

The Analysis of Grammatical Errors in Advertisements on Instagram Social Media

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Abstract: This research aims to analyze the types of English grammatical errors in advertisements on social media Instagram and what is the meaning of grammatical errors in advertisements on social media Instagram. This type of research is qualitative research using the Accommodation theory developed by Rod Ellis in 1999 which focuses on grammatical errors that occur in the process of learning a second or foreign language (Second Language Acquisition, SLA). This theory explains how second language learners overcome and correct their errors in grammar through the process of interaction and communication. The object of this research is English advertisements on social media Instagram. This research uses error analysis which is conducted in several stages. Preparation was done by selecting relevant advertisements from advertising accounts, after which the researcher took screenshots of the advertisements. Then, after the screenshots were taken, the data were analysed for identification and then classified into 3 categories namely omission, information error and sequencing error. The results of this research show that there are 3 types of errors that occur namely omission, misinformation, and misordering with a total of 15 data. There are omission 5, misinformation 3, and misordering 6. This research is expected to provide benefits for everyone especially for those who are interested in Applied Linguistics.

Keywords: Advertisement, Grammatical Error, Social Media

INTRODUCTION

In the ever-evolving digital age, social media such as Instagram has become a very important platform for advertising and marketing with millions of active users every day (Kamal, 2019; Silvira & Riswanto, 2024) Instagram offers a tremendous opportunity for brands to expand their reach and capture the attention of potential customers. But amidst the hustle and bustle of messages displayed on Instagram, there are often errors in the use of English in advertisements. Such errors can negatively affect brand perception, confuse audiences, and even reduce consumer trust. Therefore, an in-depth analysis of Instagram advertising errors is important to better understand their impact.

The language used in advertisements forms a strategy for producers or advertisers to influence readers to know and consume products for the services offered. Advertising language has the aim of influencing people to believe what they read from the advertisement. Usually supported by attractive visual design to complement the purpose of delivering advertising messages. In the growing digital era, social media has become the main platform for brands to interact with their consumers. Instagram as one of the most popular social media platforms, offers opportunities for brands to promote their products to a wide audience. Through advertising features and organic content, brands can reach



their target market more effectively.

Social media such as Instagram has made many people compete to advertise or promote their products on an application that is a place to upload and share photos and videos with other users. The first reason they advertise their products on Instagram is because they have a wide reach. The social system in Instagram is to become a follower of other Instagram user accounts. Followers are also one of the important things, where the number of likes from followers greatly affects whether the ad post can become a popular post or not. Not only that, social media including Instagram also has a place to provide remarks or sentences commonly called captions, as well as to comment on a photo or video upload. Therefore, there are various languages used to write these captions. The variety of languages can be mapped into Indonesian, regional languages, foreign languages, and slang (Ningrum et al., 2021).

The development of information technology has brought about a change in society. The presence of social media makes people's behaviour patterns change, both existing norms, culture, and ethics. Indonesia has a lot of potential for social change. From various circles and ages, almost all Indonesian residents use social media to obtain and convey information to others. Advanced technology and information development have made Indonesians more open to global knowledge. Social media has now provided various conveniences in disseminating and receiving information. A social medium that offers special applications that are attractively packaged have also expanded its users to keep abreast of the development of the world and social media itself. In addition, social media has advantages, namely, easy access and fast (Rosdiana, 2019).

The reason the researcher choose this research is because this research is relevant to the current digital marketing trend, where social media platforms such as Instagram have become one of the main tools for promoting products and brands. By analyzing language errors in visual content on Instagram ads, the author can provide useful insights for marketing practitioners in improving the effectiveness of brand communication.

METHOD

This research used a qualitative method, employing observation and document analysis to understand the phenomenon in depth. It focused on identifying and classifying grammatical errors in Instagram advertisements, specifically from accounts like @id. biore, @azarinecosmeticofficial, @vaselineid, @itsomgbeauty, @wonderlyskin, and @wardahbeauty. Errors were categorized into omission, misinformation, and mis ordering. The data collection involved selecting relevant ads, taking screenshots, and analysing the

content. Findings were recorded and reported to provide insights for marketing practitioners on improving brand communication on Instagram. The analysis followed Miles and Huberman's descriptive method, including data collection, display, reduction, and conclusion stages.

RESULTS & DISCUSSION

Based on the analysis of 6 advertisement posts on Instagram, a total of 15 errors were found. Grammatical errors according to Ellis (1997) fall into three main categories: omission, misinformation, and mis ordering.

