

# Public Test Flyer Model for Language Services on Language Errors in Semester VII Indonesian Language and Literature Education Study Program Al Washliyah Muslim University of Nusantara

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## ABSTRACT

This flyer media will be used in teaching language error analysis to identify errors in flyers as a promotion that is still relied upon today. Language error analysis is used by language teachers to collect error samples, identify errors in the samples, explain the errors, classify errors, and evaluate the level of seriousness of the errors. The purpose of this study is to find out how to conduct language error analysis and what language should actually be used in flyer media during promotions. This type of research is descriptive research with a qualitative approach. This research was conducted on seventh-semester students of the PBSI Study Program at UMN Al Washliyah. The population in this study was all seventh-semester PBSI students, totaling 18 people. The sampling technique used in this study was a non-probability sampling technique. The outputs of this research are Accredited National Journal Publications, National Proceedings of Research Results of LP2M UMN Al-Washliyah, and Monograph Books. The follow-up of this research creates a comprehensive workflow from research results to real implementation and continuous improvement. Through collaboration between universities and research partners, this research has the potential to create positive and sustainable changes in various aspects of community life.

**Keywords:** *Flayer, Language Error Analysis, Semester VII, Literature Education, UMN Al Washliyah*

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## 1. INTRODUCTION

Language plays a vital role and plays a vital role in our lives. It serves as a tool for communication between people in everyday life. In fact, no activity is exempt from the use of language, whether spoken or written. Language is also a system composed of several components: sound symbols, and punctuation marks, arranged in fixed patterns to form their own meaning [1]. Through language, communicators can convey messages, intentions, and goals, effectively conveying this information to their audience.

Language can be said to be a means used in every activity [2]. We gain many benefits from language. Through language, we can understand something from our perspective, gain knowledge about things like our country, civilization, human history, national origins, education, and even our own character. Something called meaning or concept is formed from sound symbols, which constitute the language system.

Media are all forms of intermediaries used by humans to convey ideas, concepts, or opinions. So that the learning objectives put forward can reach the intended recipient. According to [3] in a learning process, educators are required to make thorough and systematic plans so that learning objectives can be achieved. For this reason, a systematic teaching strategy is needed as an important part carried out by educators in carrying out teaching activities. With the very rapid development of technology, educators are expected to be able to utilize technology in the learning process to produce a creative generation and be able to compete in facing the implications of the industrial revolution 4.0 [4]. The success of learning is characterized by the achievement of objectives

in terms of knowledge, attitudes and skills. Many factors contribute to successful learning, one of which is learning media. This is supported by research by [5] which revealed that the effectiveness of learning is influenced by the media used.

*Flyer* *Flyers*, also commonly called pamphlets, are a type of promotional material commonly used by companies. They consist of a sheet of paper with information about a specific promotion and are typically distributed on the street or in public places. Flyers are very effective in teaching language error analysis because their function is to promote goods or services. They also contain attractive images and unique, persuasive sentences. This will engage students, inspire them, and enhance their creativity in analyzing language errors.

Flyers are a way to promote goods and services, often distributed in public places, such as shopping centers, parks, highways, and so on. To this day, flyers remain a reliable and effective promotional medium. Adapting to changing times, flyers have evolved into a digital promotional medium widely distributed on social media, search engines, and other internet-based website portals. Digital flyers can reach a wider audience, accelerate production, and reduce operational costs.

This flyer media will be used in teaching language error analysis to be able to identify errors contained in flyers as promotions that are still relied upon today. Language error analysis is a work procedure that can be used by researchers or language teachers, including: activities to collect error samples, identify errors contained in the sample, explain the errors, classify errors, and evaluate the level of seriousness of the error. In his research, [6] argues that "Language error analysis is a process of identifying errors or deviations from a language related to errors and errors that do not comply with applicable language rules."

## 2. LITERATURE REVIEW

### 2.1 *Media Flyer*

*Flyer* *Flyers* are a type of visual media and are the most important communication media that inform the public, city hall, sponsors, press/media, schools/wallets/voluntary organizations, and others about an event. Flyers have a very high utility value and must be written carefully so that they are easy to read and understand. Flyers or commonly called pamphlets are one of the promotional materials commonly used by companies. The form is a sheet of paper with information about a particular promotion, and are usually distributed on the street or in public places. Flyers are part of BTL (Below The Line) promotional materials and in their development function to attract public attention to then make a purchase. The size of the flyer can vary depending on the needs or choices of the company making it. However, there are several sizes used, namely: A4 (210 x 297 mm), A5 (148 x 10 mm / half A4), and A6 (105 x 148 / postcard size). Based on the most widely used size in Indonesia is A5.

