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Phonological Error in Writing Loan Words in Digital News Detik.com

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Abstract

This study aims to identify and analyze errors in the phonological aspect of writing loan words contained in Detik.com digital news. The method used in this study is descriptive qualitative, with observation and recording techniques to collect data in the form of loan words that do not comply with the rules of Indonesian phonology. Data were analyzed based on the General Guidelines for Indonesian Spelling (PUEBI) with a content analysis approach. The results of the study indicate that the most dominant phonological errors are the preservation of the original spelling form, the absence of phoneme adaptation, and the use of mixed languages without adjustment. Words such as replay, VAR, efakasi, and Premier League were found to be used without following the rules of sound adaptation in Indonesian. Factors causing errors include the dominance of foreign terms in public discourse, journalists' lack of understanding of language rules, and the pressure of news production that puts the editing process second. These errors affect readers' understanding and weaken the function of the media as a language development agent. This study emphasizes the importance of using correct Indonesian language rules in writing digital news.

Keywords: Phonological errors, loan word, PUEBI, Detik.com, digital media

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Abstrak

Penelitian ini bertujuan untuk mengidentifikasi serta menganalisis kesalahan dalam aspek fonologi dalam penulisan kata serapan yang terdapat dalam berita digital Detik.com. Metode yang digunakan penelitian ini adalah deskriptif kualitatif, dengan teknik pengamatan dan pencatatan untuk mengumpulkan data berupa kata serapan yang tidak sesuai dengan kaidah fonologi bahasa Indonesia. Data dianalisis berdasarkan Pedoman Umum Ejaan Bahasa Indonesia (PUEBI) dengan pendekatan analisis isi. Hasil penelitian menunjukkan bahwa kesalahan fonologis yang paling dominan adalah pelestarian bentuk ejaan asli, tidak adanya adaptasi fonem, serta penggunaan campuran bahasa tanpa penyesuaian. Kata-kata seperti replay, VAR, efikasi, dan Premier League ditemukan digunakan tanpa mengikuti kaidah adaptasi bunyi dalam bahasa Indonesia. Faktor penyebab kesalahan meliputi dominasi istilah asing dalam wacana publik, kurangnya pemahaman jurnalis terhadap kaidah kebahasaan, serta tekanan produksi berita yang menomorduakan proses penyuntingan. Kesalahan ini berpengaruh terhadap pemahaman pembaca dan melemahkan fungsi media sebagai agen pembinaan bahasa. Penelitian ini menggarisbawahi pentingnya penggunaan kaidah bahasa Indonesia yang tepat dalam penulisan berita digital.

Kata kunci: Kesalahan fonologis, kata serapan, PUEBI, Detik.com, media digital

Introduction

Language is one of the most important tools humans have for communication, both verbally and in writing (Oktavia, 2022). Every country generally has an official language used in various social and governmental activities (Pertiwi, 2024). Like other countries, Indonesia has designated Indonesian as the official language for communication among its citizens. In practice, communication can be conducted through various media forms, such as print, electronic, and digital media. One of the most dominant mass media today is internet-based news media.

News media is a tool or platform used to convey current information and events to the public (Salsabila, 2024). This media plays an important role in disseminating factual, accurate, and up-to-date information on various issues such as politics, economics, social, culture, and entertainment (Chaerani, 2023). However, in its delivery, the use of Indonesian language that does not conform to the rules is often found, especially in digital media. Errors in Indonesian language writing can cause confusion in meaning and affect readers' understanding. These linguistic errors occur at various linguistic levels such as phonology, morphology, syntax, semantics, and discourse (Hidayat, 2021).

In the context of digital media, the most common errors are found at the phonological and morphological levels. Phonological errors can include the omission of phonemes, the addition of phonemes, and changes in phoneme sounds (Septiani, 2023). Meanwhile, at the morphological level, errors usually appear in the inappropriate use of affixes, the formation of confusing compound words, or unnecessary repetition of words (Nurhayati, 2024). This phenomenon shows that the use of language that does not conform to the rules is still a serious problem in online journalism (Santoso, 2023).

