SLOGAN OF DISTRICT AND THE CITY:
AN ANALYSIS OF ERRORS IN WRITING
OF ENGLISH AND LANGUAGE OF INDONESIA
OF PEOPLE OF MINANGKABAU SUMATERA BARAT

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Abstract

The slogan of a local brand holds a special and unique role in the creation of a harmonious brand identity. Brand slogan is a phrase that is easily recognized and often remembered and accompanies a brand name in the marketing communications program areas of West Sumatra, Indonesia. The main purpose of a slogan is to support the brand image projected by the brand name and logo. The third element of this brand simultaneously gives the essence of the brand. The problem is, the government of West Sumatra has not been able to find an effective slogan, the which is able to distinguish this area from other areas. The good slogan includes the brand essence, personality, able to reveal the potential of the region and differentiate the brand and logo of a competitor. Brand name, in this case the local name must contain important information, especially if it is intended to break through the geographical and cultural boundaries.The cause is expected because of language contact that occurs in bilingual which causing the interplay between B1 and B2. Error analysis of Indonesian and English is a working procedure used by researcher that include the collection of samples, identification of errors contained in the sample, an explanation of the error, the error classification based on the cause, as well as the evaluation or assessment of the level of seriousness of the error.

This paper further attempts to minimize the problems encountered Minangkabau people in Indonesian and English writing. Slogan which they

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make be expected can describe the potential their regions. This study focuses on Indonesian language error and English through slogans made in 12 counties and 7 town in West Sumatra. This paper is trying to identify and describe the mistake to write by Minangkabau people, West Sumatra in the Indonesian and English through their regions slogan.

The analysis showed errors caused by the interplay of language on each element of the language, such as phonology, morphology, and syntax, and lexicon. The slogan election was also based on geographical naming, legends, community action, and customs of their culture in general. This will enable academic researchers, language teachers, linguists to build a further discussion on mistake of writing Indonesian and English Minangkabau, West Sumatra.

Key words: *errors,branding communication, slogan, second language, L1 Transfer*

Introduction

The government of West Sumatera has not been able to find an effective slogan, which is able to distinguish from other areas. The slogan of regions logo in West Sumatra has not been able to reveal the potential of these areas and can not be distinguished from the brand and logo competitors. Brand or names of existing areas in West Sumatra also not fully contain important information, but this province need to break through the promotion of the geographical boundaries and cultures.

The Analysis of errors in Indonesian and English are used to assess the slogan ineffectiveness. The procedure involves collecting a sample, identify errors contained in the sample, explaining the error, clarifying the error based on the cause, as well as to evaluate or assess the level of seriousness of the error.

This paper focuses attention on slogans that were made in 12 districts and 7 cities in West Sumatra to identify and explain the mistake of writing.

Branding Communication

William G. Nickels in his book Marketing Communication and Promotion has defined marketing communication as a process of information exchange so persuasive marketing process can be run effectively and efficiently (John Wiley & Sons Inc; 3rd edition (July 1984). The area branding can uncover the characteristics, traits typical, and expectations of the area. Branding combines elements of strategic planning, marketing communications, market research and development organization. To create a brand to do market research, understand at a glance the environment, consumer lines, contract brand and brand value proposition. Powerful brands have

characteristics, among others: making and keeping promises to customers; represents characteristic and aspirations of the institution; the institution makes different from competitors; creating an emotional connection with consumers; and a guidance for the institution and a member of the institution (Marketing Partners, Inc., 2003 in Bhinadi, 2005: 63)

Nama Brand, Logo, and Slogan

Name brand is the biggest expression or the "face" of a product. All names usually have some sort of image that is associated, either cultural, linguistic, or personal. Brand name should be chosen very carefully because it contains important information for stakeholders. This is especially true for a brand that is intended to break through the geographical and cultural boundaries (Kotler and Pfoertsch, 2006: 106). In the context of regional marketing, the brand name is the name of the region itself.

Logo is a graphical display of brand names of city or district like company. The areas values and characteristics need to be reflected in the logo and brand to be implanted with either the overall as marketing strategy. On the other hand, the brand slogan is a phrase that is easily recognized and remembered and often accompanies the brand name in marketing communications program. Its main purpose is to support the brand image projected by the brand

name and logo. In this case the slogan of each region in West Sumatra just a phrases, not sentences.

