non-standard form of the word warung. The word warung in the fifth edition of the Big Indonesian Dictionary (KBBI) is a place selling food, drinks, groceries, and so on. It is best to write the word waroeng with the current spelling, namely warung. Thus, the error in using Indonesian in the banner above is in writing the word waroeng. The word waroeng is commonly used by people in writing shop banners to attract buyers using the van ophujsen spelling or old spelling, but if studied in the applicable Indonesian language rules, the word waroeng is a non-standard form of the word warung. It is best to write the word waroeng on the banner above following the current Indonesian spelling, namely warung.

In Mr. Yusuf's opinion, the writing of the word waroeng on the banner above is wrong in terms of spelling, but perhaps for the commercial side, this could be an attraction. If seen from the perspective of the Big Indonesian Dictionary (KBBI), the writing of the word waroeng is incorrect because waroeng is the old spelling and now the writing /oe/ has been changed to /u/ so warung. Based on the prevailing spelling, the word waroeng is a non-standard form of the word warung. However, if seen from the mass media's point of view, writing the word waroeng on the banner above is fine because the writing on the banner is commercial in nature. According to Mr. Yusuf, it is possible that the consumers at the distro stall are already old, so the word waroeng reminds some consumers of the old spelling era, so the use of the word waroeng could be an attraction in itself. Based on Mr. Yusuf's opinion, if you analyze the writing on the banner above referring to the Big Indonesian Dictionary (KBBI), then the writing of the word waroeng is not correct so it can be changed by writing the standard word, namely warung. Next, the analysis of spelling errors in the 9th banner data, namely the Independent Nursing Practice Banner, is presented in the following paragraph:



Figure 9. Independent Nursing Practice Banner

In Figure 9, the independent nurse practice banner contains a spelling error. Spelling errors are found in writing the word practice, the abbreviation of the title name NS, S.Kep, the abbreviation of the word mobile phone, errors in writing the hyphen (-), and the slash (/). The word practice is commonly heard and accepted by society. Even though the word practice is a non-standard form of the word practice. The word practice in the fifth edition of the Big Indonesian Dictionary (KBBI) is the actual implementation of what is mentioned in theory, the implementation of work (regarding doctors, lawyers, etc.), the act of applying theory (beliefs, etc.), and implementation. Meanwhile, writing abbreviations in the General Guidelines for Indonesian Spelling (PUEBI) is an abbreviation of a person's name, title, greeting, position or rank followed by a period for each element of the abbreviation.

The writing error in the banner above is the word practice which should be written using the applicable Indonesian language rules, namely practice. Even the abbreviation for the name of the title, namely S.Kep, should be followed by a period for each element of the abbreviation and the abbreviation for the title NS (Ners) should only be written with a capital letter at the beginning of the word, namely Ns. Meanwhile, the hyphen (-) in the General Guidelines for Indonesian Spelling (PUEBI) is used to connect elements of the word repeat, namely, children, repeatedly, reddish, scratching. The slash (/) in the General Guidelines for Indonesian Spelling (PUEBI) is used as a substitute for the words and, or and every time, for example, the word student. The error in writing hyphens in the banner above is that hyphens are used to follow numbers. It is best to replace hyphens with dashes. In the General Guidelines for Indonesian Spelling (PUEBI) a dash is used between two numbers, dates or places to mean 'up to' or 'up to'. Thus, it is best to change the writing of 15.00-22.00 WIB to 15.00-22.00 WIB. The error in writing the punctuation marks on the banner above is also found in the slashes which should not have spaces. Thus, it is better to change the slash above to 085368348745/082172557456.

According to Mr. Yusuf, the writing of the word practice on the banner above is wrong if it is based on the applicable Indonesian spelling. Writing the word practice is a non-standard form of the word practice. According to Mr. Yusuf, it is possible that the owner of the banner above understands the use of Indonesian language rules, but they may deliberately use non-standard writing to attract consumers. So, if you are analyzing errors in the use of Indonesian, don't immediately blame the owner of the banner from the perspective of the Big Indonesian Dictionary (KBBI), but first look at the background of their use of non-standard words written on their banner. Based on Mr. Yusuf's opinion, it would be better if the writing on the banner above refers to the Big Indonesian Dictionary (KBBI) because if the banner writer uses good and correct spelling or according to the rules

then consumers or readers will get good and correct information too. So the writing of the word practice can be changed to writing the standard word, namely practice. Next, analyze the spelling errors and discourse on the Warung Nasi dan Gulai banner, which is as follows:



