

Training on the use of spelling to improve advertising writing ability for housewives of Ciwahangan Hamlet, Baregbeg District, Ciamis Regency

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Abstract

Most housewives in Ciwahangan Hamlet do not have additional income. Housewives can help market blacksmith products through advertising so that they can help husbands increase income for their families. To improve the skills of housewives, community service activities were carried out which aimed to increase the knowledge of spelling and the ability to write advertisements for housewives in Ciwahangan Hamlet, Baregbeg Village, Baregbeg District, Ciamis Regency. This service activity is carried out through planning stages including observation activities to determine the condition of housewives' abilities in using spelling and writing advertisements. Coordination is carried out by meeting the village government and community leaders to ask for permission to carry out activities. Socialization is carried out to convey the technical implementation of activities and things that mothers must prepare while participating in activities. The implementation stage includes providing material on spelling and writing advertisements. The mentoring stage is through mentoring activities in uploading advertisements on Facebook social media. Based on the results of the evaluation that has been carried out, an increase in the ability to use spelling in advertisements is obtained, namely the use of letters by 80%, writing words by 70%, and the use of punctuation by 85%. Apart from that, participants are also able to create advertisements on Facebook social media.

Keywords: *Advertising; Housewife; Spelling*

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INTRODUCTION

Ciwahangan Hamlet, Baregbeg Village, Baregbeg District, Ciamis Regency is an area in Ciamis Regency which is the center of the oldest blacksmith craft in Ciamis Regency. Most of the people there work as blacksmiths. Their product marketing is still conventional. Their income does not have much influence on their household life. This is one of the economic problems in Ciwahangan Hamlet. This can be overcome by involving housewives to help market products through advertising on social media.

The housewife is the person who plays the most important role in the family. His presence determines success and comfort in a family. In modern times, a housewife can not only act as a woman who just stays at home without contributing to the family's income. An important actor in household dynamics is women, in the sense that women control financial management, income redistribution, consumption allocation (Duwila & Ramli, 2022). Housewives also have the idea that they can increase family income to reduce the burden on their family. According to the concept of *ibuism*, women's independence cannot be separated from their roles as mothers and wives. Women are considered complete social and cultural beings if they have played both roles well (Tenda et al., 2020). A wife should not depend on her husband, for example in terms of her husband's salary or income. The wife also has to intervene in the distribution of income, because both parties participate in earning a living (Hanum, 2017).

Most housewives in Ciwahangan Hamlet have received education up to elementary school. This means that these wives do not have jobs to earn additional income. The daily activities carried out by these





mothers are taking care of the household. Prepare husband and children's clothes and equipment for work and school. There are other activities that are usually carried out in recitation, attending recitation or gathering together with neighbors. Based on their educational background, there are still limitations in the use of the mother tongue in the household. There are three possible reasons why a person can make mistakes in speaking, including: being influenced by a language they have previously mastered, the language user's lack of understanding of the language they use, language teaching that is not precise or perfect (Hasan, 2022).

Language is one of the most important aspects of communication activities. The use of language in its function as a communication tool still reflects the user's lack of understanding of the rules of language, giving rise to language errors. Good and correct use of Indonesian is a must for the Indonesian people as stated in Presidential Regulation of the Republic of Indonesia number 63 of 2019 concerning the Use of Indonesian. The criteria for using Indonesian are said to be correct if they comply with applicable rules (Sarah & Hindun, 2021). Related issues, such as the role of varieties of Indonesian and regional languages in everyday interactions, and most importantly, the social significance of choosing one variety or another, are rarely considered (Goebel, 2002). Written language is bound by linguistic rules, such as spelling, structure, systematics, and writing techniques. If someone does not comply with written language rules, linguistic errors occur (Agkris & Simorangkir, 2023). Spelling errors frequently encountered today are writing di, even particles, writing joining words, writing rewords, using capital letters or uppercase letters, and using periods (Nisa, 2018). Language is designated as a being that for formal communication may in fact be the second or third language that a person learns (Johnstone & Jiyono, 1983). Therefore, the use of language can provide an opportunity to deepen their cultural awareness learning about culture and developing cultural awareness (Kidwell & Triyoko, 2021)

Every family hopes to live a good life. A healthy and prosperous life must be manifested in everyday life (Ariyanti, 2019). One effort that housewives can make to help market the products produced by their husbands is through advertising on Facebook. The economic function is another function that cannot be separated from the family. This function is carried out by finding sources of income to meet family needs, managing the use of family income to meet family needs, and saving to meet family needs in the future (Remilda, 2022). This is also in line with developments in the times that require everything to be adapted to technology. The addition of marketing for blacksmith products is certainly a dream that all craftsmen hope for because they rely heavily on the sales of these products as their livelihood. Digital marketing is seen as the best media as the most effective and efficient means of promotion and is able to increase sales volume significantly. Internet marketing or many people say digital marketing is a means or media that is often used by business actors, because with Using these facilities, consumers can follow and see the products being marketed (Forijati, et al., 2022).