The mass media also plays an important role as an agent in shaping linguistic norms in society (Sriharyati, 2021). In this digital era, online media such as Detik.com has become the main reference for the public in accessing information. As a public institution, the media should be a role model in the use of loanwords (Achساني, 2020). Loanwords are forms of foreign words that have been adapted into Indonesian in terms of phonology, morphology, and semantics (Darmawan, 2021). However, in modern journalism, foreign words are often retained in their original form for

practicality or style, which can actually interfere with consistency and understanding of the language (Maulidah, 2019).

Newspapers or newspapers that are now available online not only present news, but also articles, advertisements, and various other forms of writing Sufanti (2024). News, as the main type of writing, is required to use straightforward and systematic language in accordance with the General Guidelines for Indonesian Spelling by Sriharyati (2021). However, the pressure to produce news quickly in online media often leads to spelling errors. This can be caused by time constraints, journalists' lack of understanding of language rules, or insufficient editing of manuscripts (Fitriyani, 2020).

Based on this background, there are several important issues that need to be studied further. First, various forms of phonological errors are still found in the spelling of loanwords in news articles published on Detik.com. Second, it is not yet clear what factors cause these errors, whether they are caused by the influence of foreign languages, ignorance of spelling rules, or other factors. Third, it is also necessary to examine the impact of these phonological errors on readers' understanding, especially in the context of accurate information dissemination. These issues are the focus of this study.

The purpose of this study is to identify the forms of phonological errors in the spelling of loanwords in news articles on Detik.com. In addition, this study also aims to analyze the factors that cause these phonological errors. Furthermore, this study also aims to explain the impact of phonological errors in the spelling of loanwords on the comprehension of readers of news on the digital media Detik.com. Thus, the results of this study are expected to contribute to efforts to improve the quality of language in online media and strengthen the role of the media as a good and proper agent of language education.

Method

This study uses a qualitative descriptive method with a qualitative approach that focuses on describing language errors in news articles. The data in this study consists of words or sentences sourced from digital news articles on detik.com. A qualitative approach was chosen because it is able to reveal in detail the forms of language errors based on the real context of use in online mass media. This research is descriptive in nature because it focuses on the presentation of linguistic phenomena without manipulating variables. The data source in this research is digital news published by detik.com. The data consists of loanwords in news texts that show deviations from the phonological rules of the Indonesian language. The selection of detik.com was based on its popularity as a widely accessed news portal and its high volume of news text production daily. Data collection techniques in this study were conducted using the observation and recording method. The researcher observed the digital news texts published on the detik.com website and then recorded the loanwords that appeared in those texts. This method was chosen because it is suitable for linguistic research requiring direct observation of language use in natural contexts. The recording process was conducted systematically on loanwords suspected of phonological deviation, which were then analyzed based on the phonological rules of the Indonesian language.

Data analysis was conducted using content analysis with a descriptive qualitative approach. This method was used to systematically examine and interpret the content of news articles in order to reveal the forms and patterns of phonological errors in loanwords. The first step in the analysis was to identify loanwords in the digital news articles collected from Detik.com. The first step in the analysis was to identify loanwords in the news texts, then analyze their conformity with Indonesian phonological rules, including pronunciation, phoneme form, and spelling. Words that

did not conform were classified into categories of errors such as omission, addition, or change of phonemes, as well as spelling deviations. The results of the analysis are presented in narrative form and tables to clearly and structurally illustrate the patterns and frequencies of errors.

Result and Discussion

This study aims to identify and analyze phonological errors in the spelling of loanwords in Detik.com digital news articles and to understand the factors causing these errors and their impact on reader comprehension. Data was obtained from five news articles containing foreign loanwords.

1. Phonological errors in the spelling of loanwords

Based on an analysis of digital news articles from Detik.com, a number of loanwords were found to deviate phonologically from the rules of the General Guidelines for Indonesian Spelling (PUEBI). The following are some of the errors found:

Table 1. Data on Phonological Errors in the Writing of Absorbed Words

No	Adapted Words	Form of error
1	VAR	There is no phonological adaptation
2	Konklaf	The pronunciation is not adjusted to the PUEBI spelling or is still like English or Latin
3	Efficacy	Inappropriate adaptation
4	Consesus	Preservation of original spelling

Table 1 shows the various forms of errors in the use of absorbed words found in mass media news. These errors are generally related to the absence of phonological adjustment, improper adaptation, or preservation of foreign forms without adjustment of meaning and context.

