

ERRORS IN ENGLISH ADS AND FALLACIOUS TRENDS OF JOB ADVERTISEMENTS IN JAKARTA

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ABSTRACT

Article investigated the errors found in job advertisements from Kompas newspapers and the fallacious trends. The methodology used in this paper was descriptive qualitative. Data were gathered randomly from job advertisements from Kompas in 2008. The data were analyzed through the following steps: first, the data were gathered and classified into errors from L1 interference, and errors from lack of grammatical knowledge. After causes of errors were explained, then the fallacious trends were described. Data showed the inconsistency of translating Job's titles because of L1 interference. Errors due to lack of grammatical knowledge were classified into four categories of omission, addition, and substitution. From 44 data of omission and addition, the inflection (ending –s and -ed) mostly occurred. There were 24 cases found from the errors of substitution regarding the class words, preposition, and agreement. Fallacious trends that Job's ads written in English that were free from errors proved to be contrary to the fact.

Keywords: *job advertisement, English ads, fallacious trends, job advertisement.*

ABSTRAK

Artikel menjelaskan penelitian tentang kesalahan yang ditemukan dalam iklan lowongan pekerjaan dari koran Kompas dan kesalahan pandangan mengenai lowongan pekerjaan berbahasa Inggris. Metodologi yang digunakan adalah deskriptif kualitatif. Data dianalisis melalui langkah berikut. Pertama data dikumpulkan dan dikelompokkan sesuai kesalahan karena pengaruh bahasa pertama dan kesalahan karena kurangnya pengetahuan tata bahasa. Sesudah kesalahan tersebut dijelaskan, kemudian kesalahan pandangan mengenai lowongan pekerjaan berbahasa Inggris dijabarkan. Data menunjukkan adanya kesalahan menerjemahkan nama pekerjaan. Kesalahan karena tata bahasa dibagi menjadi tiga yaitu pengurangan, penambahan, dan substitusi. Dari 44 data, kesalahan pengurangan dan penambahan yang terbanyak adalah infleksi (akhiran –s, dan –ed). Dari 24 data kesalahan substitusi, yang terbanyak adalah kesalahan kelas kata, preposisi, dan kesesuaian antara subjek dan kata kerja. Dengan demikian terbukti bahwa lowongan pekerjaan berbahasa Inggris tidak lepas dari kesalahan.

Kata kunci: *iklan lowongan pekerjaan, iklan berbahasa Inggris, fallacious trends.*

INTRODUCTION

English as an international language has been widely used in almost all fields, including advertisements. Choices of using English rather than Indonesian indicate privilege, prestige, and mingles. Lie (Kompas, 2002) stated that English has become an elite language in some developing countries and it has a relationship with the social stratification in that community. Everything that sounds English is greatly fancied because it may leave a first-class impression. As Gunarwan (Kompas 2003), a sociolinguist, mentioned, to be in a high class society in the global world, Indonesian people must be able to speak English.

Job advertisements in Indonesia are mostly written in English. As an example, from 350 job advertisements randomly taken from three editions of Kompas – local newspapers in Jakarta – 196 (56%) are written in English, 142 (41%) in Indonesian language (*Bahasa*) with English job titles, and only 12 (3%) purely in Indonesian. It shows that English is very popular in job ads in Kompas, the most reputable newspapers in Indonesia. English is one of important requirements to get good jobs, obtain better positions, and have higher income. English does not only mean that the applicants should be able to speak English, but it also indicates that the company which publishes the ads is respectable, reliable and reputable.

Advertisement is a public notice or announcement, usually paid for, as of things for sale, needs, etc. (Webster's New World College Dictionary). In job ads, the potential customers are the job seekers. To persuade them to read the ads, the advertisement titles are written in English, such as 'Urgently Required, Challenging Opportunity, Excellent Opportunity, and Walk in Interview. Besides, to make the ads more interesting, most job titles are also written in English, like Electrician, Logistic Manager, and Human Resource Staff instead of "*Tehniisi Listrik, Manajer Logistik, and Staf Sumber Daya Manusia*".

Subsequently, it is not surprising that many job advertisements in Kompas newspapers, whose English content is supposed to pass the good image of the companies, turns out to contain a lot of errors. These errors, however, usually are not people's attention because of the false believe, that published job advertisements in English, especially in reputable newspapers like Kompas, must have been free of errors.

