

## CHAPTER FOUR

### CONCLUSION

I have analyzed the ungrammatical forms made by advertisers in printed advertisements based on the theory of Error Analysis. The theory of Error Analysis that I have used is the taxonomy of error theory and the different causes of competence error theory.

After I analyzed the nine data, I found the most frequent error made by the advertisers and the producers based on the taxonomy of errors is, **Omission** as I found seven data of Omission from nine data, the five data of **Addition**, the three data of **Misformation**, and the zero data of **Misordering**.

The most frequent errors made by the advertisers in the grammatical types are the errors of singular and plural forms, as I found five data of errors in singular and plural forms from nine data. The factor influencing these errors is that the English grammar rules are so complicated. In the English language, the singular and plural form is divided into countable and uncountable nouns. However, in the Indonesian language there is no differentiation between countable and uncountable nouns. Thus, the advertisers are not aware of the use of singular and plural forms in their English sentences because they are influenced by the rules of their mother tongue, the Indonesian language.

Other errors that happen are the errors of the use of the article. In the interview with the advertisers and the producers, they say that they usually forget to enter the article when they make an English sentence in their advertisement. In the Indonesian language, the uses of articles are not as complicated as the use of articles in the English language.

Besides these errors, errors in the use of prepositions in the advertisements also happen. Based on the interviews, the advertisers and the producers say that they do not know what is the right preposition to use in their advertisements. In this case, they are influenced by the use of elements from the Indonesian language. In the Indonesian language, there are only a few prepositions used, and it is not as complicated as the use of prepositions in English.

Errors in the use of ‘-ing form’ also happen in the advertisements, as the advertisers and the producers think that almost all the verbs in the English language use ‘-ing’ form. In the English grammar rules; however, there are also other verb forms. The form of the verb depends on the tense that is used. These errors happen, because there is no differentiation of verb form and there is no tense in the Indonesian language.

I hardly find any errors in the use of the to infinitive form, the parts of speech, and the degree of comparative. From the nine data, I never find Misordering error as a type of the taxonomy of error and the Developmental error as a type of the different causes of competence error.

In my opinion, Misordering error never happen because Indonesian people usually know the right placement of their words in their English sentence.

Besides, Developmental error also never happen, because Indonesian people seldom try to make hypotheses about the English language based on their limited experience.

The other type of errors that I analyzed is the different causes of competence errors. The most frequent error of the different causes of competence errors is Interference errors. Almost all the data are included in this error, because I found seven types of Interference error from the nine data. Moreover, the rest of the data that are two data include in Intralingual error.

There are some factors influences the Interference error. Firstly, the advertisers and the producers are influenced by the use of elements from the Indonesian language. The mother tongue or the first language, namely, the Indonesian language, influence the process of making the English sentence in their advertisements.

Secondly, the advertisers and the producers usually translate directly from Indonesian to make an English sentence. Therefore, they are not aware that they must apply the English grammar rules in their advertisements. The effect of a direct translation from Indonesian language into English language is the advertisers and the producers usually forget to enter the article, the preposition, to infinitive form, and other aspects of English language. Moreover, they add a morpheme or more than one morpheme, causing ungrammatical English sentences.

After I have analyzed the nine data and I have interviewed the advertisers and the producers. I agree with the Error Analysis theory by Rod Ellis, that is, errors usually happen when the advertisers and the producers transfer elements

from their mother tongue or first language (Indonesian language) into the second language (English language). These errors are caused by the Indonesian language have different grammar rules from the English language.

Therefore, it is hard for the advertisers and the producers to learn the second language (English language). It is complicated for them to apply the English grammar rules in their advertisement.

The advertisers in printed advertisements are usually unaware of making errors in the use of English for Indonesian advertisements, because they usually make advertisements in Indonesian, and they seldom make advertisements in the English language. They do not really know how to use the English language correctly. They sometimes mix the English grammar with the Indonesian grammar. After I interviewed the advertisers and the producers, most of them only learn English at school, so they only have limited English knowledge based on their English education at the school. Therefore, they try to make advertisements based on their limited English knowledge.

Because of this, I will give some suggestions for the advertisers and the producers. Firstly, it is better for the advertisers and the producers not to translate directly from the Indonesian sentence into the English sentence. Secondly, I hope the Indonesian advertisers will not be influenced by the rules of the Indonesian language as the mother tongue when they make the English sentences in their advertisements. Thirdly, I hope the advertisers and the producers in Indonesia have a high awareness of making their English sentences in their advertisements.

I will give some suggestions for the future researches. It is better for the future researches to understand all the English grammar rules before they try to

make and analyze their research. Besides, the future researches must do some interviews with the object of researchers to know their reason in making the errors.

Besides this, I will give also solutions for the advertisers and the producers. They should remember, understand, and can apply all the rules of the English grammar rules, and they should use those rules when they make the English sentences in their advertisements. Besides, they can make the correct English sentences based on the English grammar rules.

Word count: 1116