Figure 10. Banner for a rice and curry stall

In picture 10 of the rice and curry stall banners there is a spelling error. The spelling errors in the banner above are in quotation marks ("..."), word abbreviations (etc and hp), colons (:), and hyphens (-). Quotation marks in the General Guidelines for Indonesian Spelling (PUEBI) are used to enclose the titles of poems, songs, films, soap operas, articles, scripts or book chapters used in sentences, for example, the paper "Formation of Competitive Intelligent People" attracts the attention of seminar participants. Writing abbreviations in the General Guidelines for Indonesian Spelling (PUEBI) are abbreviations consisting of three or more letters followed by a period. For example pp, etc, etc, etc, sda, ybs, yth, signed, and et al. In the General Guidelines for Indonesian Spelling (PUEBI), a colon is used at the end of a complete statement followed by details or explanations, for example, they need household furniture: chairs, tables and cupboards. The hyphen in the General Guidelines for Indonesian Spelling (PUEBI) is used to connect elements of the word repeat, namely, children, repeatedly, reddish, scratching. Thus, writing errors in the banner above also occur in writing abbreviations of words and other things that are not followed by a period, even though in the General Guidelines for Indonesian Spelling (PUEBI) abbreviations consisting of three letters end with a period. Even the quotation marks on the banner above should not be spaces from the words Ibu Radja (the name of the owner of the rice and curry stall).

Meanwhile, according to the applicable Indonesian language rules, abbreviations of words and others should end with a period because the abbreviated elements of words and others are abbreviated with three letters, while the abbreviation of the word mobile phone should not use capital letters for each element of the abbreviation and the word handphone is more precisely changed to said contact. There are also errors in using punctuation marks in hyphens which should not be spaced out from the explanatory word. Meanwhile, hyphens in the applicable Indonesian language rules are used for rephrasing elements, more precisely, the hyphens in the banner above have been removed. It is recommended that the use of quotation marks in the banner above be changed to ["Ibu Radja"], the abbreviation of words and other things should be changed to [etc.], the abbreviation for the word cellphone should be changed to [Hp], the colon and the hyphen should be changed to [Receive orders for boxed rice and boxed cakes, contact cellphone number: 082374830211]. In Mr. Yusuf's opinion, the use of the symbol (•) on the banner above is fine because if seen from an advertising point of view, writing the symbol (•) on the banner above is not a problem.

Based on Mr. Yusuf's opinion, when analyzing the writing on banners or signboards, don't immediately blame the writer of the banner. It is possible that the error occurred due to the author's lack of understanding of Indonesian spelling rules or the possibility that the author used the symbols on the banner above as an attraction to consumers or readers. However, if you refer to the General Guidelines for Indonesian Spelling (PUEBI), the use of the symbol (•) in the banner above is wrong. So, if you look at the error in using Indonesian on a banner from several points of view, don't immediately blame it. The one who blames is not the one who analyzes but based on the perspective of the General Guidelines for Indonesian Spelling (PUEBI) and the Big Indonesian Dictionary (KBBI).

The rice and curry stall banner above contains errors in the use of Indonesian in terms of discourse. The error in using this discourse is in writing words and numbers [all Rp. 10,000]. Writing all Rp. 10,000 is common and accepted by the public. However, when studied more deeply, there are several interpretations, namely Rp. 10,000 meaning the price of the food or the price of goods such as chairs and tables or possibly the price of time while at the food stall is all Rp. 10,000. Writing all Rp. 10,000 is the banner writer's effort to get consumers

interested in buying food at Ibu Radja's rice and curry stall because by writing all Rp. 10,000 consumers or readers will become interested, curious, and possibly buy food at that stall.

Meanwhile, based on the General Guidelines for Indonesian Spelling (PUEBI), writing all Rp. 10,000 is not correct because there is no clear information regarding the unit price of food or the amount of food and goods sold. It is best to write everything Rp. 10,000 on the banner above with a clear explanation. If it is the price of food then the price of food/drinks should be written as food and drink all Rp. 10,000. In the General Guidelines for Indonesian Spelling (PUEBI) numbers are used to express (a) length, weight, area, content and time and (b) the value of money. For example: 0.5 centimeters, 5 kilograms, 4 hectares, 10 liters, 2 years 6 months 5 days, 1 hour 20 minutes, and IDR 5,000.00. Thus, it is better to write all 10,000 on the banner above if the aim is pricefood, then it is written as food and drinks Rp. 10,000.00.