The fallacious trend of using English advertisement seems normal and accepted as long as people can understand the idea or the message. This makes the errors in job advertisements arise repeatedly. Since Indonesian language has several differences from English in its morphological level and syntactical level, so the phenomenon of the source language becomes common errors in using English in advertisements. This phenomenon is frequently labeled with a L1 interference, as sometimes we can find the expression like 'Join With Us' (* to join with our.... Kompas 19 July 2008 p.51). The error 'with' appears probably because the literal translation of "*Bergabunglah dengan kami*". The appropriate statement should be "Join us" without the word "with". This type of error, eventhough seems minor, indicates a sign of not having adequate grammatical knowledge. It indicates that it is very important to edit the language use of English in job advertisements in daily Kompas.

Review of Related Literature

Some studies have been conducted concerning errors produced by those who use English as a second or foreign language, especially students. Fauziati (2003) found interlanguage errors in English Textbooks for Junior High School Students in Surakarta. From the errors in the area of vocabulary and grammar, she stated that the English used in those textbooks were still at the level of interlanguage (resemble to the first language).

Gustinefa (2007) carried out a research of Error Analysis on learners' journal writings. She found out that most of the errors occurred was the result of intralingual transfer (overgeneralization, simplification, and incomplete knowledge of English/ grammatical rules) rather than interlanguage (interference from the native language). She classified the errors into 4 categories: addition, omission, substitution, and ordering. From those categories, the errors of substitution was the most frequently committed by the EFL learners.

Regarding the errors from the linguistics point of view, Nobles (2006) explains the top grammar errors haunt Web pages. She explained the errors mostly occur in the Web including punctuation (it's = it is, periods or commas, and hyphen); spelling (E-mail vs. email), and S-V agreement (singular – plural). Stojanovska-Ilievska (2007) goes over the errors made by Macedonian learners of English that includes grammar (tenses and subject deleted); vocabulary (no one to one translation equivalents between Macedonian and English); pronunciation (long and short vowels); and spelling (consonants, vowels, and diphthongs).

Some studies concerning fallacy mostly discuss a kind of error in reasoning from philosophy or logic point of view (Gregwright, Paul 2005) like *Ad hominem* (meaning "against the person")—attacks the person and not the issue, or *Bandwagon*—creates the impression that everybody is doing it and so should you [means that we usually imitate what other person does]. Sgarbossa (2006) explains the logical fallacies and ethics in everyday language. In her study, she gives explanation that fallacious arguments can point to seemingly compelling conclusions that are, however, invalid and often misaligned with ethical principles. By focusing on the inextricable link between ethics and language, her article reviews some of the most common logical fallacies to help in detecting (and avoiding) them.

Crawford (1997) conducted a research of ten common fallacies about bilingual education which does not relate to the fallacy of philosophy. He discusses the fallacies of bilingual education, which led to some assumptions, that there are a number of commonly held beliefs about bilingual education that run counter to research findings. Based on his research, he clarifies some of the myths and misconceptions surrounding language use and bilingual education in the United States.

METHODOLOGY

This study investigates the errors found in job advertisements from Kompas newspapers and the fallacious trends. The methodology used in this paper is descriptive qualitative. Data are gathered randomly from job advertisements from Kompas in 2008. Types of job advertisements found in Kompas consist of 4 types: Ad1) purely in English; Ad2) advertisement titles and job titles in English; Ad3) Only job titles in English; and Ad4) purely in Indonesian. The data used are taken only from Ad1, Ad2, and Ad3. The data are analyzed through the following steps: first, the data are gathered and classified into errors from L1 interference like literal translation especially in job titles, and errors from lack of grammatical knowledge. After that, the causes of errors are explained. Finally the fallacious trends are described.

This investigation then, divided into two parts: the errors and fallacious trends of job advertisements written in English in Kompas newspapers. Corder 1973 (in Lengo 1995) refers to errors as breaches of the code. Errors deviate from what is regarded as the norm. The norm here means the deviation of grammatical rules. The fallacious trend in this study, however, has no connection with the fallacies of philosophy mentioned above. The word *fallacious*, taken from *fallacy*, means a false or mistaken idea or opinion (Webster's new world college dictionary). The fallacious trend refers to the false belief of using English in job advertisements which firstly thought to be free of errors, but

they unfortunately contain plenty of errors. Based on current study, this clarifies some of the misconceptions surrounding English use in job advertisement written in English in daily Kompas.

