Use of English on General Service and Niaga Service Information

in Namlea Buru District and its Implications in Indonesian Teaching

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**ABSTRACT**

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This study aims to describe the forms of error / inaccuracy in the use of Indonesian in public services and commercial services in Namlea, Buru Regency, to describe what factors cause Indonesian language misuse in public services and commercial services in Namlea, Buru Regency, and to describe the implications of the use of Indonesian in public services and commercial services in Namlea, Buru Regency in teaching Indonesian. The method used in this study is the listening method and descriptive techniques. This type of research is a qualitative descriptive study of language error analysis. The results of this study indicate that 1. The forms of errors found in public service information in Namlea, Buru Regency, include (1) spelling errors, namely errors in writing words, errors in using punctuation, and errors in using capital, (2) errors in diction. . 2. The forms of errors found in trade service information in Namlea Buru district, include (1) spelling errors, (2) diction errors, (3) word structure errors, and (4) errors due to the use of foreign terms. 3. Factors causing the errors contained in information on public services and commercial services in Namlea, Buru Regency can be described as follows. (a) Factors that cause spelling errors, (b) Factors that cause diction errors, c. Factors that cause errors in word structure, (d) Factors that cause errors due to the use of foreign terms, Furthermore, the implications of using Indonesian in information.

**A. INTRODUCTION**

 Language problems in Indonesia show very complex characteristics. Complexity is related to three aspects, namely language, language use, and language usage. Aspects of language concerning Indonesian, regional languages, and foreign languages. The aspect of language use refers to the areas of life that constitute the realm of language use (Alwi, 2013).

 Facing the era of globalization, of course a formulation of provisions regarding the use of Indonesian is needed. This is because the language problem in Indonesia is very complicated. In Indonesia, based on data from the Indonesian Language Development and Book Development Agency Ministry of Education and Culture in 2018, Dadang Sunendar said that it has mapped and verified 652 regional languages ​​in Indonesia, from 1991 to 2017 and of course the data can change along time.

 The regional languages ​​live and develop and are used faithfully by the speakers. In addition, there are foreign languages ​​in Indonesia. Although the position and function of regional languages ​​and foreign languages ​​have been regulated. still the use of local languages ​​and foreign languages ​​are used as they wish by the user.

 That fact will discredit the use of Indonesian. If the Indonesian language is not immediately regulated its use, then the Indonesian language will not be able to demonstrate its existence and prestige, both in its own country (national) and internationally. Talking about the use of language, of course will not be separated from the language, users, and usage. The language to be chosen will certainly relate to who is speaking, to who is talking, what is being said, where to talk. Thus, in a formal situation the formal variety is surely chosen, whereas in an informal situation, of course the non-formal variety is used.

The choice of non-formal variations is not a problem. The use of Indonesian which is mixed with code with slang, prokem, slang, or local languages ​​while not being used in formal situations need not be a concern. However, what worries me is whether the formal variety of Indonesian (standard) is used improperly. Formal variations or variations are used, among others, in state speeches, official meetings, official correspondence, religious lectures, and textbooks and scientific works (Nababan, 2016).

In accordance with the pace of global development, standard Indonesian languages ​​must also be used in general services and commercial services. This is caused by public services and commercial services as one form of the spread of the use of Indonesian. Thus, the use of standardized Indonesian in public (community) and commercial services will provide a unifying function and prestige. In addition to the function of its use for official situations, the standard variety also has other functions that are socio-political in nature, namely the function of unity and self-esteem (Chaer and Agustina, 2014).

 In addition, the problem of linguistics in Indonesia is inseparable from the life of the supporting community. The life of the Indonesian people has occurred various changes, both as a result of the new world order, globalization, and as a result of the rapid development of information technology. This condition has influenced the behavior of Indonesian people. The centralized life order has changed to decentralized, the targeted lower classes of society are now encouraged to become actors in the process of nation building.

 Efforts to improve the quality of human resources in the aspect of language use, in this case Indonesian as a medium for communication, needs to be done continuously and consistently. In principle, the government has made every effort to provide space and mediate the community for language development in order to improve the quality of the use of Indonesian. Through increasing the fostering and development of the Indonesian language, efforts should be made to use Indonesian language properly and correctly and with pride reaching out to all levels of society, strengthening the unity and integrity of the nation, and strengthening the nation's personality.

 The strategic position of the Indonesian language for the Indonesian people is listed in the third pledge of the Youth Pledge of 1928 which reads "We, the sons and daughters of Indonesia, uphold the unity of Indonesian language" and the 1945 Constitution article 36 which states that "the state language is Indonesian". The slogan "Use Indonesian properly and correctly", seems easy to pronounce but the meaning is unclear. The slogan seems to be only rhetoric that has no real form. Sometimes there was a sneer that the standard language was only made by the government so that this nation could be uniformed in action or language.