There are several things to consider when designing a flyer, including:

- a. Use of images, photos, and illustrations. To make a flyer eye-catching, the use of images and photo illustrations is highly recommended. Of course, the choice of images, photos, or illustrations must be tailored to the theme, content, and corporate identity.
- b. *P*The use of appropriate fonts is also very important, both for headings and body text. Fonts should be tailored to the corporate identity, as well as the

content and theme of the flyer. The choice of serif or sans serif fonts determines the effectiveness of the flyer's message.

- c. Information structure, or how information is organized within a flyer, is crucial. The heading (main title) is the first point the audience must understand, so the choice of heading phrase must be appropriate. Other information is organized in subheadings and body text.
- d. Call to Action: Because flyers serve as promotional materials, a call to action (CTA) is essential. A call to action is a phrase in a flyer that encourages people to take action, in this case, following up on the flyer's promotion with concrete action, such as purchasing an item, registering, or joining a movement.
- e. Print treatment is how the flyer is printed, this includes the type of paper used, thickness, number of colors, printing method, and print finishing 22.

### 1. Advantages of Flyer Media

Below are several advantages of flyer learning media, including the following:

- a. Flyer media is the best method of disseminating ideas and messages to a larger group of people.
- b. Using flyer media can save time in distributing information to a group of people.

### 2. Disadvantages of Flyer Media

The following are several disadvantages of flyer learning media, including the following:

- a. The main disadvantage of flyers is that they can waste a lot of money and time if the printed flyers are not distributed properly.
- b. Only educated people can benefit from this educational aid. Furthermore, because it's more written content, it's less engaging.
- c. The process of distributing flyers does not ensure whether the target group has paid attention or taken the time to read the flyer or not.

## 2.2 Language Errors

Language errors can be interpreted as violations in language from the rules of language by language actors, which are carried out both orally and in writing. [7] stated that "Language errors are the use of language both orally and in writing that deviates from the determining factors of communication or deviates from social norms and deviates from the rules of grammar". In this regard, [8] stated that "errors are parts of conversations or compositions that deviate from several book norms (or selected norms) of adult language performance". Then, [9] also argued that "Language errors are the use of language both orally and in writing that deviate from the determining factors of communication or deviate from social norms and deviate from the rules of Indonesian grammar".

Based on the opinions described above, it can be concluded that language errors are the use of spoken and written language that deviates from established language rules. Language errors can be caused by a lack of insight into using language properly and correctly.

Tarigan and Sulistyaningsih in [7] argue that "Language error analysis is a work procedure that can be used by researchers or language teachers, including: collecting

error samples, identifying errors contained in the sample, explaining the errors, classifying errors, and evaluating the level of seriousness of the errors". Furthermore, [10] stated that "language error analysis is an effort to record and classify errors contained in students' speech and writing". In his research, [11] argues that "Language error analysis is a process of identifying errors or deviations from a language related to mistakes and errors that do not comply with applicable language rules". Based on these opinions, it can be concluded that language error analysis is a method or work step used by researchers to identify language errors that do not comply with the rules of the Indonesian language.

[12] states that in Indonesian there are several words that have nuances of error, namely deviation, violation, and oversight. The four words can be described by their respective meanings. First, 'error' means what is done is not correct, either according to the norms or the rules that are determined. This may be caused by the language user who does not know or is not aware of the norms, another possibility is an error. If this error is associated with word usage, he does not know the correct word to use. Second, 'deviation' means deviating from the established rules. Language users deviate because they are unwilling, reluctant, lazy to follow the existing norms. In fact, the language user knows the correct norms, but he uses other norms that are considered more appropriate to his concept. In addition, deviation is caused by a strong desire that cannot be avoided for one reason or another. This language attitude tends towards the formation of words, terms, slang, jargon, or even slang. Third, the word 'violation' refers to a language user consciously refusing to comply with established norms, even though they know the consequences are detrimental. This lack of discipline in the media they use often leads to inability to convey a message accurately. Fourth, 'error' is a psychological process that indicates someone has mistakenly applied existing language theories or norms, resulting in incorrect usage. An error can be defined as a mistake. It could be a mispronunciation or misphrasing due to carelessness.

Based on this opinion, it can be concluded that there are several factors that cause errors in Indonesian. Besides purely errors made by language users, other causes include deviations in language use, or not in accordance with the rules of good and correct language. Next, violations, namely language users intentionally make language errors even though they know that what they are doing is incorrect. Finally, errors can be interpreted as mistakes or language users unintentionally make language errors.

The Ministry of Education and Culture [13] states that there are two measures to determine the meaning of language errors, namely: First, related to the determining factors in communication. The determining factors in communication are: who speaks to whom, for what purpose. In what situation (place and time), in what context (other participants, culture, and atmosphere), by what channel (oral or written), with what media (face to face, telephone, letter, cable, book, newspaper, and so on), in what event (conversation, lecture, ceremony, ceremony, report, job application, declaration of love, and so on). Second, related to the rules or linguistic principles known as grammar.