Errors

According to Corder errors are errors due to the speaker's language violated the rules or the rules of grammar (breaches of code). The error due to the rules (rules) of grammar is different, so the impact on imperfection or inability speakers. The learners, like the native speakers, seems to make-unsystematic error, too. They are the slips of tongue, pen or the caused purely by psychological conditions, such as intense excitement, and/or psychological factors, such as tiredness, the which change from moment to moment and from situation to situation (MP Jain in Jack C. Richards, 2004: 206).

"Error" is generally caused by a "performance". Limitations in remembering something causes confusion in pronouncing the sounds of language, words, word order, stress the word or phrase, and so on. This mistake can occur at any level of linguistic. Instead, the "error" caused by factors "competence". This error usually occurs consistently and systematically.

Diction or Word Choice

The word has a meaning that is implied because a word expressing an idea or ideas. Words are tools channeling ideas. Every member of society should know the "soul" of

each word so that he can move others with the "soul" of the words used (Gorys Keraf, 2010: 21). If we do not quite have a word or idea, we can not understand others and unable to express clearly our intention. Choice of words or diction not only to declare which words are used to express an idea or ideas, but also includes phraseology, style and expression.

Individuals involved in the communication network contemporary society must master a large number of vocabulary (vocabulary) and able to build a network of clear and effective sentences, in accordance with the applicable rules of syntax, for menyampaikaan their thoughts and feelings.

Diction or choice of words includes understanding: the first, the ability to: use the words to convey an idea or ideas, forming the proper grouping, using the appropriate expression, and use appropriate force in a given situation; second, the ability to accurately distinguish nuances of meaning from the idea to be conveyed and the ability to find a shape that suits your situation and a sense of value owned by communities of listeners; Third, the ability to master the proper word choice and that is only possible in accordance with the mastery of a large number of vocabulary or the whole word that is owned by a language.

Effect of Regional Languages

Putrayasa (2007) suggest several factors that led to the sentence becomes ineffective, namely: the influence of the local language, the influence of foreign languages, ambiguity, ambiguous, redundancy, the ineffectiveness form of words, the inaccuracies of word meanings and errors reason. In conjunction with the Indonesian, the language of the region serves as: (a) supporting the national language, (b) the language of instruction at the elementary level to facilitate the teaching of Indonesian and other subjects, and (c) development tools and supporting regional culture.

Vocabulary of areas that have been absorbed into the Indonesian language is not a problem if it is used in everyday language usage. But, vocabulary of areas that have not been acceptable in the Indonesian language should be avoided so as not to cause congestion in communicating dan the message delivered becomes ineffective.

From 1 slogan of provinces, 12 slogan of districts, and 7 slogan of the city, only 6 slogan that does not use local languages, namely: "Kerjaku Membangun Pesisi Selatan" (Kabupaten Pesisir Selatan), "Dimana Bumi Dipijak, Disitu Langit Dijunjung" (Kabupaten Sijunjung), "Padang Kota Tercinta, Kujaga dan Kubela" (Kota Padang), "Kota Serambi Mekah" (Kota Padangpanjang),

"Payakumbuh Kota Batiah" (Kota Payakumbuh), dan "Sawahlunto Kota Wisata Tambang yang Berbudaya" (Kota Sawahlunto). The slogan that really understood his intention to reveal the potential of the area only three: "Kota Serambi Mekah" (Kota Padangpanjang), "Payakumbuh Kota Batiah" (Kota Payakumbuh), dan "Sawahlunto Kota Wisata Tambang yang Berbudaya" (Kota Sawahlunto).

Influence of Foreign Languages

The influx of English vocabulary in use Indonesian with English vocabulary shown denotes the Indonesian vocabulary itself, resulting in its use in a sentence sometimes imprecise and contribute to the ineffectiveness of the sentence and the sentence ultimately not be understood by the listener or reader.

When the slogan was translated into English, certain ambiguities arise for the slogan: "Three Ropes in One Twisted" from "Tali Tigo Sapilin" (Agam District), "The same Shoreline and Porch Same too" from "Sarantau Sasurambi" (Solok Selatan District), dan "Equally in The Boat and Equally Rowing" from "Sabiduak Sadayuang" (Pariaman City), because its meaning is not the same as the intended meaning of the word.