Regarding the grammatical errors, this study explains the language transfer (literal translation especially in job titles) and lack of grammatical knowledge of English. Language transfer refers to speakers or writers applying knowledge from their native language to a second language. Language transfer is also known as L1 interference (Wikipedia).

Larsen (1984) divided the kinds of translation into 7 types from the very literal translation to the unduly free translation (very free translation). One of those types Larsen called as inconsistent mixture translation. Inconsistent mixture translation is a partially modified translation that is modified the order and grammar into the acceptable sentence structure in the target language.

Lack of grammatical knowledge of English makes a lot of errors in the sentence structure used in the job ads. The commit of errors, according to Corder (1973:277), fall into four main categories: *omission* of some required element; *addition* of some unnecessary or incorrect element; *substitution* of an incorrect element; and *misordering* of elements. Errors in this study are analyzed based on Corder's four categories.

RESULTS AND DISCUSSION

The body of job advertisements consists of the head, that is the name of the company or advertisement title such as Urgently needed and Great Opportunity. Then comes the introduction, job titles, qualifications or requirements, and finally the address of the company. The grammatical errors are commonly found in the introduction and job titles.

Errors

L1 Interference (Inconsistent Mixture)

Some cases of errors due to the L1 interference are as follows:

1. L1 interference in the case of Literal Translation that is using Indonesian expression in writing English expression. For example: University graduate in background mechanical engineering (Kompas 23/2/08). This sentence is the literal translation of *tamat dari universitas dengan latar belakang teknik mekanika*. It should be written in English as 'university graduate with mechanical engineering background'
2. L1 interference is mostly found in the writing of most job's titles. The interference are showed as inconsistent mixture of translation of job's titles. There are 3 types of inconsistency found in the data.
Case 1: Forms of job's titles used Indonesian construction (Noun + adjective) but maintained using English word instead of Indonesian, as in the following data:

Data	Indonesian	English
Staff Akunting	Staf akunting	Accounting Staff
Staff Keuangan	Staf Keuangan	Financial Staff
Staff Promosi	Staf Promosi	Promotion Staff
Manager Keuangan	Manajer Keuangan	Finance Manager
Asisten Manager Proyek	Asisten Manajer Proyek	Project Manager Assistant
Cashier Hotel	Kasir Hotel	Hotel Cashier

Case 2: Job's titles are written in the form of Indonesian language, but maintain using English words, such as:

Data	Indonesian	English
Staf Maintenance	Staf Pemeliharaan	Maintenance Staff
Staf Engineering	Staf Teknisi	Engineering Staff
Staf Administrasi	Staf Administrasi	Administration Staff
Kredit Kontrol Executice	Eksekutif Kredit Kontrol	Credit Controll Executive
Elektrikal Mekanikal	mekanik elektrik	electrical mechanic

Case 3: Job's titles are written mixing English and Indonesian language. Data are taken from the Ad3 (only job titles are written in English).

Example 1

Suzuki Finance

Kesempatan berkarir

Sebuah perusahaan pembiayaan resmi motor.... Membutuhkan para profesional muda yang dinamis, kreatif dan inovatif sebagai:

1. Branch Manager
2. Credit Analysist (CA)
3. Marketing Head (MH)
4. Credit Marketing Officer (CMO)
5. AR Officer/Collector (ARO)
6. Staff Promosi
7. Operation Staff etc.

The writing of job titles preferable using English words rather than Indonesian are probably because of the idea that English is more popular than Indonesian.

Example 2

Andalan Chevrolet

Membutuhkan:

1. Sales Supervisor
2. Sales Consultant /Sales Excecutive
3. Kepala Bengkel
4. Parts Head
5. Adm. Senior Spare Parts

Example 2 shows the incostency of using Indonesian and English in the job titles. This probably because the writer seems difficult to find the equivalent words in Indonesian or lazy to look up the words in proper Indonesian.