The word VAR, for example, is an acronym for Video Assistant Referee that is directly used in the text without adaptation or explanation. In the General Guidelines for Indonesian Spelling (PUEBI), it is stated that “foreign terms that have not been absorbed are written in italics and given an explanation if needed” PUEBI (2017). Therefore, the more correct form is “Video Assistant Referee (VAR)” when it is first mentioned in the text.

The word Conclave, which comes from *conclave*, has undergone phonological adjustment into the standard form *conclave*. According to Kridalaksana (2001), the absorption of foreign words into Indonesian must take into account the commonly used spelling and pronunciation. In certain contexts such as the election of the pope in the Catholic Church, this term is already accepted, but in popular contexts an introduction or explanation is still recommended to improve the reader's understanding.

Meanwhile, *efficacy*, derived from *efficacy*, is semantically acceptable in academic and scientific contexts. However, according to KBBI (2023), the word “*efficacy*” is more commonly used and more communicative for the general public. Therefore, in mass media texts, the use of the equivalent “*efficacy*” is more appropriate to maintain the acceptability of the term in the public domain.

The word *consensus*, which is derived from *consensus*, has been included in the KBBI with the meaning of “agreement or mutual consent”. Although it has become part of the standard vocabulary, in a non-formal or popular context, an equivalent such as *consensus* would be more

easily understood by the general public. This is in line with the principles of journalistic language effectiveness that prioritize readability and clarity of meaning.

Overall, the use of absorption words in the media needs to pay attention to the rules of language absorption, as emphasized in PUEBI and KBBI, as well as considering the context of the reader and the purpose of communication. This adjustment is important to maintain the acceptability of the Indonesian language and ensure that the information conveyed can be widely understood.

Based on an analysis of Detik.com digital news, various forms of phonological errors were found in the spelling of loanwords that deviate from the standard rules of Indonesian. These errors are evident in words such as replay, Premier League, VAR, efficacy, tackle, and conclave, which are used in their original form without undergoing phonological adjustments. However, according to the explanation in the General Guidelines for Indonesian Spelling (PUEBI), every loanword should undergo a process of sound or spelling adaptation to align with the phonological system of the Indonesian language.

2. Causes of Phonological Errors

Phonological errors in the spelling of loanwords in Detik.com's digital news can be attributed to several interrelated factors. One of the main factors is the dominance of foreign languages, particularly English, in various fields of life such as technology, sports, health, and politics. This dominance encourages media outlets to retain the original forms of foreign terms to appear up-to-date and professional, without considering the rules of phonological adaptation in Indonesian. In addition, journalists' and editors' lack of understanding of the General Guidelines for Indonesian Spelling (PUEBI), particularly in the process of phonological adaptation, is also a major cause. Many foreign terms are used as they are without being phonologically adapted to Indonesian, such as replay, VAR, and Premier League.

This mistake is exacerbated by the demands of online media, which prioritize speed in presenting news. In situations like this, the editing process is often neglected, so that linguistic aspects are not a priority. Furthermore, in modern journalism, the direct use of foreign terms is often considered more interesting and “up to date,” so that the cultivation of good and correct Indonesian language is neglected. The combination of these factors makes phonological errors in the spelling of loanwords a fairly systemic problem in digital news reporting.

3. The Impact of Phonological Errors on Reader Comprehension

Phonological errors in the spelling of loanwords in online media such as Detik.com have a significant impact on reader comprehension. When foreign terms are used without appropriate phonological adaptation, readers who are unfamiliar with the source language tend to experience confusion or misinterpretation. For example, terms such as VAR, efficacy, and replay can confuse some readers because their forms and pronunciations do not reflect Indonesian language rules, and they are not always accompanied by adequate context. This reduces the accessibility of information, especially for readers who do not have a background in specific fields such as sports and health. Additionally, the use of loanwords that do not follow standard rules has the potential to undermine the linguistic quality of the media, as it gives the impression that the use of language that does not follow the rules is commonplace.