In Mr. Yusuf's opinion, it is okay for us to interpret the meaning of writing [all Rp. 10,000] on the banner above. But we should look at the meaning from several points of view. Don't just refer to the Big Indonesian Dictionary (KBBI) and the General Guidelines for Indonesian Spelling (PUEBI), which is clearly wrong. The writing of Rp. 10,000 has multiple interpretations so that readers may feel interested and curious about what the writing really means. Maybe Rp. 10,000 on the banner above means the price of food or the number of goods sold at the stall, it would be better to provide clear information. Next, the analysis of spelling errors in the 11th banner data, namely the Corona Virus Preventing Banner, is presented in the following image and paragraph:



Figure 11. Banner for Preventing Corona Virus

In figure 11 the banner preventing the corona virus has a spelling error. The spelling error in the banner above is in the word ablution. The word ablution is a non-standard form of the word wudu. In the fifth edition of the Big Indonesian Dictionary (KBBI), the word wudu means to purify oneself (before prayer) by washing the face, hands, head and feet. There is also a writing error in the banner above in the title abbreviation. In the General Guidelines for Indonesian Spelling (PUEBI), abbreviations for people's names, titles, greetings, positions or ranks are followed by a period for each element of the abbreviation, for example: M.Si. (Master of Science), S.E. (Bachelor of Economics), S.Sos. (Bachelor of Social Affairs), and others.

The writing error in the banner above is in the writing that is accepted by the public even though the word ablution does not comply with the applicable Indonesian spelling rules. There is also a writing error in the banner above in the abbreviations SE and MM which should be written using the applicable Indonesian language rules. Meanwhile, the writing of God willing on the banner above is also inaccurate based on Indonesian language rules. Thus, it is better to write the word ablution on the banner above, namely wudu, writing the abbreviation for the SE title, namely S.E. (Bachelor of Economics) and justification for writing the MM degree abbreviation, namely M.M. (Master of Management) and the writing will be changed, God willing.

In Mr. Yusuf's opinion, writing titles usually involves errors in the use of punctuation marks and the use of capital letters. Sometimes a writer uses all capital letters for each abbreviation element. The title abbreviation written on the banner above is incorrect based on Indonesian language rules. However, the writing of the title abbreviation on the banner above cannot be blamed from just one point of view. Banners or signboards are commercial in nature so the writing on a banner has its own appeal. The title abbreviation on the banner above is written incorrectly from an Indonesian spelling point of view because it is written in all capital letters and does not use punctuation. Next, analyze the spelling errors in the 12th data, namely the Welding Workshop Banner which is presented in the following paragraph and image:

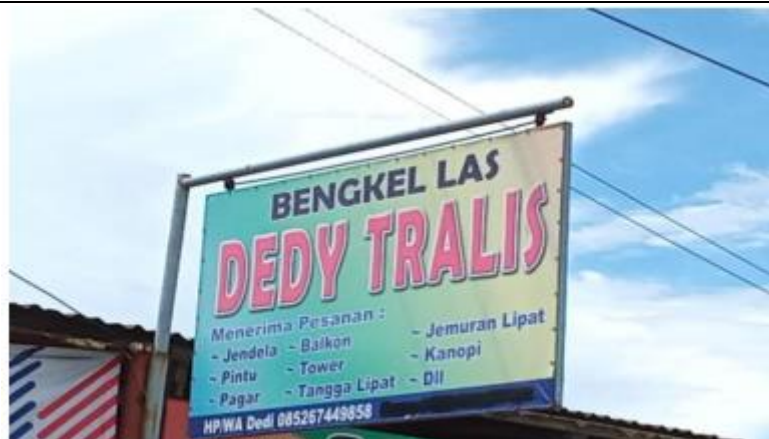


Figure 12. Welding Workshop Banner

In picture 12 of the welding workshop banner there is a spelling error. The spelling errors in the banner above are in the writing of colons (:), hyphens (-), abbreviations of words and so on. Colons in the General Guidelines for Indonesian Spelling (PUEBI) are used at the end of a complete statement followed by details, or an explanation, for example, that they need household furniture: chairs, tables and cupboards. The hyphen in the General Guidelines for Indonesian Spelling (PUEBI) is used to connect elements of the word repeat, namely, children, repeatedly, reddish, scratching. Writing abbreviations in the General Guidelines for Indonesian Spelling (PUEBI) are abbreviations consisting of three or more letters followed by a period. For example pp, etc, etc, etc, sda, ybs, yth, signed, and et al.

Thus, the error in using punctuation marks in the banner above is in the use of colons spaced out from the word detail and the use of hyphens in the banner above should not be necessary. There are also writing errors in abbreviations of words and others that do not use a period at the end of the abbreviation element. It is best to write on the banner above, namely, [accepting orders: windows, doors, fences, balconies, towers, folding stairs, folding clotheslines, canopies, etc.]. In Mr. Yusuf's opinion, the use of hyphens on the banner above is fine. If seen from an advertising point of view, writing hyphens on the banner above is not a problem.