Based on this opinion, it can be concluded that language errors are the use of language, both orally and in writing, which deviates from the determining factors of

communication or deviates from social norms and deviates from the rules of Indonesian grammar.

[12] stated that "language errors in Indonesian can be classified into five, including: *First*, based on level linguistics, errors language errors can be classified into: language errors in the fields of phonology, morphology, syntax (phrases, clauses, sentences), semantics, and discourse; second, based on language activities or language skills can be classified into language errors in listening, speaking, reading and writing; *third*, Based on the means or type of language used, errors can occur in spoken and written language; fourth, based on the cause of the error happen can be classified into language errors due to teaching and language errors due to interference; and fifth, language errors based on the frequency of occurrence can be classified into the most frequent, frequent, moderate, less frequent, and rare language errors.

### 3. METHODS

This research is a descriptive study with a qualitative approach. This research was conducted on seventh-semester students of the PBSI Study Program at UMN Al Washliyah. The population in this study was all 18 seventh-semester PBSI students. The sampling technique used in this study was a non-probability sampling technique with a convenience sampling type, namely a sampling technique where the sample is selected from the population simply because the sample is available to the researcher. The researcher chose this sample simply because it was easy to recruit and the researcher did not consider selecting a sample that represents the entire population.

The data collection technique used in this study was to conduct an essay test on students to determine their language error analysis skills in flyer media conducted by seventh semester students. The data analysis technique used was the content analysis technique. After all the data was collected, it was read as a whole and then looked for errors in analyzing language errors with flyer media. The steps for obtaining the data are described as follows: (1) Reading the entire analysis results made by students to be used as research objects. (2) Analyzing student essays, (3) Determining the types of language errors in the analysis conducted, (4) Explaining the language errors made, the causes of errors in the analysis, and how to correct errors in the analysis on flyer media, (5) concluding from the research results, (6) Calculate the average score (Mean), and (7) Calculate the percentage and average value.

### 4. RESULTS AND DISCUSSION

The data obtained from the research results using ""Flyer Model for Public Test of Language Services on Language Error Material, Semester VII, Indonesian Language and Literature Education Study Program, Al Washliyah Muslim Nusantara University" with test essay.

#### 4.1 Calculating Student Scores

Respondent Number	Ability to find language errors on flyers (20)	Ability to determine the type of error on the flyer (20)	Ability to provide reasons for errors on flyers (30)	Ability to provide improvements according to EYD (30)	Amount
R01	15	15	25	25	80
R02	20	15	25	25	85
R03	15	20	25	25	85
R04	20	20	25	25	90
R05	20	15	20	25	80
R06	20	20	25	25	90

R07	20	15	20	25	80
R08	20	15	25	25	85
R09	15	20	25	25	85
R10	15	15	25	25	80
R11	15	15	25	25	80
R12	15	20	25	25	85
R13	20	15	25	25	85
R14	20	20	25	25	90
R15	15	15	25	25	80
R16	15	20	25	25	85
R17	15	20	20	20	75
R18	15	15	25	20	80
Amount					1500

Once the scores for all students are known, they are added together to determine the mean. To find the mean, use the following formula:  $M = \frac{\sum x}{N}$

$$M = 1500/18$$

$$M = 83.3$$

From this formula, the average student score is 83.3

#### 4.2 Presentation of Students' Ability to Conduct Analysis

Language Errors in Flyer

Mark	Number of Students	Percentage
90	3	16%
85	7	38%
80	7	38%
75	1	5 %

#### Discussion

Based on the results of data processing of the Flyer Model for Public Test of Language Services on Language Error Material Semester VII of the Indonesian Language and Literature Education Study Program, Al Washliyah Muslim University. It is known that the average value of students is 83.3 with a good category. Students with scores who got a score of 90 in the very good category with a percentage of 16% were 3 people, there were 7 students who got a score of 85 in the very good category with a percentage of 38%, there were 7 students who got a score of 80 in the good category with a percentage of 38%, and there was 1 student who got a score of 75 with a percentage of 5%. Flyer media in language error analysis learning is considered effective for use in learning activities. Flyer media, besides being easy to access, also makes it easier for students to analyze language errors because by using a mobile phone, they can analyze language errors without having to go to the intended place. The ease of learning that is carried out helps learning more effectively and efficiently in terms of time and energy used in learning activities.

#### CONCLUSION

1. The results of the calculation of the average value of semester VII students in analyzing language errors in flyer media were 83.3, which is included in the good category.
2. Flyer media is considered effective for use in language error analysis courses as an efficient and easily accessible medium.

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