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Analysis of the Use of Standard and Nonstandard Words on Banners in Pekanbaru City, Bina Widya District

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A B S T R A C T

As the national language, Indonesian has rules and norms that must be followed, including the use of standard words in public media such as banners. However, in practice, many errors are still found in the use of words that do not conform to the Enhanced Spelling System (Ejaan yang Disempurnakan, EYD). This study aims to analyze the types of errors in the use of standard and nonstandard words on banners in Pekanbaru City, particularly in the Bina Widya District. This research employs a qualitative descriptive method using documentation and note-taking techniques. Data were collected by photographing and recording word errors on banners scattered throughout the research area and then analyzed based on the language rules outlined in the Kamus Besar Bahasa Indonesia (KBBI). The results of the study show that a significant number of nonstandard words are still found on banners, including errors in writing, spelling, and capitalization. A total of 18 nonstandard words were identified from 13 banners observed. These findings indicate that the public's understanding of proper and correct use of the Indonesian language remains low. This study is expected to raise public awareness of the importance of using Indonesian accurately in public information media.

1. Introduction

Language is a means of communication used by humans to convey thoughts, feelings, ideas, and information to others through symbols or signs, primarily in the form of sounds (spoken) or writing. Language is also considered the most effective tool of communication that is unique to humans and can never be separated from human life (Harahap & Nirmawan, 2023). Through language, humans can establish social relationships, cooperate with others, and express their identities and cultures. Language serves as the primary medium in shaping patterns of thought, because through language, a person can organize complex ideas into forms that can be understood by others. Without language, social activities and the development of human civilization would not be possible. In addition, language functions as a tool of social integration that can unite various differences in ethnic, cultural, and

regional backgrounds. Language also plays a vital role in education, as it serves as the main medium for transferring knowledge and moral values. Therefore, the ability to use language properly and correctly becomes one of the important indicators in assessing a person's level of intelligence and maturity. Thus, language is not merely a means of communication but also a medium for shaping character, culture, and national identity. The Indonesian language must indeed be used by all groups in society to communicate with people from various ethnic backgrounds. Words that are not understood by one of the parties can hinder the communication process between the speaker and the listener. Therefore, understanding and learning standard words is essential as a means of fostering national unity. The proper use of the Indonesian language is one of the most important factors in writing. Humans constantly use language to meet their daily needs. They communicate to fulfill their desires and to convey plans as social beings who interact and cooperate with one another. In relation to social life, the Indonesian language continues to experience changes, particularly those connected to new patterns in human life influenced by the advancement of science and technology, especially information technology, which increasingly shapes the demands and challenges of the globalization era(Sirait Zulkarnain, 2021).

The explanation above discusses the Indonesian language, which serves as the main tool for understanding meaning, especially in writing. However, many people in social environments still do not fully understand how to write correctly using proper language, particularly in accordance with standard Indonesian. These standards include the use of proper grammar and the Enhanced Spelling System of the Indonesian Language (Ejaan Bahasa Indonesia yang Disempurnakan – EYD)**.** Standard Indonesian grammar involves the correct use of words and spelling that comply with linguistic rules. The standard grammatical rules of the Indonesian language refer to the language principles established by the Indonesian Language Center (Pusat Bahasa Indonesia)**,** while the standard spelling rules represent the perfected form of writing conventions in Indonesian.

Errors or mistakes in language use occur when speakers fail to choose appropriate words or expressions for a particular situation. Such errors involve the improper use of linguistic units such as sentences, words, or paragraphs that deviate from the system and rules of standard Indonesian. Meanwhile, comprehension refers to the process, method, or act of understanding and internalizing meaning(Afifah, N., & Hasibuan, 2020). In this context, language errors often occur due to the speaker's lack of understanding of grammatical and spelling rules. Another contributing factor is the habitual use of nonstandard language in daily communication, whether within the family, among peers, or on social media. Furthermore, a low interest in reading and insufficient attention to proper language learning also worsen language proficiency. Continuous neglect of language errors may lead to misunderstandings in communication and result in a decline in the quality of Indonesian language use. Therefore, consistent practice and continuous learning are needed so that people can use language appropriately in accordance with proper linguistic rules and context.