To improve the skills of housewives in making advertisements to market blacksmith products, service activities were carried out through training activities on the use of spelling and writing advertisements. In Law of the Republic of Indonesia No. 13 of 2003 concerning employment, it is stated that job training is organized and directed to equip, improve and develop work competencies in order to increase abilities, productivity and welfare. These creations can be sold via social media with a larger market share (Nuriyah, 2022).

METHODS

The implementation method used in this service is described as follows.

Planning

At this stage, planning for the implementation of service is carried out by carrying out initial coordination activities regarding the implementation of activities and socialization of the activities that will be carried out. This initial coordination was carried out by gathering housewives to convey activity plans and things that participants had to prepare.



Figure 1. Socialization of Community Service Implementation

The next activity is to coordinate with the local government, namely the Hamlet Head and Village Head. The next activity is to determine the indicators for achieving the results of service activities, namely increasing the ability of housewives in using spelling and writing advertisements. The final activity in this planning stage is designing outreach and training materials in the form of determining resource persons and making slides according to the material given to participants.

Implementation

Training on Improved Spelling

At this implementation stage, the service team provides an explanation of the spelling that housewives must know based on the Enhanced Spelling Guidelines.



Figure 2. Providing spelling material and how to write advertisements

Advertisement Writing Training

In this activity, participants were given training in making advertisements. Participants are guided to open the Facebook application and open the status section and start compiling advertising sentences by paying attention to the use of correct spelling.

Mentoring

In this activity, the service team accompanies participants in uploading advertisements on Facebook media. The service team first checks the use of spelling in the advertisements that have been created, then the service team provides assistance in uploading the advertisement.





RESULTS AND DISCUSSION

Training activities have been carried out well according to the predetermined schedule. The activity began with an opening and a prayer together so that the whole activity could run smoothly. The service activity involved two lecturers from the Indonesian Language Education Study Program with expertise in learning Indonesian and Journalism. This service activity is carried out in two stages as follows.

The first stage, training in the use of spelling based on the Enhanced Spelling Guidelines. The initial stage carried out in this activity is providing training in the use of spelling. Writing advertisements must be in harmony in the use of language with spelling. Spelling is a rule for describing sounds (words, sentences, etc.) in form writing (letters) and the use of punctuation (Syahputra & Alvindi, 2022). The service team conducted a pre-test first to determine the housewives' initial ability to use Indonesian spelling. (Language Development and Development Agency - Ministry of Education, n.d.). At this stage the servant asked the housewives to write a piece of writing containing a complete introduction accompanied by a description of the blacksmith's product. Based on the evaluation results in this pre-test, the results showed that 60% of the housewives had not used writing according to the correct spelling. For example, when writing a name, there is still the following data.

Table 1. Pre test results

Hasil pre test penggunaan ejaan	Pre test results on spelling usage
Nama saya elin	My name is elin
Pisau mang hanan	mang hanan knife
kampung karangbakti	karangbakti village
Lahir di ciamis	Born in ciamis
Ibu rumah tangga	Housewife
Disini	Here
september	september

The data above shows that the housewife's ability to use spelling is still lacking. Data number 1 has its name written using lowercase letters "elin". Based on the Improved Spelling, people's names must begin with a capital letter, so the correct spelling is "Elin". Next, the name you are greeting must also use a capital letter at the beginning. The word "mang hanan" should be written using capital letters, namely "Mang Hanan". Next, write the name of the place "Karangbakti and Ciamis". The use of place names above is still incorrect because place names should start with a capital letter. The correct writing is "Karangbakti and Ciamis Villages". The next mistake is in the word "here". The use of the preposition in- should be written separately if it indicates a place, so the correct word is "here". Next, there was an error in writing the name of the month. The name of the month "September" cannot be lowercase but must begin with the correct capital letter, namely "September". A bilingual's language errors can occur in all aspects of language skills, namely listening, speaking, reading and writing skills, both from a linguistic perspective, such as phonology, morphology and syntax, as well as from a non-linguistic perspective, namely meaning and content.

Based on the results of the pre-test that was carried out, many participants still did not know about the correct use of spelling. In fact, the use of spelling can influence the reader's interpretation of the message to be conveyed. This is in line with what was stated by (Jumaiyah, Kurniaman, & Antosa, 2020) that spelling is rules that have been agreed to be used in written language in order to create regularity and uniformity of form so that it can make it easier for readers to understand the content of the writing. In this initial stage, participants are given material about Indonesian spelling based on the Enhanced Spelling guidelines.