 Whether we realize it or not, it is still often found that the use of Indonesian is not in accordance with Indonesian rules. In this case, the use of Indonesian is still often inappropriate. Inaccuracy in the use of Indonesian in a person does not only occur when the person is speaking or communicating verbally, but this is more evident in the forms written on certain media (Sukmawati, 2011). Inaccurate use of the Indonesian language can be caused by several things, including, first, inaccuracy or ignorance of the rules of the Indonesian language; second, carried away by being talkative or following along. The use of Indonesian in various media, can be said as a depiction of the ability and insight into the language of a community group.

Inaccurate use of Indonesian language and the influence of foreign languages ​​in written languages ​​in various outdoor media such as billboards, information boards, hotel names, shops, pharmacy names, salon names, and names of business entities, and so on, especially in Namlea, Buru Regency shows strong dominance. This can be caused by lack of understanding and ownership of Indonesian.

 Efforts to dignify Indonesian as a national language, the language of unity, and are respected by other nations, Indonesian must get good treatment from the wearer, namely the Indonesian people themselves. The choice of Indonesian over other languages ​​can reflect the way of life and cultural attitudes of the language community. People should learn to love their national language and learn to use it with pride and loyalty. Such a language attitude makes Indonesian people stand tall in this world which is hit by the current of globalization and can still say proudly that Indonesians become sovereign nation, masters in their own land, and able to use their own national language for all modern needs.

 Namlea is one of the sub-districts in Buru Regency and is also the capital of Buru Regency, located on Buru Island, Maluku Province. Namlea is a strategic area that has various ethnic, ethnic and racial backgrounds because the majority of the people are migrants from various regions rather than the original inhabitants so that the language used also varies. Namlea is also one of the districts which is a trade center, a government center, a business center and has many tourist attractions. Furthermore, as a form of the use of Indonesian by the public in public services and commercial services in Namlea, Buru Regency shows many mistakes, even the visible influence of language foreigners are very dominant.

This is one of the reasons why the author chose as an object in this study. The following will be written some examples of errors contained in general service information and commercial services in Namlea, Buru Regency, namely (1) Spelling errors found on the nameplate of institutions / agencies, such as errors in writing the word province which should be a province, (2) Errors of diction contained in the information board, such as errors in the use of the word clock which should be o'clock, (3) errors in the structure of phrases found on the nameplate of business entities, namely naming salons, as in Warda Salon which should be Salon Warda, (4) errors because of the use of foreign terms, as in the name of a business entity, namely Rahdi Car Rental which should be Rahdi Car Rental.

 Furthermore, theoretically a language mistake is the use of unwanted forms of speech, especially an unwanted form of speech by program makers and language teaching teachers. Unwanted forms of speech are forms of speech that deviate from the standard language rules. This is in accordance with the opinion of Albert Valdman who said that the first thing to think about before holding a discussion of various approaches and analysis of language errors is to set a standard of deviation or error. Most Indonesian language teachers use standard language variety criteria as a standard of deviation.

 The understanding of language errors is also discussed by S. Piet Corder in his book Introducing Applied Linguistics. It was stated by Corder that what is meant by language error is a violation of the language code. This violation is not only physical, but also a sign of imperfect knowledge and mastery of the code. The language learner has not internalized the rules of (second) language he has learned. Corder said that both native and non-native speakers are equally likely to make language mistakes. Based on various opinions about the definition of language errors that have been mentioned, it can be stated that the errors in Indonesian language are the use of speech forms of various linguistic units which include words, sentences, paragraphs, which deviate from the standard Indonesian language system, as well as the use of spelling and punctuation that are deviated from the established spelling and punctuation system as stated in the Indonesian Spelling General Guidelines book. The Indonesian language system used as a reference standard or criteria for determining whether a form of speech is wrong or not is the standard language system.

 The codification of standard language rules can be seen in the Indonesian Standard Grammar book. Language mistakes are not the same as language mistakes. Both of them are indeed the use of distorted speech forms. Language errors occur systematically because the system of language rules has not yet been mastered. Language errors do not occur systematically, not because they have not yet mastered the system of language rules in question, but because of the failure to realize the language system that has actually been mastered. Errors are generally caused by performance factors. Limitations in remembering something or forgetfulness causes errors in reciting sounds of language, words, word order, word pressure, or sentences, etc. This error is random, meaning that it can occur at various linguistic levels. Errors can usually be corrected by students themselves if they are concerned, more introspective, more aware or focused. Students actually already know the linguistic system of the language used, but for some reason he forgets the system.