Error analysis in language is a theory commonly used to examine learners' interlanguage the transitional linguistic system that develops during the process of learning a language. This theory also explains the concept of language error analysis, which aims to help learners achieve their language learning goals by identifying the causes of errors and determining ways to overcome them during the process of language acquisition. Such analysis functions to determine the extent of a learner's ability to use the language and to understand the forms of deviations that occur in the process of communication. According to (Pranowo, 2017) Every error that appears in language learners has educational value, as it can serve as a reflection tool for improving language proficiency in the future. Through language error analysis, researchers can trace the causes of mistakes, whether they stem from internal factors such as a lack of grammatical mastery or external factors such as the influence of nonstandard language environments. Moreover, this approach helps educators and linguists design more effective and contextual learning strategies. Error analysis is not limited to the academic domain but is also important to apply in everyday life to enhance the quality of public communication. In the context of this study, language error analysis is used to identify various forms of linguistic errors found on banners displayed in public spaces. The results are expected to provide a deeper understanding of the characteristics of language use in society and to offer solutions to prevent similar mistakes from recurring. Thus, the theory proposed by Pranowo makes a significant contribution to improving the linguistic quality of Indonesian society.

Nonstandard language or words are a form of language variation that continues to exist and develop according to their function, namely, in informal or nonofficial language use. (Suharianto, 2016). While (Alwasilah, 2019) It is stated that nonstandard language is a form of language that typically uses words or expressions, sentence structures, spelling, and pronunciations that are not commonly used in the field of education. Nevertheless, the existence of nonstandard language cannot be considered entirely negative, as it still holds social functions as a means of strengthening relationships among speakers and creating closeness in communication. However, excessive use of nonstandard language in public spaces such as on banners, in mass media, or within educational institutions can diminish the sense of professionalism and lead to deviations from linguistic norms. Therefore, it is important for society to be able to distinguish between the contexts in which standard and nonstandard language should be used so that communication functions effectively without neglecting proper linguistic values.

Based on the detailed explanation above regarding standard and nonstandard language, the writer will analyze the use of standard and nonstandard words found on banners. A banner is an informational or promotional medium made of fabric or other materials printed or written with specific messages, often containing colorful text and images. Banners are usually produced using paint, screen printing, or digital printing machines. In the present day, banners have become one of the most popular forms of promotional media. This is due to their relatively low cost and the fast production process, as many advertising companies now provide digital printing services that make banner production more accessible and widespread.

This research is motivated by the occurrence of errors in the use of standard and nonstandard words on banners displayed along the streets of Pekanbaru City, particularly in the Bina Widya District, with the aim of ensuring conformity with the rules of the Indonesian language. As a standard language, there are certain norms that must be fulfilled in its usage. Relevant studies related to this research include those conducted by (Juliyanti & Sutrisna, 2021) The study entitled *"Analysis of the Use of Standard and Nonstandard Words on Banners Found in the Haurgeulis District, Indramayu Region"* shows that there are writing errors in outdoor media in Haurgeulis District, where the writing is still not in accordance with the rules of proper and correct Indonesian. The types of errors identified include mistakes in spelling, punctuation, and the use of capital letters. The types of errors found include mistakes in writing, spelling, and the use of capital letters.

Furthermore, the study conducted by (Parulian Sibuea et al., 2024) The study entitled *"Analysis of the Use of Standard and Nonstandard Words in Social Media"* explains the characteristics and features of standard words along with their affixes as found in social media. Lastly, the research conducted by (Maryaningsih, 2023) The study entitled *"Analysis of Students' Errors in Writing Standard and Nonstandard Words in Indonesian Language Subjects"* found that students still do not fully understand how to use standard words correctly and appropriately. Therefore, the teacher conducted a proficiency test to train and help students distinguish between standard and nonstandard words. The factors identified as obstacles include the influence of the social environment and family background.

