



Analysis of Language Errors in Product Marketing on Facebook Market Place

La Ode Muhammad Idrus Hamid B¹, Miftah-ul-Khaira Anwar², Muhammad Kamal bin Abdul Hakeem³

¹ Sembilan November University Kolaka

² State University of Jakarta

³ State University of Jakarta

Corresponding Author: La O. M. Idrus Hamid B.

E-mail; idruslaode.usn@gmail.com

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ABSTRACT

This study aims to identify language errors that occur in product marketing on Facebook Marketplace with a focus on the morphological level. The research method used is descriptive analysis with a content analysis approach. The results of the study show that, in addition to the problem of abbreviations, word writing errors are also a major concern. Some marketplace accounts tend to make mistakes in letter placement or wording, which can result in unclear messaging. This kind of mistake can change the meaning of the sentence and make it difficult for consumers to understand the information provided. These findings provide important insights for marketing practitioners in improving the quality of their communications on Facebook's Marketplace platform.

Keywords: Error, Facebook, Marketplace

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INTRODUCTION

The determination of Indonesian as the national language was obtained through a long struggle carried out by the pioneers of independence. This is done as a form of obtaining one of the characteristics of national identity. The pioneers of independence were aware that the national language functions as a symbol of unity for the Indonesian nation consisting of various ethnic groups and languages (Muqri et al, 2016). Indonesian Language is the identity of the nation that must be maintained in dignity. To maintain the dignity of the Indonesian language, users must use good Indonesian (according to the context) and correctly (in accordance with linguistic rules). Linguistic

rules include word formation, word choice, and sentence formation. In addition, the spelling used in

word formation can clarify sentence strings (Lukmanul Hakim et al, 2017). Language has many properties, among which it has developed over time. Based on these developments, language easily shifts so that mistakes are made by language users.

In the increasingly evolving digital era, marketplace platforms, including Facebook, have become a very effective platform for businesses to promote and sell their products. The use of this platform not only offers ease in reaching the target audience, but also provides an opportunity to interact directly with potential consumers. However, the success of product marketing is not only determined by the presence on the platform, but also by the user's ability to craft effective messages.

Corder in Fisiak (1981) states that language errors consist of three terms, namely (1) lapses, (2) errors, and (3) mistakes. Lapses are language errors caused by the speaker switching ways to express something before the speech (sentence) is finished being fully stated. This error occurs due to accident and is not realized by the speaker. An error is a language error caused by a speaker violating a grammar rule or rule (breach of code). This error occurs because the speaker already has grammar rules or rules that are different from other grammars so that it has an impact on speech imperfections. Mistakes are language mistakes caused by speakers not choosing words or expressions correctly for certain situations. This error refers to the error caused by the speaker not using the rules that are known to be correct, not because of the lack of mastery of a second language (B2).

The importance of proper use of language in online marketing cannot be underestimated. Smart and engaging language can be a very powerful tool for grabbing consumers' attention, creating a positive impression of the product, and ultimately, driving the purchase action. On the other hand, mistakes in the use of language can have serious consequences, both in terms of damaging the product image and hindering the overall success of the marketing campaign.

For example, one of the language mistakes that often occur is the lack of clarity in the delivery of product information. Sometimes, a vague product description or the use of ambiguous words can confuse consumers, so they lose interest in continuing with the purchase process. In addition, the use of terms or phrases that are too technical without adequate explanation can also make consumers feel closed and less confident in the products offered.

In addition to the aspect of obscurity, another mistake may lie in the choice of words that are less persuasive. The use of language that doesn't evoke emotions or doesn't creatively emphasize the benefits of a product can reduce the appeal of a marketing campaign. Therefore, the analysis of language errors in product marketing on Facebook Marketplace needs to highlight the importance of creating messages that are not only informative but also captivating to consumers. In addressing these challenges, marketers can consider adopting a more personalized approach that is geared towards consumer needs. The use of testimonials or successful user stories, an emphasis on

product excellence in simple language, and the delivery of information in a structured and engaging manner can be effective strategies for optimizing product marketing on Facebook Marketplace.