Based on Mr. Yusuf's opinion, when analyzing the writing on banners or signboards, don't immediately blame the writer of the banner. It is possible that the error occurred due to the author's lack of understanding of Indonesian spelling rules or the possibility that the author used hyphens in the banner above deliberately to attract consumers or readers. However, if you refer to the General Guidelines for Indonesian Spelling (PUEBI), the use of hyphens in the banner above is wrong. So, if you look at the error in using Indonesian on a banner from several points of view, don't immediately blame it. The one who blames is not the one who analyzes but based on the perspective of the General Guidelines for Indonesian Spelling (PUEBI) and the Big Indonesian Dictionary (KBBI).

Based on the findings of this research, there are several suggestions and recommendations that can be given to improve the quality of the use of Indonesian on banners in Selebar District. First, there needs to be outreach and training regarding the General Guidelines for Indonesian Spelling (PUEBI) to the public, especially those who often make banners. Second, before the banner is installed, it is best to check it by someone who has knowledge of good and correct Indonesian grammar to ensure compliance with applicable standards. Third, the use of standard words and in accordance with Indonesian language standards must be given more attention to avoid misunderstandings. Fourth, provide written guidelines regarding the use of Indonesian on banners which can be used as a reference by the public. Thus, it is hoped that written communication via banners can be more effective and in accordance with correct Indonesian language rules, and the results of this research can contribute to improving the use of Indonesian in communication media in society.

In line with previous research, it is known that grammar is an important language component for improving students' language proficiency [27], [28], [29]. Previous research found that there were many writing errors in outdoor media, especially on signboards and fabrics in the Jalan Pemancingan and Jalan Denai areas, which did not comply with Indonesian language rules. The most common errors are spelling errors with a percentage of 62.5% [30]. As a form of generalization of previous research, the current research also found that there are still many spelling and discourse errors in print media, especially in the current research area. However, the difference in the current research is that this research analyzes errors in the use of Indonesian on banners in Selebar District, Bengkulu City, and finds various forms of errors that focus on spelling and discourse. Based on field data, several errors were found in the use of punctuation marks such as hyphens (-) which were not in accordance with the General Guidelines for Indonesian Spelling (PUEBI). For example, on the Tyasa Drug Store banner, the hyphen used is incorrect and should be replaced with the preposition "di". Apart from that, this research also found errors in writing abbreviations on banners, such as writing "hp/wa" which could cause ambiguity. It would be better if the information were written more clearly, for example by including the contact number in full.

Errors in the use of other punctuation marks such as periods (.) and slashes (/) are also frequently found, and need to be corrected according to PUEBI rules.

This research makes a unique contribution by linking language analysis to ethical principles from the Qur'an, which have rarely been explored in previous linguistic research. Thus, this research not only identifies language errors but also offers a religious and ethical perspective on its use in everyday public spaces. This research is novel in its focus on analyzing spelling errors and discourse on banners in Selebar District, Bengkulu City, non-academic media that is directly related to the wider community. It provides a unique insight into everyday use of language in the public sphere, different from previous research that focused on academic writing, and links the analysis to ethical principles from the Qur'an. The implications include increasing language awareness, preparing guidelines for writing banners, developing educational materials, and basic local government policies for language training. However, this research is limited in scope and sample in Selebar District, focuses on spelling and punctuation, and there is subjectivity in the analysis. Further studies in various regions with larger samples and broader analyzes are needed for more comprehensive results.

4. CONCLUSION

This research aims to identify forms of spelling and discourse errors in the use of Indonesian on banners in Selebar District, Bengkulu City. The research results show that spelling and punctuation errors, such as the use of hyphens, abbreviations, as well as periods and slashes that do not comply with the General Guidelines for Indonesian Spelling (PUEBI), often occur and can hinder understanding of the message conveyed. In addition, this research emphasizes the importance of checking the accuracy of information before it is conveyed, in accordance with the ethical principles in the Koran. For this reason, it is recommended that training and outreach be held regarding the correct use of Indonesian for business people, banner designers and the general public in Selebar District. The creation of guidelines for writing banners that comply with PUEBI needs to be prepared and disseminated, as well as further research in various regions with different social and cultural contexts to get a more comprehensive picture of language use in public media. The use of more sophisticated language analysis tools is also recommended to reduce subjectivity and increase accuracy in error identification. This research makes an important contribution to understanding language use in public spaces and emphasizes the need to pay attention to language rules for more effective communication.

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