The purpose of this study is to describe the errors in the use of standard and nonstandard grammar found on banners in Bina Widya District, Pekanbaru City. This research aims to provide a clear understanding of the extent to which the public comprehends and applies the rules of proper and correct Indonesian language in public media. Through this study, the writer seeks to identify the common types of language errors, including those related to spelling, capitalization, and word choice that do not conform to the Kamus Besar Bahasa Indonesia (KBBI). Another objective of this study is to provide information regarding the use of standard and nonstandard words in accordance with the Enhanced Indonesian Spelling System (EYD), so that it may serve as a reference for the community in using the Indonesian language accurately. This research is also expected to raise public awareness of the importance of adhering to proper linguistic norms in all forms of written communication in public spaces. Furthermore, this study serves as an educational reference for banner designers, writers, and educational institutions to pay greater attention to linguistic aspects in message delivery. Thus, language errors can be minimized and prevented from recurring in various forms of writing, whether formal or nonformal.

2. Methodology

The sampling for this study was conducted in April 2025 in Pekanbaru City, specifically in the Bina Widya District. The method used in this research is a descriptive qualitative method. According to (Sukmadinata Nana, 2017)

Descriptive research is the most fundamental type of study, aimed at describing or illustrating existing phenomena, whether natural or man-made. Through this descriptive qualitative research, the writer seeks to describe the problem by documenting (through photographs), recording, analyzing, and presenting issues related to data in the form of sentences — specifically, errors in the use of standard and nonstandard words found on banners in Pekanbaru City, particularly in the Bina Widya District.

The data collection techniques used in this study are documentation and note-taking techniques. The documentation technique was carried out by taking photographs using a mobile phone camera to obtain real and authentic data. The note-taking technique was used to record errors in the use of standard and nonstandard words found on each photographed banner. The implementation of these techniques was conducted as follows:

a. Reading and understanding the errors in the use of standard and nonstandard words on banners found in Pekanbaru City, particularly in the Bina Widya District.
b. Recording words related to errors in the use of standard and nonstandard language found on the banners.
c. Classifying the collected data according to the types of errors identified.
d. Analyzing and drawing conclusions based on the documentation and notes regarding the errors in the use of standard and nonstandard words on the banners.

3. Result and Discussion

Language errors often occur both in spoken and written forms, representing deviations from the rules of Indonesian grammar, which include word usage, sentence structure, and spelling errors that do not conform to the established spelling system. This study focuses on errors in the use of standard and nonstandard words found on banners in the Bina Widya District of Pekanbaru City, as presented in Table 1, along with their corrections and meanings. The results of these corrections are explained comprehensively in accordance with the rules set forth in the *Kamus Besar Bahasa Indonesia* (KBBI) as in Table 1.

Table 1. Research Data Corresponding to the Discussion

No	Nonstandard Words	Standard Words	Description
1.	Ramadhan	Ramadan	The word “Ramadhan” in this data is not a standard word. It is not included in the official spelling system.
2.	Merk	Merek	The word “Merk” in this data is not a standard word. It is not included in the official spelling system.

3.	Kenderaan	Kendaraan	The word “Kenderaan” in this data is not a standard word. It is not included in the official spelling system.
4.	Kost	Indekos	The word “Kost” in this data is not a standard word. It is not included in the official spelling system.
5.	Fasilias	Fasilitas	The word “Fasilias” in this data is not a standard word. It is not included in the official spelling system.
6.	Ijin	Izin	The word “Ijin” in this data is not a standard word. It is not included in the official spelling system.
7.	Pijet	Pijat	The word “Pijet” in this data is not a standard word. It is not included in the official spelling system.
8.	Tehnik	Teknik	The word “Tehnik” in this data is not a standard word. It is not included in the official spelling system.
9.	Pinter	Pintar	The word “Pinter” in this data is not a standard word. It is not included in the official spelling system.
10.	Kalo	Kalau	The word “Ramadhan” in this data is not a standard word. It is not included in the official spelling system.
11.	Sop	Sup	The word “Sop” in this data is not a standard word. It is not included in the official spelling system.
12.	Aksesoris	Aksesori	The word “Aksesori” in this data is not a standard word. It is not included in the official spelling system.
13.	Apotik	Apotek	The word “Apotik” in this data is not a standard word. It is not included in the official spelling system.
14.	Telor	Telur	The word “Telor” in this data is not a standard word. It is not included in the official spelling system.
15.	Rame	Ramai	The word “Rame” in this data is not a standard word. It is not included in the official spelling system.
16.	Dateng	Datang	The word “Dateng” in this data is not a standard word. It is not included in the official spelling system.