By detailing and analyzing common language mistakes in product marketing, this article aims to provide practical guidance for businesses and marketers. It is hoped that a deep understanding of the importance of effective language can help increase the appeal of marketing campaigns, support a positive image of the product, and ultimately, achieve success in the competitive world of online marketing.

Based on the review, it can be concluded that language errors are the use of language that deviates from the language rules that apply in a language. Therefore, the analysis of language errors in the context of this study is the use of written Indonesian that is outside the rules of language or deviates from communication factors. Dulay, Burt, and Krashen (1982) distinguish the taxonomic regions of language errors into four, namely (1) taxonomy of the linguistic category, (2) taxonomy of the performance strategy category, (3) taxonomy of the comparative category, and (4) taxonomy of the communication effect category. In the context of this study, the taxonomic area that is used as a foothold is the taxonomy of the linguistic category, namely the error of the phonological level, the error of the morphological and syntactic level, the error of the semantic and word level, and the error of the discourse level.

Language errors at the phonological level include changes in phoneme pronunciation, phoneme deletion, and changes in diphthong sounds to single sounds or single phonemes. The analysis of language errors at the morphological level is divided into affixation errors, reduplication errors, and compounding errors (Utami, 2017). Language errors at the syntactic level are sentences without subject and without predicate, sentences without predicate, duplication of subjects, between predicates and inserted objects, illogical sentences, ambiguous sentences, omission of conjunctions, excessive use of conjunctions, non-parallel sequences, use of foreign terms, and unnecessary use of interrogative words. Language errors at the semantic level include mistakes in the use of similar words and inappropriate word choices (Kurniadi, 2017). Errors at the level of discourse include cohesion factors and coherence factors.

In this context, this article will outline the various language errors that are common in product marketing on the Facebook platform in the context of morphology. Through a deep understanding of the language aspect of online marketing, it is hoped that it can provide insights for businesses and marketers to improve the effectiveness of their campaigns. By highlighting language errors that often occur, this article aims to provide solutions and suggestions for improvement so that product marketing on Facebook Marketplace can be more optimal and successfully achieve the desired goals

RESEARCH METHODOLOGY

The research method used in this study is the descriptive method of analysis. According to Suriasumantri (2005), the descriptive method of analysis is a method used to research ideas or products of human thought that have been contained in the form of

print media, both in the form of primary and secondary manuscripts by conducting critical studies on them. The focus of descriptive research analysis is to try to describe, discuss, and criticize primary ideas which are then confronted with other primary ideas in an effort to conduct studies in the form of comparisons, relationships, and model development. The implementation of descriptive research methods is not limited to the collection and preparation of data, but also the analysis and interpretation of the data.

In the context of this study, the descriptive method of analysis is used as the initial method used to explain the existing phenomena in accordance with the real conditions in the field. Tarigan (1990) modified the steps to analyze the language errors proposed by Ellis and Sidhar in the following order: (1) collecting data in the form of language errors made by learners, (2) identifying and classifying errors with the stages of picking up and sorting errors based on grammatical categories, (3) making error rankings which means making a sequence of errors based on the frequency of the errors, (4) Explaining errors by describing the location of errors, causes and providing correct examples, (5) making estimates of areas or linguistic items that are prone to causing errors, (6) correcting errors in the form of correcting and eliminating errors in the form of preparing appropriate teaching materials and determining appropriate learning strategies. Technically, this study reviews the errors that occur in buying and selling posts on the Facebook Market Place Platform in terms of morphology.