 The forgetfulness is usually not long. Conversely, errors are caused by competency factors, meaning that students do not understand the language linguistic system they use. Mistakes usually occur consistently and systematically. That error can last a long time if it's not corrected. Improvements are usually done by the teacher, for example through remedial, practice, practice, etc. It is often said that mistakes are a description of students' understanding of the language system that they are learning. If the stage of students' understanding of the language system that is being studied by them is apparently lacking, language errors certainly often occur. However, language errors will decrease if the level of understanding increases.

Furthermore, linguistic taxonomies classify language errors based on the linguistic component or specific linguistic elements that are affected by errors. The components of linguistics include phonology (speech), syntax and morphology (grammar, grammatical), semantics and lexicon (meaning and vocabulary), and discourse (style) (Tarigan, 2014: 145).

 Based on this background, researchers will conduct research under the title Use of Indonesian Language in General Service Information and Commercial Services in Namlea, Buru District and its Implications in Teaching Indonesian. Furthermore, the formulation of the problem formulation of the problem in this study can be detailed as follows; what are the forms of error / inaccuracy in the use of Indonesian in public services and commercial services in Namlea, Buru Regency ?, what factors cause the use of Indonesian language in public services and commercial services in Namlea, Buru Regency ?, and what are the implications for using Indonesian in public services and commercial services in Namlea, Buru Regency in teaching Indonesian? Furthermore, the purpose of this study is to describe the forms of error / inaccuracy in the use of Indonesian in public services and commercial services in Namlea, Buru Regency, to describe the factors that cause Indonesian language use errors in public services and commercial services in Namlea, Buru Regency, and to describe the implications of using Indonesian in public services and commercial services in Namlea, Buru Regency in teaching Indonesian.

**B. METHODS**

 The method used in this study is the listening method and descriptive techniques. Listen method is a method used to obtain data by listening to the use of language. The term listening is not only related to the use of language verbally, but also the use of language in writing (Mahsun, 2015: 90). This type of research is a qualitative descriptive study of language error analysis. The study population included all language use in general service information and commercial services in Namlea, Buru Regency. Data were collected using listening techniques, documentation, observation, and questionnaires. The data used in this study are sourced from primary data and secondary data. The type of data used is qualitative data, in the form of data in the form of sentences, words or images (Sugiono, 2013). The population in this study includes all the use of language in general service information and commercial services in Namlea, Buru Regency. The sample in this study is the entire population (the use of Indonesian in public services and commercial services in Namlea, Buru Regency) in which there are errors in the use of Indonesian. The analysis technique used in this study is a qualitative-prescriptive descriptive technique, namely by describing and explaining the findings in the field and providing solutions or solutions to problems contained in the use of Indonesian in public services and commercial services in Namlea, Buru Regency.

**C. RESULT AND DISCUSSION**

1. The forms of error found in public service information in Namlea, Buru Regency

 The forms of errors found in public service information in Namlea, Buru Regency, include (1) spelling errors, namely errors in writing words, errors in using punctuation, and errors in using riot capital, (2) errors in diction.

2. The forms of error found in trade service information in Namlea, Buru district,

 The forms of errors found in business service information in Namlea Buru district include (1) spelling mistakes, namely errors in writing words, mistakes in using punctuation, and mistakes in capital letters, (2) errors in diction, (3) errors in word structure , and (4) errors due to the use of foreign terms. The factors causing the errors contained in public service information and commercial services in Namlea, Buru Regency can be described as follows. a. Factors causing spelling mistakes, including (1) the parties involved do not know the rules in Indonesian, (2) second-party mistakes (printing), (4) because they follow the old concept, (5) do not care about the use of Indonesian language b. Factors causing diction errors include (1) because they do not know the rules of the Indonesian language, (2) because they follow the old concept, (3) because they are more commonly used. c. Factors causing word structure errors include (1) because it is to attract the attention of the community, (2) because it is considered more prestigious, (3) because it is more commonly used.

3. Factors Causing Errors in Public Service Information and Commercial Services in Namlea, Buru Regency

a. Spelling Error

 Based on respondents' answers to questions in the questionnaire about the causes of spelling errors in the information in question, obtained information about some of the causes of the error, namely from 40 respondents, 20 respondents (50%) answered because they did not know the rules, 11 respondents (27.5%) answered because they assumed that what was written was correct, 5 respondents (12.5%) answered because of the mistakes of the printing press, 2 respondents (5%) answered because they followed the old concept, and 2 respondents (5%) answered already knew that it was wrong but haven't changed it yet.

b. Dictation Error

 Based on respondents' answers to questions in the questionnaire about the causes of diction errors in the information in question, obtained information about some of the causes of the error, namely from 7 respondents, 2 respondents (28.5%) answered because they did not know the rules, 3 respondents (43%) answered because they followed the old concept, 2 respondents (28.5%) answered because the word was more commonly used. Thus, it can be concluded that the highest causal factor for diction errors in public service information and commercial services in Namlea Buru Regency is because it follows the old concept.