Example 3

(Kompas 28/06/08) Urgently Required (The Gandhis Memorial International School)
 Music Teacher (for choir and orchestra)
 Chemistry Teacher
 IT Teacher
 Bahasa Indonesia
 ESL Teacher
 P.E. Teacher/ Guru Olah Raga ...etc

Example 3 uses English in most part, but only write *Bahasa Indonesia* to refer to a teacher of Bahasa, and *Guru Olah Raga*, to refer to P.E Teacher. the Indonesian equivalent (*Guru Olah Raga*) is included since P.E Teacher sounds unfamiliar. The inconsistency probably shows that the practice of mixing Indonesian and English is common and accepted. It may also imply that we do not give interest to the inconsistency of language use.

Lack of Grammatical Knowledge

Errors based on lack of grammatical knowledge are classified into the category of *omission, addition, substitution, and misordering*. Each category is then explained at the syntactical and morphological level.

Omission

A lot of cases are found concerning the omission of required elements:

The omission of articles

No	Data	Corrections	Sources
1	PT Buana Capital is seeking people with a high dedication to fill position	to fill the following positions	05/07/2008
2	Fluently in English and Mandarin both oral & written is must	Fluency in English and Mandarin both oral & written is a must	05/07/2008
3	Please send your application quoting job code in the email subject or at the right side of envelope	at the right side of the envelope	05/07/2008
4	We thank all applicant, however only those candidates selected for interview	however only those candidates selected for an interview	05/07/2008
5	Ability speaking in Mandarin is most preferred.	Ability to speak in Mandarin is the most preferred.	05/07/2008
6	We invite you to submit your resume to address stated below	to the address	24/02/2008
7	Degree S1 Transportation Management or its equivalent.	Degree S1 Transportation Management or the equivalent.	23/02/2008
8	Panca Group is fast growing restaurant company with multi brands and franchises as well as branches in many big cities in Indonesia is seeking some qualified, dynamics and creatives people for the following positions:	Panca Group a fast growing restaurant company	05/07/2008

The omission of inflection

No	Data	Corrections	Sources
1	General requirement	General requirements	05/07/2008
2	Specific requirement	Specific requirements	05/07/2008
3	Good communication skill	Good communication skills	05/07/2008
4	Fast growing Palm Oil Plantation Company based in Jakarta required human resource with a good personality	human resources	05/07/2008
5	has good interpersonal skill	has good interpersonal skills	05/07/2008
6	An attractive remuneration package, benefits and challenging working environment and excellent career growth in the company would be offered to the successful candidate .	successful candidates	05/07/2008
7	We thank all applicant , however only those candidates selected for interview	We thank all applicants , however, only those candidates selected for interview	05/07/2008
8	We are an Injection and blowing plastic industry looking for qualified and competent personel for the position of:	qualified and competent personnels	05/07/2008
9	Ability to read technical drawing and good understanding of the mention software program "Solidwork", "Autocad", "Unigraphic"/ "Delcam"	software programs	05/07/2008
10	Fresh graduate	Fresh graduates	05/07/2008
11	High School Graduate	High School Graduates	05/07/2008
12	We are an organization which provide quality solutions in Medical Waste Management Service with a mission of enhancing public health, environment and safety in the provinces of Indonesia, seeking dynamic, dedicated and suitably qualified staff to fill the following positions.	an organization which provides	23/02/2008
13	Qualification for retailer	Qualifications for a retailer	24/02/2008
14	Graduate in Agricultural Science or related fields	Graduated from Agricultural Science or related fields	05/07/2008
15	To apply, please send your application letter, CV, recent pasport sized photograph, copy of certificates and put the code on the top left envelope, at the latest two week after this advertisement to:	at the latest two weeks after this advertisement to:	20/07/2008
16	A fast growing company, invites suitable candidates for the following position :	the following positions	23/02/2008
17	Graduate from reputable university with relevant degree	Graduated from reputable university with relevant degree	05/07/2008

The omission of preposition

No	Data	Corrections	Sources
1	S1 (majoring Accountancy or Finance	S1 (majoring in Accountancy or Finance)	
2	Graduated from S-1 majoring Accounting from reputable university	Graduated from S-1 majoring in Accounting from reputable university	05/07/2008
3	Good understanding CAD-CAM, CNC-Miling Process and manufacturing machines	Good understanding of CAD-CAM	05/07/2008
4	Familiar with all the labour law and relevant statutory requirements in Indonesia.	Familiar with all of the labour law	23/03/2008
5	At least 5 years working experience in all the human resource functions.	working experience in all of the human resource functions.	23/03/2008
6	If you are ready to be part of our winning team, we are currently seeking a Rated Commercial Pilot / Experienced on the B-737 Family of aircraft as a First Officer.	If you are ready to be a part of our winning team	22/03/2008
7	We offer a highly attractive compensation and benefit package.	attractive compensation and a benefit package	01/03/2008