RESULT AND DISCUSSION

From tracing the data on Facebook's Market Place , there are several mistakes made by sellers. Like some of the following pictures:

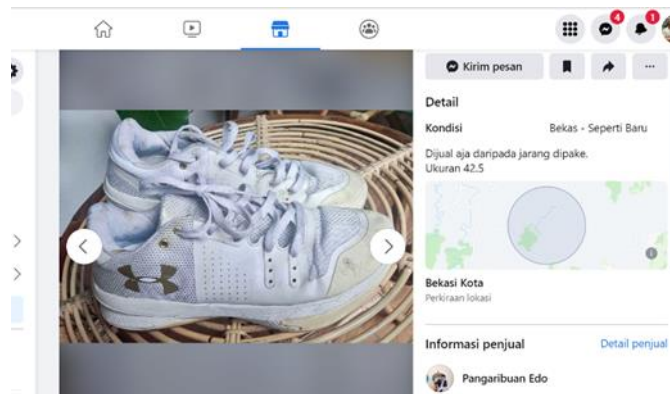


Figure 1. Pangathousands Edo Account

Morphological Errors: It is sold rather than rarely used. The word “aja” is a mistake and should have been written “only”. The word “dipake” is a mistake and should be written “dipakai”. Repair: Only sold rather than rarely used.

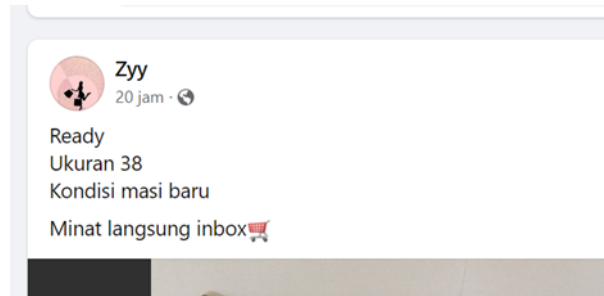


Figure 2. Zyy Account

New condition the word "masi" is a mistake and should have been written "still".
Repair: The condition is still new.

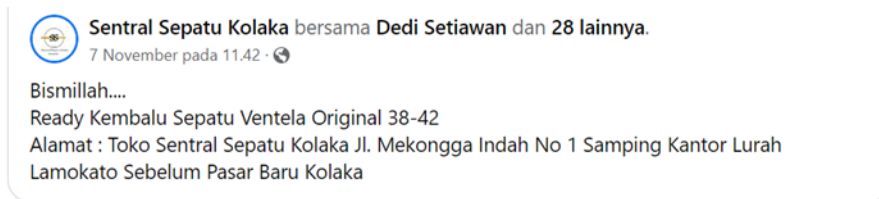


Figure 3. Kolaka Shoe Central Account

Ready Kembalu Original Ventela Shoes 38-42. The word "Kembalu" is a mistake and should be written "back". In addition, another error that arises from the sentence is the words "Ready" and "Original", the writing of foreign words or terms must use italics. Repair: Ready back the original ventela shoes 38-42.

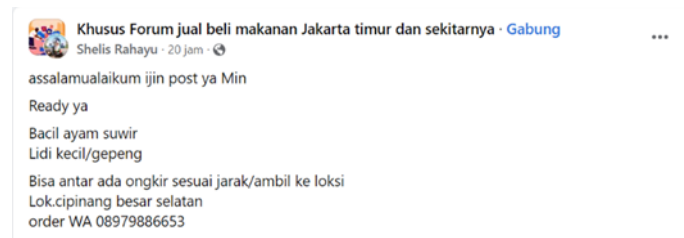


Figure 4. Shelis Rahayu's account

Can be delivered to postage according to the distance/take to the location. The word "postage" is an abbreviation and should be written "postage". The word "loxy" is a mistake and should have been written "location". Repair: Can be delivered with postage according to the distance/pick up at the location.

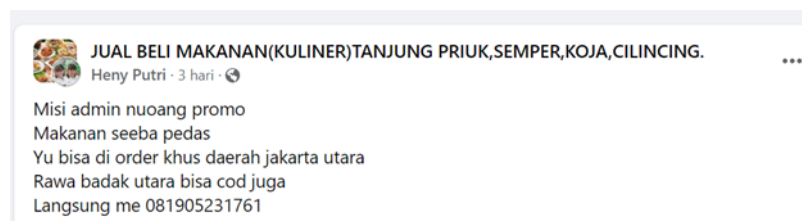


Figure 5. Heny Putri Account

Admin mission nuoang promo Spicy Food. The word "mission" is a mistake and should have been written "excuse me". The word "nuoang" is a mistake and should have been written "hitchhiking". The word "seeba" is a mistake and should be written "all".
Repair: Excuse the admin to ride the promo and All-spicy food.