17.	Sampe	Sampai	The word “Sampe” in this data is not a standard word. It is not included in the official spelling system.
18.	Ultah	Ulang Tahun	The word “Ultah” in this data is not a standard word. It is not included in the official spelling system.

This photo was taken on Sunday, April 27, 2025. The error in the use of standard and nonstandard words on the banner is the word “Ramadhan.” The banner is a greeting for the observance of fasting and Eid al-Fitr from the Gerindra Party. The error on the banner shown in Figure 1 is the use of the word “Ramadhan,” which is a nonstandard word. According to the *Kamus Besar Bahasa Indonesia* (KBBI), the correct spelling is “Ramadan,” which refers to the ninth month of the Hijri calendar, during which Muslim adults are required to fast. Meanwhile, the word “Ramadhan” is used in Arabic or when writing in the Arabic script, not in standard Indonesian (Figure 1).

Figure 1. The Misspelling of the Word Ramadhan

This photo was taken on Sunday, April 27, 2025. The banner shown beside it is a promotional banner for the production of stickers, vinyl, and labels for food or beverage brands. The error in the use of standard and nonstandard words on the banner in Figure 2 is the word “Merk,” which is considered a nonstandard word in Indonesian. According to the *Kamus Besar Bahasa Indonesia* (KBBI), the correct spelling is “Merek.” This term refers to a mark or symbol placed by a business entity, such as a factory or producer, on the products they manufacture as an identifier or stamp to indicate the brand name. The use of “Merk” on the banner is incorrect because it is derived from the English language, while “Merek” is the proper term in Indonesian (Figure 2). Using nonstandard words like this can cause confusion for readers and reduces the adherence to proper language norms in public communication. Therefore, it is important for promotional materials, such as banners, to use standard Indonesian terms to ensure clarity, professionalism, and conformity with official language rules.

Figure 2. The misspelling of the Word Merk

The photo below was taken on Sunday, April 27, 2025. According to the *Kamus Besar Bahasa Indonesia* (KBBI), the correct standard form of the word is "Kendaraan," which refers to something that can be driven or ridden, such as a car, motorcycle, or bicycle (Figure 3). Errors like this often occur due to the influence of everyday pronunciation, particularly regional dialects, which carry over into writing. Although it may seem trivial, errors in the spelling of standard words on public media such as banners can reduce the sense of formality and the clarity of the intended message. Therefore, it is crucial for banner makers or public message writers to pay attention to correct spelling and standard word usage, so that the information conveyed is not only easily understood but also reflects proper use of the Indonesian language in accordance with KBBI guidelines.

Figure 3. The misspelling of the word Kenderaan

This photo was taken on Sunday, April 27, 2025. The banner shown beside it is a notice indicating that the building is still accepting new tenants. The errors in the use of standard and nonstandard words on the banner are "Kost" and "Fasilias." The word "Kost" is an unofficial loanword derived from the Dutch word *"Kosthuis"* or the English term *"Boarding House."* According to the *Kamus Besar Bahasa Indonesia* (KBBI), the correct standard word for "Kost" is "Indekos," which means living in someone else's house and paying rent on a monthly basis. The nonstandard word or error in spelling "Fasilias" often occurs when there is no thorough proofreading during the creation of the banner. According to KBBI, the correct standard form is "Fasilitas," which refers to facilities or conveniences provided to support the smooth running of an activity (Figure 4). In this context, "fasilitas" refers to the facilities provided by the boarding house owner, such as a bed, ceiling fan, and bathroom.