The omission of Conjunction

No	Data	Corrections	Sources
1	Key performance indicator for this position will be sales volume, customer & market share, new costumer development, profitability	development, and profitability	24/02/2008
2	Having good knowledge in Accounting, Finance, Taxes	Having good knowledge in Accounting, Finance, and Taxes	05/07/2008

The omission of punctuation

No	Data	Corrections	Sources
1	Strong knowledge on channel management (distributors, contractors etc)	(distributors, contractors, etc.)	24/02/2008
2	You are responsible for daily sales activities, marcom activity, identify retrofitting and project sales, preparing marketing plan etc.	preparing marketing plan, etc.	24/02/2008

From 36 data, the omission of inflection (ending –s plural, -s third person singular, and –ed verb) is of the most frequent happen. Others are the omissions of articles, prepositions, and conjunctions. It not only shows lack of knowledge of English, but also L1 interference for such types (like articles and inflection) which do not exist in Indonesian language. Another possibility is that articles, prepositions, inflections, conjunctions, and punctuation mostly considered as trivial parts.

Addition

Additions of some unnecessary element are also found as the following data:

The addition of inflection

No.	Data	Corrections	Sources
1.	Please send your application letter and CV within 1 weeks to:	within 1 week	23/02/2008
2.	Panca Group is fast growing restaurant company with multi brands and franchises as well as branches in many big cities in Indonesia is seeking some qualified, dynamics and creatives people for the following positions:	dynamic and creative people	05/07/2008
3.	Interest candidates shoulds submit a full CV with recent photograph, position code, past and present employment and professionals qualification, within 14 days after the date of this advertisement to below address:	should submit	05/07/2008
4.	You will have to develop logistics needs and compliance requirements for the company and drive the implementation	You will have to develop logistic needs	20/05/2008
5.	8 years experiences in marketing field, having engineering and technical knowledge is preverable	8 years experience	05/07/2008
6.	Interest candidates shoulds submit a full CV with recent photograph, position code, past and present employment and professionals qualification, within 14 days after the date of this advertisement to below address:	professional qualification	05/07/2008

The addition of punctuation

No.	Data	Corrections	Sources
1.	Interest candidates shoulds submit a full CV with recent photograph, position code, past and present employment and professionals qualification, within 14 days after the date of this advertisement to below address:	professional qualification within 14 days (no comma)	05/07/2008
2.	Garuda Indonesia , is committed to provide safe, comfortable air transportation in Indonesia and internationally.	Garuda Indonesia is committed to provide (no comma)	01/03/2008

The data shows that the addition of some unnecessary or incorrect element happens not as frequent as the omission elements. Most cases are on the inflection (ending –s) to the words which does not need to be added.

Substitution

Substitution is another case that occurs a lot in the data.

The Substitution of Class Word

No.	Data	Corrections	Notes	Source
1.	Fluently in English and Mandarin both oral & written is must	Fluency in English and Mandarin both oral & written is a must	substitution: Noun	23/02/2008
2.	Specially requirement	Special requirements	substitution: Adjective	23/02/2008
3.	Good communication and fluent in English is a must.	Good communication and fluency in English is a must.	substitution: Adjective	23/02/2008
4.	Develop and presentation of market analysis for potential business opportunities	Develop and present market analysis	substitution: Verb	05/07/2008
5.	You should be able to demonstrate excellence in your previous employment.	You should be able to demonstrate excellency in your previous employment.	substitution: Noun	05/07/2008
6.	Ability speaking in Mandarin is most preferred.	Ability to speak in Mandarin is the most preferred.	substitution: To infinitive	05/07/2008
7.	Ability to maintenance electrical & mechanical	Ability to maintain electric & mechanic	substitution: Verb	05/07/2008
8.	Ability to maintenance electrical & mechanical	Ability to maintain electric & mechanic	substitution: Adjective	05/07/2008
9.	Computer literated and having good command of English	Computer literate	substitution: Noun	
10.	Garuda Indonesia, is committed to provide safe, comfortable air transportation in Indonesia and internationally .	air transportation in Indonesia and international .	substitution: Adjective	01/03/2008

