CHAPTER III

THE DESCRIPTION OF THE TOPIC

3.1 Identify the Tenses Used in Promoting Poster on Facebook

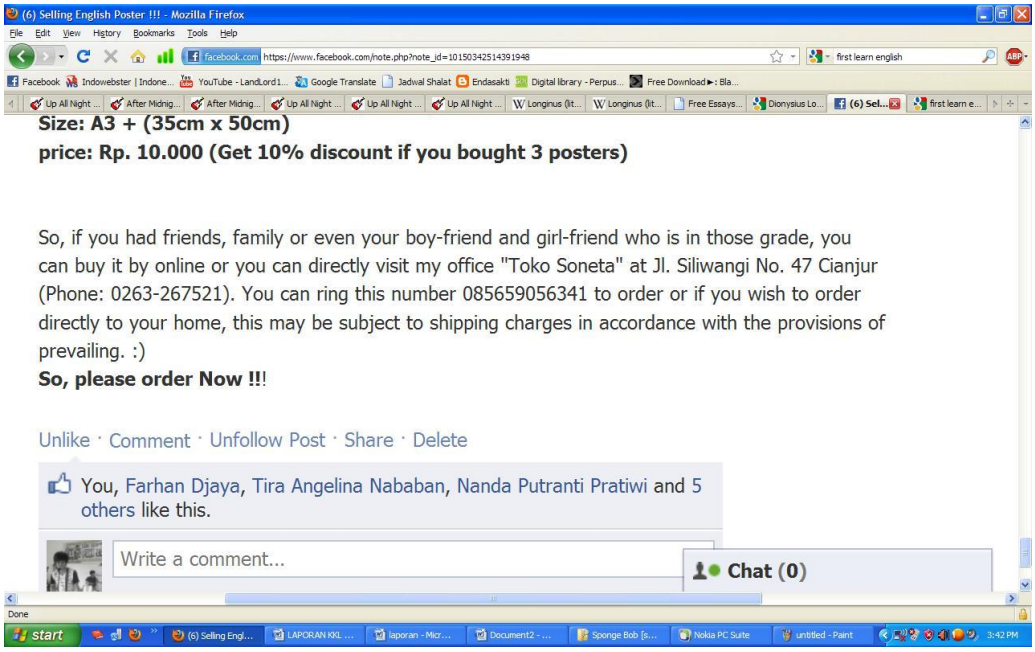
3.1.1 Explanation

During the promoting poster on Facebook, the advertisement was made by the writer himself, from the 23rd of August 2011 until 15th of September. Here are the examples of data which were taken from Facebook's note:

Data 1



Data 2



The data above were directly taken from Facebook's note which the writer printed screen as image format (.JPG) to be analyzed using proper tenses and advertisinglanguage.

When making the advertisement, the writer used his own words, without any guideline from others members of Si Dupan Poster. The writer just got advice from the leader to prepare it well. There are several difficulties which the writer found when promoting on Facebook. Such as, how to use proper presenttenses in advertising poster.Other than that, the writer also found mistakes in how to use proper sentence which is grammatically correct. When the writer learns more about the use of advertisement language, the writer realized there are several mistake on using advertising language and proper tenses. Below are several corrections towards the data:

3.1.2 Analysis

Data 1

Dear Brothers and Sisters, in this part, I would like to offer you our products,

Mistakes in using advertisement term Past future

those are several posters which containthe material in learning English.

The sentence is not effective

From data 1, the use of the tenses above is not appropriate in advertisement because the sentence seems to violate the rules of using present tenses correctly. After the writer learns more, the tenses should be used that is present continuous. It expresses the progress of giving information is happening now and also identifies to talk about activities happening in the near future, especially for planned future events.

Furthermore, there are several misplacement words through the text, such as ‘in this part’, ‘material in learning English’ and words which seem not correct in advertising. After the writer reads and learns more about advertising language based on an article ‘Basic Marketing’, here is the suggested corrections for data 1: *Dear Brothers and Sisters, in this section, I am going to offer you a new innovation which would make you learn English more fun and easily. We make posters which contain English language learning material.*

Data 2

Elementary and Junior high-school's students which are these posters especially dedicated to.

The sentence is not effective and there's violating in using phrasal verb in advertising language above

The material is fitted with Junior and Elementary curriculum.

word and passive voice error

From the data 2, there are several errors in using the tenses and the structure grammatically. The sentence above should be effective and clearly on delivering each words. The best replacement which the writer found is using the simple present tense which contains the passive voice within. It expresses general statement that the material in the poster is focused on students in elementary and junior high school. Here is the suggested replacement for the data 2:

These learning materials are focused for elementary and junior high-school students.

Data 3

Here's some examples for the poster which is available:

Apostrophe error less information

From the data 3, the writer analyzes there is misstep on using the contraction 'here is', according to Longman (pg. 62) *(apostrophe s) for some nouns in the singular and s'(s apostrophe) for some nouns in the plural, but with limited uses*. When the word expresses the plural, it noticed that it does not use the apostrophe. In this case, it happens in the sentence above. Therefore, the

words should bereplaced with, *here are*. The kind of tense which is used the simple present tense, because it expresses general statement in the data above.

Furthermore, in advertising language we should clearly show through the product what we are focused on. Here is the result of the correction:

Here are some examples of the English poster which are available:

Data 4

So, if you had friends, family or even your boy-friend and girl-friend

Conditional tense error

who is in those grade, you can buy it by online or you can directly visit my office

Grammatical error

"TokoSoneta" at Jl. Siliwangi No. 47 Cianjur (Phone: 0263-267521)

In data 4, the use of the tenses is not appropriate grammatically and semantically. In this case, there is an error in using conditional sentence. The data above express that the reader has no friend at all. Therefore, the tenses should replace with simple present. Because it expresses the general truth of the reader

Moreover, the sentences are not effective and not appropriate in advertising language and an informal way in saying relatives or family. The best replacement for the sentence that the writer has learned is:

So, if you have friends, relatives or children who need English learning material poster, you can order online or you can directly visit my office "TokoSoneta" at Jl. Siliwangi No. 47 Cianjur (Phone: 0263-267521).

Data 5

You can ring this number 085659056341 to order or if you wish to order directly to your home, this may be subject to shipping charges in accordance with the provisions of prevailing.

Less effective and grammatical error

In data 5, the tenses which are used above do not match grammatically. Present perfect and simple tense are best used to replace the sentence above. Because it expresses that the exact time is not important and gives the new information.

In addition there are several errors in choosing the words, such as 'shipping charges' and 'provisions of prevailing'. Here is the revisedsentence:

If you have read this advertisement and you wish to order online or by phone, you can contact this number (+62)-856-5905-6341 to order directly to Donna Pradana (Promotion Manager) and chat via Facebook at www.facebook.com/donna.pradana; there will be addition of charge if you are out of Bandung and Cianjur.

3.2 Problems and Solutions

During promoting and managing process, the writer found some problems occurfrom the data, as in the following:

1) The use of tenses and advertising language in promoting posters,
2) Lack of experience in managing the company, especially in promoting,

3) The limited of managing time to conduct the guidance with the advisor,

Based to the problems above, here are some possible solutions to solve the problems:

1) Finding the deeper theory of present tenses and its functions to recognize what they express in advertising language. The writer finds from the books and websites which describe how to use the present tenses and how to make an effective advertising language in promoting products.
2) Providing the course ‘entrepreneurship’ earlier. It is better when the course of Entrepreneurship is given earlier, because it can aid and experience the students who take the entrepreneurship as job training.
3) Dedicating more time for conducting guidance and coming on time.