Omission

Ellis (1997) states that an omission error is a type of error when the learner omits a necessary part of a sentence. The omission errors found were:

Omission of the auxiliary verb "do"

The auxiliary verb do consists of do, does, did. These auxiliary verbs are used in auxiliary sentences in verbal sentences.

Example: *"Why People Love Biore Bright?"*

Correct: *'Why Do People Love Biore Bright?'*

Omission of the suffix -s

The "-s" ending omission error in English usually occurs when the third-person singular present tense of a verb is used without adding the required "-s" ending. In English grammar, verbs usually change form depending on the subject and tense. In the present tense, for third-person singular subjects (he, she, it, or singular nouns), most verbs require an extra "-s" at the end of the sentence.

Example: *"How #RadiantHealthySkin raise your confidence through your daily activities"*

Correct: *"How #RadiantHealthySkin raises your confidence through your daily activity".*

Omission of apostrophe (')

Ellis' Accommodation states that the omission of an apostrophe in a sentence is an English error. Omission of an apostrophe in an English sentence refers to a case where an apostrophe that should be used to indicate possession or contraction is not inserted correctly. This can cause confusion or misunderstanding in the understanding of the sentence. Apostrophes are generally used to indicate possession ("s" for singular and "" for plural) and for contractions (such as "don't" for "do not" or "can't" for "cannot"). So, the omission of an apostrophe in this context could be considered an error in writing or pronunciation.

Example: *"Whats in My POUCH?"*

Correct: *"What's in MY POUCH?"*

Omission of conjunction

The omission of conjunctions in English is referred to as "omission of conjunctions" or "omission of connectors". This happens when a conjunction that is supposed to connect phrases or clauses in a sentence is omitted, making the sentence unclear or ungrammatical.

Example: *"BREAK YOUR BEAUTY LIMIT SPECIAL GUEST STAR PERFORMANCE"*

Correct: *"BREAK YOUR BEAUTY LIMITS WITH A SPECIAL GUEST STAR PERFORMANCE."*

Misordering

Ellis (1997) states that mis ordering is the mistake of placing words in the wrong order. The word arrangement errors found are:

Verb placement error

Verb placement errors occur when verbs or verb phrases are not placed in the correct position in a sentence, causing confusion or unclear understanding of the sentence.

Example: *"Wardah skincare and makeup All the time, the best of 2023"*

Correct: *"Wardah skincare and makeup the best of 2023 all the time".*

Sentence order placement error

Incorrect sentence order in English grammar, this can mean that the sentence is structurally incorrectly organized, making it difficult to understand or does not conform to common language norms.

Example: *"Special Giveaway Friendsrin Sun's Best Friend"*

Correct: *"Special Giveaway for Friendsrin, Sun's Best Friend"*

Capitalization error

Capitalization errors in English are called "capitalization errors". These occur when capital letters are used or omitted inappropriately in words or sentences. For example, using an inappropriate capital letter for a name or title, or not using a capital letter for a word that requires one in a sentence.

Example: *"Find Perfect Lip Tint for YERI"*

Correct: *"Find the perfect lip tint for Yeri"*

Wrong placement of the -ing suffix

"-ing" errors in English usually occur when verbs are used with modal verbs such as "can", "will", "should", or "may". Basically, after a modal verb, the verb that follows must be in the infinitive form (to + base verb) and not in the gerund form ("-ing").

Example: *"Have no time to take care of your body after work? You can exfoliate to*

rejuvenate your skin and enhance your natural glow while you sleep"

Correct: "Have no time to take care of your body after work? You can exfoliate to rejuvenate your skin and enhance your natural glow while you sleep."

Misplacement of keyword sequencing

Keyword mis ordering in English is a subset of word placement errors or mis ordering. It occurs when key words or phrases in a sentence are not placed in the right order to convey meaning clearly. This kind of error can cause confusion in the understanding of the sentence.

Example: "*Wonderful Text I Wait for Every day, Your Order Has Been Shipped*"

Correct: "*Your order has been shipped. The wonderful text I wait for everyday*"

Misinformation

Ellis (1997) states that form usage errors are errors in the use of grammatical forms into other grammatical forms.

Misuse of past tense form

Past tense usage errors occur when someone uses verbs in a form that does not match the time intended in the context of the sentence.

Example: "*Have You Try OUR FAVORITE LIPTINT?*"

Correct: "*Have You Tried OUR FAVORITE LIPTINIT?*"

Noun usage error

Noun usage errors in English occur when the nouns used do not fit the context or the applicable grammar rules.