The Substitution of Preposition

No.	Data	Corrections	Sources
1.	University graduate in background mechanical engineering	University graduate with mechanical engineering background	23/02/2008
2.	Computer literate and having good command in English	good command of English	23/02/2008
3.	Indonesian citizen aged about 35-45 years old	Indonesian citizen aged between 35-45 years old	05/07/2008
4.	Graduate in Agricultural Science or related fields	Graduated from Agricultural Science or related fields	05/07/2008
5.	Minimum 3 years experience as an Accounting Supervisor at Palm Oil Plantation Company	Minimum 3 years experience as an Accounting Supervisor in Palm Oil Plantation Company	05/07/2008

The Substitution of Agreement

No.	Data	Corrections	Notes	Sources
1.	A new develop Hotel company in Jakarta, looking for energetic candidate which have qualification	A new develop Hotel company in Jakarta is looking for energetic candidates who have qualification	substitution: pronoun	
2.	Interested applicants should submit your complete application, CV, photo (red colour), copies of related documents and contact number to:	Interested applicants should submit their complete application	substitution: pronoun	05/07/2008
3.	Panca Group is fast growing restaurant company with multi brands and franchises as well as branches in many big cities in Indonesia is seeking some qualified, dynamics and creatives people for the following positions:	Panca Group a fast growing restaurant company	substitution: double verb	05/07/2008

The Substitution of Conjunction

Data	Corrections	Notes	Sources
Garuda Indonesia, is committed to provide safe, comfortable air transportation in Indonesia and internationally.	to provide safe and comfortable air transportation	substitution: N	01/03/2008

The Substitution of Paralel Verbs

Data	Corrections	Notes	Sources
Plan for business growth by identifying opportunities and consistently pursuing them to successful closure	Plan for business growth by identifying opportunities and consistently pursue them to successful closure	substitute: pursue (paralel with plan)	05/07/2008

The Substitution of Punctuation

Data	Corrections	Notes	Sources
To apply for this opportunity, please go to: http://www.garuda-indonesia.com/career and complete the on-line application form. Or bring your application in person to : Recruitment Department, 2nd floor Garuda Indonesia Management Building, Garuda Maintenance Facility, Soekarno-Hatta, Cengkareng, Tangerang Banten, before March 31, 2008.	complete the on-line application form, or bring your application in person to:	Substitute: comma and no capital O	01/03/2008

The Substitution Of Articles

Data	Corrections	Notes	Sources
Also, he should have an commissioning experience	Also, he should have a commissioning experience	substitution	05/07/2008

There are 24 cases found from the errors of substitution. Most errors are concerning the class words, preposition, and agreement. Other errors are the misuse of conjunction, paralel verbs, punctuation, and articles.

Misordering

No data are available regarding misordering of element.

Since there are a lot of errors found from the job ads mentioned above, it indicates that the occurrence of errors are neglected. It is probably still accepted to have the errors as long as the ads are understood. It also means as long as the job ads use English, it does not really matter.

Fallacious Trends Of English Job Advertisements

Fallacy 1: Job Tittles in English use correct English.

This study shows that not all job titles use correct English.

Example:

Data	Correction
Assistant Manager Claim	Claim Assistant Manager
Assistant Marina Manager	Marina Assistant Manager

Fallacy 2 : Job Ad Title in English use English in its content

Some job ad titles in English use Indonesian language in the introduction. For example, from 46 job ad titles in English, only 10 of them use Indonesian language.

Fallacy 3 : English Job Title will use English for Job Names; Indonesian Job Title will use Indonesian Names for the Job

The names of jobs mostly used English whether or not the language is in English or Indonesian. It seems that using English for the job names are more appropriate than using Indonesian names.

CONCLUSION

Errors in English job ads occur as the result of the L1 interference and lack of grammatical knowledge. English is used mostly because of the trend that using English will give the impression of prestige and privilege. No matter whether the ads in English contain errors or not, it does not give a lot of effects because English is considered as a prestige. That is why English is used to attract people's attention and becomes the trends in job advertisements.

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