Figure 4. The misspelling of the word Fasilias

This photo was taken on Sunday, April 27, 2025. The banner shown beside it serves as a warning to boarding house residents that entering the premises without the permission of the attendant is strictly prohibited. The error in the use of standard and nonstandard words is found in the word "Ijin." Such mistakes often occur when there is no careful proofreading or review during the creation of the banner. According to the *Kamus Besar Bahasa Indonesia* (KBBI), the correct standard form of the word is "Izin," which refers to a statement granting approval or permission to someone (Figure 5). This definition accurately reflects the intention of the message conveyed on the banner, emphasizing that all residents must seek proper authorization before entering the premises. Proper use of standard language in public notices like this is important to maintain clarity, professionalism, and adherence to Indonesian language norms.

Figure 5. The misspelling of the word ijin

This photo was taken on Sunday, April 27, 2025. The banner shown beside it is an advertisement for alternative massage services. The error on the banner is found in the word "Pijet," which is not part of the Indonesian language system. In addition, the banner contains a spelling mistake that does not conform to the *Kamus Besar Bahasa Indonesia* (KBBI). According to KBBI, the correct standard word is "Pijat," which refers to a traditional health therapy or healing method that involves applying pressure to the body (Figure 6). This can be done in a structured or unstructured manner, either stationary or moving, through pressure, movement, or vibration, and can be performed manually or using mechanical tools.

Figure 6. The misspelling of the word Pijet

This photo was taken on Monday, April 28, 2025. The banner shown beside it is an advertisement for electronic devices. The error on the banner is found in the word "Tehnik," which is not recognized as part of the Indonesian language system. According to the *Kamus Besar Bahasa Indonesia* (KBBI), the correct standard word is "Teknik," which refers to the knowledge and skills involved in creating or producing something related to industrial outputs, such as buildings, machinery, or other technological products (Figure 7). Errors like this often occur due to the influence of informal pronunciation or the use of loanwords from other languages. Although it may seem minor, such mistakes on public media like banners can reduce the professionalism and clarity of the message being conveyed. Therefore, it is important for advertisers and public message creators to pay attention to proper spelling and the use of standard words, ensuring that their communication is both clear and aligned with established Indonesian language norms.

Figure 7. The misspelling of the word Thnik

This photo was taken on Monday, April 28, 2025. The banner shown below is a cigarette advertisement featuring a unique slogan. The errors found on the banner are the words "Pinter" and "Kalo," both of which are not included in the Indonesian language system according to the *Kamus Besar Bahasa Indonesia* (KBBI). According to KBBI, the correct standard form of "Pinter" is "Pintar," which has three main meanings: intelligent, clever, and skillful. Meanwhile, the standard form of "Kalo" is "Kalau," which functions as a conjunction indicating a condition or hypothetical situation (Figure 8). These errors often arise due to the influence of everyday spoken language, which tends to be more informal and less attentive to proper language rules. In the context of advertising, the use of nonstandard forms like these is often intended to attract attention or create a sense of closeness with the general public. However, from a formal linguistic perspective, the use of nonstandard words should be avoided, especially in public media, so that the

message conveyed is not only communicative but also in accordance with the rules of proper and correct Indonesian language.

Figure 8. The misspelling of the word Pinter

This photo was taken on Monday, April 28, 2025. The banner shown beside it is an advertisement for beverages available at the store. The error on the banner is the word "Sop," which is not included in the Indonesian language system according to the *Kamus Besar Bahasa Indonesia* (KBBI). According to KBBI, the word "Sop" carries a meaning that does not correspond to the intended context of the banner. In KBBI, "Sop" refers to the standard operating procedure (SOP). The correct standard word that should have been used on the banner is "Sup," which refers to a soup dish made from broth and seasoned with spices such as nutmeg, pepper, and others, for example corn soup, oxtail soup, or vegetable soup. Using the correct term ensures that the message is clear and in accordance with proper Indonesian language rules (Figure 9).