Contamination or confusion

Contamination means confusion or clutter the use of words, phrases, or sentences. According Putrayasa (2007), contamination is a phenomenon in the Indonesian language termed ambiguity. Confusion means "chaos", which is confused arrangement, each sequence, and incorporation. Ambiguous sentence is a sentence that is chaotic or irregular sentence structure so that the information is difficult to understand.

Slogan using the word "tuah" is included in the category of ambiguous, because the word is a word that contains a million meanings that are not to be understood properly by the greater part of Minangkabau society, West Sumatra alone. In some contexts, the word "tuah" interpreted positively as a result, the fruit, the impact or effect that is good. "Tuah" can be defined as the results obtained when the community agreed to create something that is mutual interest. Two areas that use the word "tuah" in the slogan is: "Tuah Basamo" (Province of West Sumatera), "Tuah Basamo" (Pasaman District), and "Tuah Sepakat, Alur dan Patut" (Tanah Datar District).

Imprecision Meaning of Words and Ambiguous

A word if can not understand its meaning, its use also might not be appropriate. This will cause a singularity, vagueness, and misinterpretation, including those that still pose a double interpretation. Most of the slogan can be said to be ambiguous,

because it means mostly not in the literal sense. The slogan "Dimana Bumi Dipijak, Disitu Langit Dijunjung" (Sawahlunto Sijunjung District) increasingly clear with the emergence of a new slogan "Pertemuan". To reflect Sijunjung Muaro identity as the capital of Sawahlunto Sijunjung, Parliament by letter dated 21 April 1990 decision No.03 / SK / DPRD-SS-1990, set a characteristic expression Muaro City Sijunjung with the slogan 'Pertemuan' within the meaning of the acronym 'Per' (Lovely), Te' (Orderly), 'Mu' (Meeting), 'A' (Safe) dan 'N' (Nostalgia).

Mistakes of Reason
According to Big Indonesian Dictionary, reasoning / na • lar / n 1 consideration of the good and bad, and so on; reason: any decision should be based - sound; 2 activity that allows a person to think logically; the range of thought; the power of thought. Reason or the logic is that the idea of the sentence was unacceptable to think and writing in accordance with applicable spelling. Reason determine whether the sentence is a sentence spoken logical or illogical. Reason is an activity that allows a person to think logically. The logical mind is the mind that makes sense acceptable.

In the context of branding communication purposes, most of the slogan can be said to be less logical if it is associated with the

potential of each region who want to be exposed. Just look at the slogan: *"Tau Jo Nan Ampek"* (Dharmasraya District) which is defined as people who have complex knowledge about religion, culture, science, and technology. The slogan and its meaning was not directly related to the potential diunggulkannya plantation; The slogan "Musara Kasimaeru" (Mentawai District), which means "Unite Toward Goodness" is not directly related to the potential diunggulkannya plantation; The slogan "Saiyo" (Pasaman District) intended as kemufakaatan in implementing the decision and the acronym of "healthy, safe, beautiful, confident, and optimistic" are not directly related to the potential of plantations and the potential for geothermal power diunggulkannya; The slogan "Tuah Basamo" (District of West Pasaman) are intended as working together without expecting reward or compensation "more obscure relationship with potential plantation land, marine, and fisheries diunggulkannya. The same is also contained in the slogan "Sarantau Sasurambi" (District South Solok) which is intended as a united determination to go forward with a cognate cultural values which is a blend of "Alam Surambi Sungai Pagu" with "Rantau XII Koto" in the region of South Solok that prioritizes "Raso jo Pareso "in the deliberation and consensus. This slogan is not directly related to the potential mining land diunggulkannya. The

slogan "Sarantau Sasurambi" is intended as the spirit of the attitude of everyday people as well as the realization of the spirit of life that has nagari or *"banagari"* (village is wider region of the village).

lexicon. The study also revealed that the election of slogan in West Sumatra also based on geographical naming, legends, community action, and customs of their culture in general.

Conclusion

The analysis showed errors in Indonesian language and English by Minangkabau society is caused by the interaction between languages on each element, such as phonology, morphology, and syntax, and

It allows academic researchers, language teachers, linguists to build a further discussion of writing errors Indonesian and English by the Minangkabau people, West Sumatra, Indonesia.A.

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