Figure 6. Jakarta Buying and Selling Account

Selling trade grobak. The word "grobak" is a mistake and should have been written "cart". Repair: Sell trading carts.

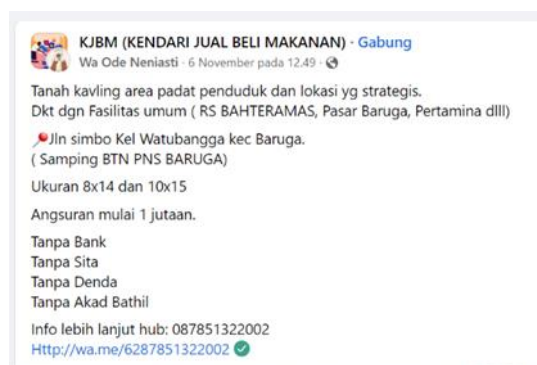


Figure 7. Wa Ode Neniasti Account

Land plots in densely populated areas and strategic locations. Dkt with public facilities. The word "yg" is an abbreviation and is a mistake that should be written "yang". The word "Dkt" is an abbreviation and is a mistake that should be written "close". The word "dgn" is an abbreviation error and is a mistake that should be written "with". Repair: Land plots in densely populated areas and strategic locations and Close to public facilities.

In the findings of data from various accounts on Facebook Marketplace, interesting findings indicate that one of the most common errors in the use of language is related to the use of abbreviations. Many users of marketplace accounts tend to rely on abbreviations in an effort to maximize the efficiency and fluency of language

communication. Although the purpose of using abbreviations is to simplify and speed up interactions, it turns out that mistakes in understanding abbreviations can be a significant communication barrier. The use of abbreviations that are not common or unknown to most consumers can cause confusion and misunderstanding. This can negatively impact the image of the account user's professionalism and, more importantly, can complicate the process of selling products. Therefore, it is important to consider the general level of understanding of the abbreviations used, as well as ensure that they conform to the prevailing language norms.

In addition to the problem of abbreviations, word writing errors are also a major focus in data analysis. Some marketplace accounts tend to make mistakes in letter placement or word writing, which can result in unclear messaging. For example, misspelling words or misplacement of letters can change the meaning of a sentence and make it difficult for consumers to understand the information provided.

To overcome this problem, there needs to be extra awareness and attention in the use of language, especially in compiling product descriptions or explaining information related to offers. Using clear, structured, and error-free language can increase professionalism and consumer trust in marketplace accounts.

CONCLUSION

Overall, data findings from various accounts on Facebook Marketplace show that language use, especially related to abbreviations, is a critical element in product marketing success. Abbreviations, which are supposed to make communication easier, can be a source of confusion and misunderstanding if not used wisely. Mistakes in the use of abbreviations can not only harm the image of the account's professionalism, but also hinder the process of selling the product. Word writing errors are also a serious concern, as they can result in unclear messages and change the meaning of sentences. To overcome these challenges, it takes a high level of awareness and extra attention in drafting product descriptions or explanations related to offers. The use of clear, structured, and error-free language not only increases consumer trust but also strengthens the image of a professional in a competitive online environment.

In response to the results of this analysis, businesses and sellers on Facebook Marketplace are expected to improve the use of abbreviations by ensuring common understanding and avoiding abbreviations that are not widely known. In addition, it is necessary to make efforts to improve the quality of writing by paying attention to the placement of letters and words so that the message conveyed becomes clearer and more captivating. Thus, the application of these practices can support communication effectiveness, increase professionalism, and strengthen the attractiveness of product marketing in the digital marketplace era.

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