Example: "*Your skin problem needs advance solution*"

Correct: "*Your skin problem needs an advanced solution*"

Wrong use of verbs in plural form

Spelling mistakes in English are commonly referred to as "spelling mistakes" or "spelling errors". Spelling is a term used to indicate how to spell words correctly. If a mistake is made in spelling words, it is considered a spelling mistake.

Example: "*MATCH VASELTINE LIP BALM WITH YOUR LOOK!*"

Correct: "*MATCH VASELINE LIP BALM WITH YOUR LOOK!*"

An analysis of grammatical errors in Instagram ads shows that these errors often serve a strategic purpose rather than being mere mistakes. Here are some of the meanings drawn from the use of grammatical errors in advertisements:

Attracts Attention:

Non-grammatical language can attract attention and make the ad more memorable. For example, "Why people love Biore bright?" is more direct and memorable than the

grammatically correct form.

Creates a Familiar Impression:

Grammatical errors can create a relaxed and familiar impression, which is especially appealing to younger audiences. The ad “MATCH VASELTINE LIP BALM WITH YOUR LOOK!” uses casual language that suits teenagers.

Shaping Brand Identity:

Unique and creative language that does not conform to standard grammar can help in forming a distinctive and recognizable brand identity. For example, “TRANSFORM YOUR SKIN TO THE NEXT LEVEL MULTI-DIMENSIONAL GLOW SKIN” stands out more than the grammatically correct form.

Keep the Message Short:

Due to time and space constraints in advertisements, ungrammatical language can convey a shorter and more direct message. “BEAUTY THAT NEVER FADE” effectively conveys the product promise in fewer words.

The findings support the notion that grammatical errors in advertisements are often intentional and have a specific rhetorical function. This is in line with previous research on language use in social media but adds a new perspective by explaining the strategic purpose behind these errors. Grammatical errors in advertisements are not mere mistakes, but are used to attract attention, create impressions, and enhance message recall, making them effective tools in advertising communication.

This study identified 15 grammatical errors in the context of buying and selling cosmetics via Instagram. These errors fall into three main categories: omission, misinformation, and mis ordering. The presence of grammatical errors in advertisements on social media shows how deviations from standard English grammar occur in spelling, sentence structure, punctuation, and word usage. These errors, although technically incorrect, are used strategically by advertisers.

The main finding of this study is that grammatical errors in advertisements are often intentional. Advertisers use these errors to attract attention, as likely in (Warsidi, 2024) and create a more relaxed and familiar impression with their audience, specifically targeting younger demographics such as teenagers. The use of non-standard grammar can convey a unique and creative style of language, helping to form a distinct and standout brand identity. In addition, grammatical errors can help convey messages in a concise manner, which is especially important given the typical time and space constraints in advertisements.

This research supports previous findings on grammatical errors in social media, but adds new insights by explaining the strategic purpose behind them. Grammatical errors are used

as effective rhetorical tools to attract and resonate with audiences, suggesting that they are not just fallacies, but also useful communication tools in advertising.

CONCLUSION

This research has analysed grammatical errors in cosmetic advertisements on Instagram, identifying and categorizing 15 errors into three main types: omission, misinformation, and wrong order. These errors, which cover various aspects of English such as spelling, sentence structure, punctuation, and word choice, indicate deviations from Standard English grammatical norms. However, the presence of these errors in social media interactions reflects a deliberate choice by users and advertisers.

The use of grammatical errors in advertisements serves several strategic purposes. First, they are used to attract and retain audience attention in a crowded digital environment. By adopting colloquial or slang expressions and unconventional language patterns, advertisers seek to create a more informal and memorable tone, especially for younger demographics and build community engagement.

Secondly, these mistakes contribute to brand differentiation and identity formation. Unique language styles that deviate from formal grammatical norms help brands stand out amidst advertising competition, reinforcing brand memorability and uniqueness. Moreover, the concise and impactful nature of messages with grammatical errors meets the time and space constraints present in advertising media, ensuring effective communication within limited parameters.

This research not only validates previous findings on the prevalence and types of grammatical errors in the context of social media, including advertisements, but also provides a new perspective by explaining their functional significance. Grammatical errors are not just mistakes, but also deliberate rhetorical tools to increase ad effectiveness and audience engagement. By understanding the strategic use of these errors, advertisers can leverage linguistic nuances to optimize their communication strategies on social media platforms.

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