In the long term, errors such as these can affect the way readers use language and weaken the function of the mass media as an agent of language development. Therefore, it is very important for media outlets such as Detik.com to pay attention to the accuracy of spelling in loanwords in order to maintain the quality of information and clarity of meaning conveyed to the public.

Various findings in this study are also supported by the results of previous studies. For

example, the finding that shows the dominant use of the original form of loanwords without phonological adaptation, such as replay, VAR, and Premier League, is in line with the opinion of Nurhayati (2024), which explains that phonological errors in Indonesian generally take the form of phoneme deletion, phoneme addition, and sound changes that are not in accordance with the phonological system in Indonesia. This is also demonstrated by Nur (2021), who in his study of Arabic loanwords into Indonesian found that every foreign word should undergo an adaptation process to conform to the phonological rules of Indonesian. However, in practice, this adaptation process is often ignored, especially in digital media that prioritizes the speed of news reporting.

The tendency of media outlets such as Detik.com to retain the original form of foreign terms has also been criticized by Sriharyati (2021), who emphasizes that news writing must follow systematic and linguistic rules, including in the absorption of foreign words. However, in practice, many online media outlets, including Detik.com, deviate from this rule due to their focus on the speed of information delivery. This is reinforced by research Fitriyani (2020) which found that spelling deviations in online media are often caused by time pressure and journalists' lack of knowledge about correct spelling rules.

These contributing factors are also supported by research from Amelia (2023), which notes that one of the main causes of phonological errors in online media is a low understanding of the rules of phoneme adaptation in PUEBI. Such errors are reinforced by similar patterns in the studies by Diana & Saragih (2022) and Setyaningsih (2023), which each found that errors involving the omission, addition, or alteration of phoneme sounds frequently occur in both political discourse and student writing. This indicates that phonological adaptation issues are not limited to media but are a common problem across various language usage contexts.

Phonological errors in the spelling of loanwords in digital news outlets such as Detik.com can be traced back to two main factors: internal media practices and journalists' understanding of linguistic rules. As explained by Sriharyati (2021), online media face high pressure to deliver news quickly, often sacrificing the editing process in favor of faster publication. In this situation, the spelling of foreign loanwords often does not undergo the phonological adaptation process that should follow Indonesian language rules. This results in foreign words such as VAR, replay, Premier League, and efficacy being written exactly as they appear in their original forms.

In addition, the linguistic knowledge factor also plays an important role. Hasrianti (2021) revealed that deviations in online media often occur because journalists or editors do not have adequate understanding of spelling and word absorption. As a result, the process of adapting phonemes from foreign languages into Indonesian is ignored or even not done at all (Susanti, 2022).

Thus, the relationship between the various research results shows that the phonological errors found in Detik.com's digital news are not stand-alone cases. Instead, it reflects a broader and more systemic linguistic problem, both in terms of the weaknesses of internal media in presenting language, and from the aspect of the journalists' linguistic knowledge themselves. Therefore, it is necessary to improve linguistic competence for media actors, as well as strengthen the role of the editorial team in ensuring that the use of loan words follows the Indonesian phonological system correctly.

Conclusion

Based on the findings of this study, it can be concluded that the use of loanwords in Detik.com digital news still contains many phonological errors. These errors include the use of the original spelling of the source language without adjustment, inaccuracies in sound adaptation, and the

mixing of foreign languages without following the phonological system of Indonesian. Examples of errors can be seen in the use of words such as “replay,” “VAR,” “efikasi,” and “Premier League,” which should undergo an adaptation process in accordance with the guidelines set forth in the General Guidelines for Indonesian Spelling (PUEBI). Some factors contributing to these errors include the dominance of foreign terms in various news contexts, journalists' limited understanding of Indonesian phonological rules, and the pressure of work in digital media that prioritizes publication speed over language editing processes. As a result, the linguistic quality of media content declines and may hinder reader comprehension, particularly among those unfamiliar with such foreign terms. Therefore, there is a need for awareness and sustained efforts from the media, particularly editorial teams and journalists, to pay closer attention to the accuracy of language use. Strengthening language competencies and consistently applying PUEBI in the adoption of foreign terms are crucial to ensure that digital media continues to function as an educational tool supporting the preservation and strengthening of the Indonesian language in public spaces.

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