Figure 9. The misspelling of the word Sop

This photo was taken on Monday, April 28, 2025. The banner shown beside it is a notice indicating that the place sells mobile phone accessories. The error on the banner is the word "Aksesoris," which is not part of the standard Indonesian language system. According to the *Kamus Besar Bahasa Indonesia* (KBBI), the correct form is "Aksesori," which refers to items that serve as complements or embellishments, typically in fashion. In the context of this banner, the word "Aksesori" is used to refer to additional mobile phone equipment, such as cases, screen protectors, keychains, and earphones (Figure 10). Errors like this often occur due to the influence of common daily usage, where nonstandard forms are frequently used in informal communication. Therefore, it is important for business owners to pay attention to proper language use so that the information conveyed is not only attractive but also adheres to the rules of correct and proper Indonesian language.

Figure 10. The misspelling of the word Aksesoris

This photo was taken on Monday, April 28, 2025. The banner shown beside it is for a pharmacy located in the Pekanbaru area. The nonstandard word error on the banner is "Apotik," which is a common mistake often seen on similar banners. The spelling "Apotik" does not conform to the Indonesian language system as regulated by the *Kamus Besar Bahasa Indonesia* (KBBI). According to KBBI, the correct standard spelling is "Apotek," which refers to a shop where medicines are prepared and sold based on a doctor's prescription, as well as trading other medical or health-related products (Figure 11). The use of the word "Apotik" has become a habitual form in daily conversation, without realizing that the correct term is "Apotek."

Figure 11. The misspelling of the word Apotik

This photo was taken on Monday, April 28, 2025. The banner shown beside it belongs to a vendor selling snacks such as rolled eggs, tofu, and other items. The nonstandard word error on the banner is "Telor," which is not part of the Indonesian language system. This word is often used in everyday conversation during buying and selling, but it does not appear in the *Kamus Besar Bahasa Indonesia* (KBBI). According to KBBI, the correct standard form of "Telor" is "Telur," which refers to the reproductive product of female animals, usually containing an embryo (Figure 12). In daily life, chicken eggs are commonly consumed, either for personal use or in meals. The word "Telor" is frequently used in informal speech without realizing that the correct term is "Telur."

Figure 12. The misspelling of the word Telor

This photo was taken on Monday, April 28, 2025. The banner shown beside it is an invitation urging residents to attend the birthday celebration of the local neighborhood head (RT, *Rukun Tetangga*). There are four errors on the banner: the words "Rame-rame," "Dateng," "Ultah," and "Sampe." All four words are not included in the standard system of the Indonesian language. The first error on the banner is the word "Rame-rame," which is an informal form of the standard word "Ramai-ramai," meaning together or collectively, used to describe an activity carried out by many people. The second error is "Dateng," which is the informal form of the standard word "Datang," meaning to attend or be present at a meeting or gathering. The third error is the word "Ultah," an abbreviation in Indonesian for "Ulang Tahun," which signifies the celebration of someone's birthday that occurs annually in the same month. The final error on the banner is the word "Sampe," an informal form of "Sampai," which according to the *Kamus Besar Bahasa Indonesia* (KBBI) means to arrive at a destination safely (Figure 13).

Figure 13. The misspelling of the word Dateng

4. Conclusion

This study concludes that the use of standard and nonstandard words on banners in the Bina Widya District of Pekanbaru still contains various linguistic inaccuracies. These errors occur because of a lack of awareness and understanding among banner designers and the general public regarding the rules of proper and standardized Indonesian language. The research successfully identified different forms of incorrect word usage, including misspellings, inconsistent application of capitalization, and nonstandard vocabulary that deviates from the *Kamus Besar Bahasa Indonesia* (KBBI). Through descriptive qualitative analysis, this study was able to classify and describe these linguistic deviations clearly and systematically. The findings indicate that there is still a gap between the formal standardization of the Indonesian language and its practical implementation in public communication media. This research was successful in achieving its objective of describing

language deviations found in public banners and highlighting the importance of linguistic accuracy in written communication. Therefore, the study recommends that writers, designers, and advertisers should pay greater attention to the use of standardized language as a form of respect and preservation of the Indonesian language in public spaces.

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