c. Word Structure Error

 Based on respondents' answers to questions in the questionnaire about the word structure errors in the information in question, the authors obtained information about some of the causes of the error, namely from 10 respondents, 3 respondents (30%) answered because to attract the attention of the community, 4 respondents (40%) answered because it was more prestigious, 3 respondents (30%) answered because such a form was more commonly used. Thus, it can be concluded that the highest causative factor for word structure errors in public service information and commercial services in Namlea Buru Regency is because it is more prestigious.

d. Error due to Use of Foreign Terms

 Based on respondents' answers to questions in the questionnaire about the causes of using foreign terms in the information referred to, the authors obtained information about some of the causes of the error, namely from 27 respondents, 7 respondents (26%) answered because to attract the attention of the community, 5 respondents (18.51 %) answered because using foreign terms is more prestigious, 5 respondents (18.51%) answered because they did not know the equivalent of the word in Indonesian, 3 respondents (11.11%) answered because people were more familiar with foreign terms, 2 respondents (7 , 4%) answered because they did not receive the circulation of the use of Indonesian language that is good and right in public places, 5 respondents (18.51%) answered because foreign terms were more commonly used.

4. Implications of Using Indonesian Language in General Services and Commercial Services in Teaching Indonesian

 The implications of the use of Indonesian in general services and commercial services in teaching Indonesian can be used as media and learning materials that are visually very interesting as well as tools to achieve student learning competencies. Students become more skilled and thorough, and expressive in undergoing teaching Indonesian, especially in aspects of writing skills so as to achieve maximum results.

**D. CONCLUSION AND SUGGESTIONS**

 Based on the results of the analysis conducted by the author relating to the formulation of the problem in this study, there are several things that can be concluded as follows.

1. The forms of errors found in public service information in Namlea Buru Regency, include (1) spelling errors, namely errors in writing words, errors in using punctuation, and errors in using riot capital, (2) errors in diction. 2. The forms of errors found in commercial service information in Namlea Buru district, include (1) spelling errors, namely errors in writing words, errors in using punctuation, and errors in capital letters, (2) errors in diction, (3) errors word structure, and (4) errors due to the use of foreign terms. The factors causing the errors contained in public service information and commercial services in Namlea, Buru Regency can be described as follows. a. Factors causing spelling mistakes, including (1) the parties involved do not know the rules in Indonesian, (2) second-party mistakes (printing), (4) because they follow the old concept, (5) do not care about the use of Indonesian language b. Factors causing diction errors include (1) because they do not know the rules of the Indonesian language, (2) because they follow the old concept, (3) because they are more commonly used. c. Factors causing word structure errors include (1) because it is to attract the attention of the community, (2) because it is considered more prestigious, (3) because it is more commonly used. d. Factors that cause errors due to the use of foreign terms, include (1) because to attract the attention of the community, (2) because they are considered more prestigious, (3) because they do not know the equivalent of words in Indonesian, (4) because people are considered more familiar with the term foreign, (5) because there has not been a circular use of Indonesian that is good and right in public places, (6) because foreign terms are more commonly used.

Furthermore, the implications of the use of the Indonesian language in general information services and commercial services in Namlea Buru Regency in teaching Indonesian language can be used as a medium of learning in order to increase motivation, critical power and student skills in undergoing the Indonesian language teaching process, especially in the aspect of writing skills. In this case, students find it easier to know and distinguish which vocabulary is standard (according to linguistic rules) and which are not standard and students are more careful in using word choice (diction) so that their writing and speaking skills are better.

In addition, the authors also hope that the Government of Buru Regency disseminates the Law of the Republic of Indonesia Number 24 of 2009, concerning Flags, Languages, National Emblems, and National Anthem, which contains rules or provisions regarding the use of Indonesian language that are good and right in public places. In addition, the Buru Regency government is expected to make efforts to regulate through the Internal and External Quality Audit (AMI) implementation of the Indonesian language law in terms of the use of Indonesian in public service places and commercial services and make Regional Regulations on the use of Indonesian in public service places. and commercial services and provide administrative sanctions to parties who do not comply with applicable regulations.

The author also advises Indonesian language educators or teachers or Indonesian language lecturers to not only assess students' assignments from their true or false aspects while linguistic aspects are never revealed. However, the teacher or lecturer should need to be more active in uncovering language mistakes and given an explanation that is actually based on the language norms. This is very important because schools or colleges are a strategic place as well as an initial basis for planting language rules to students or students as a generation of the nation in order to uphold the nation's identity, namely Indonesian.

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