

ANALISIS KESALAHAN SINTAKSIS PADA PENULISAN IKLAN BERBAHASA JEPANG

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Abstract

This research will discuss about language development in its use as a publication media on ads (advertisements). Ads makers are usually trying to make ads with interesting forms, in order to drive consumer's interest on their products. However, in ads's words (writing) making process, there are often confusions on putting words into sentences, or the words' selection as well. This phenomenon is also emerging in the ads that uses Japanese. Sometimes the Japanese writing rules and norms are often overlooked and only consider its aesthetic point, until many errors occurs both in its writing or in the words' meaning. Researchers formulate two problems that appear in this descriptive research, i.e. what kinds of syntax errors that appear in the ads' writing that use Japanese and what kinds of things that influenced the emergence of these writing mistakes. The results of this research are two mistakes, 12 phrasemistakes and one sentence error. The cause of these mistakes' occurrence is mainly due to errors in typing or misstyping. Other mistakes are caused by human errors in the process of ads making, and mistakes due to technical problems such as damage to ads' media.

Keywords: *mistake, error, syntax, writings, ads (advertisement).*