This activity is packaged in the form of lectures, discussions and exercises. In this activity, the service team provided material on the use of spelling and punctuation accompanied by contextual examples adapted to the use of spelling according to the discussion topic, namely blacksmithing. Presentation of material using slides on the screen in focus. The material presented is the use of letters, writing words, using punctuation marks, and writing absorption elements. In this activity, the housewives were very enthusiastic about listening to the material presented. They follow the activity from start to finish. They note down what



they listen to and then actively ask questions when there is material they don't understand. At the end of this session, participants were given the task of writing down their experiences following the activity. This is used to measure participants' ability to use spelling after receiving and understanding the material presented by the resource person. This activity was followed by discussion. The participants expressed the difficulties they still face in using correct spelling. The activity ended with conclusions from the speakers.

Second stage, advertising writing training. After the housewives have an understanding of spelling, the service team then provides training in writing advertisements. This training is intended so that wives can help their husbands market digital-based blacksmith products. If the language elements used are incomplete, there is a possibility that the information to be conveyed cannot be understood correctly.

At this stage, the wives are given material about advertising. At this stage, participants are given material regarding effective steps in writing advertisements. This is done because through advertising, housewives can promote a product. Promotion is the most important activity, which plays an active role in introducing, informing and reminding the benefits of a product in order to motivate buyers to shop for advertised goods (Kuspriyono & Ramadhayanti, 2021). First, housewives are guided to be able to convey advertised products clearly. In this case, the participants are required to explain the blacksmith products that will be sold, including knives, machetes, sickles, machetes, etc. After participants can convey the products being sold, in the second part, participants are guided to analyze the market share or target of the products being sold. Participants are guided to determine the target buyer, namely housewives. Third, participants are guided to be able to offer products using interesting language. In this activity, the presenter explains examples of persuasive sentences that participants can use to attract buyers' interest. Fourth, participants are given material on how to offer discounts or discounts to each buyer. In this section, participants wrote down the type of discount given, the amount of money saved by the buyer and the validity period of the discount. Fifth, the advertisement written must highlight the benefits that will be obtained by the buyer. Participants are guided to show what benefits buyers get after using their products.

Assistance in uploading advertisements on Facebook social media. After all participants had a Facebook account, the resource person provided guidance on creating a Facebook status containing advertisements for blacksmith products that had been made by the husbands. According to Kotler and Keller in (Santoso & Larasati, 2019), the advantages of advertising on the internet are high selectivity, the possibility of interaction, and relatively cheaper costs. This activity was also used as a post test in order to determine changes in the abilities of the blacksmiths' wives regarding the use of spelling.

In this activity, participants were also given material about social media which can be used to upload advertisements. One of these social media is Facebook. For participants who already have an account, the speaker checks their Facebook account and for participants who don't have an account, the resource person provides material on how to create a Facebook account. There are three stages carried out by participants to activate Marketplace on Facebook. First, participants activate the marketplace on their Facebook Account. For participants who have not created an account, complete the following steps. Participants fill in data. The data filled in on Facebook is more than 17 years old. Because all participants are housewives over 17 years old, there are no problems at this stage. All participants meet the requirements for registration. Second, participants are guided to ensure that the account they will use has been previously registered, because if they use a newly registered feature, the marketplace feature will not appear. Participants make sure they use an active Facebook account, which can be used to leave comments, like posts, join groups, and others to get around this. Because in this section you have to use the latest Facebook application, participants who already have an account but have not used it for a long time and rarely use it, were advised by the resource person to reinstall a new Facebook account so that they don't have problems in the Facebook marketplace. Third, participants are guided to open a stall/sale on Facebook Marketplace. Before practicing it, the resource person ensures that the feature for all participants is active. The selling process on the Facebook marketplace is relatively easy and free. After ensuring all features are active, participants are guided to start selling products.

1. Participants log in to their respective Facebook accounts, participants look for the icon. For participants who bring laptops, the icon is on the left side of the Facebook page. For participants who log in using a cellphone, the icon is located at the bottom of the application.





2. Participants select the "Sell goods" menu and are then guided to select the offer type options that appear. Participants choose the section that contains the types of goods being sold, namely household equipment.
3. Participants choose to add a photo to upload a photo of the product being sold, namely a photo of a blacksmith product. In this section, participants ensure the completeness of the product description: product name, price, size/diameter, item condition, location, and others. On the right side of the description there is a "Preview" column to ensure product information is complete before posting.
4. Participants can also sell goods around their neighborhood online. For example, by creating a group on Facebook with the name "Ciwahangan Blacksmith Buying and Selling Group, Ciamis Buying and Selling, Tasik Buying and Selling, and surrounding areas". This can increase the number of people who view the product. Participants then vote and click "Publish" to upload the advertised blacksmith product.
5. The next stage is that participants wait for interested buyers, after the product is registered on the marketplace. On the Facebook home page, a messenger notification or chat pop-up will appear. Buyers usually ask about product availability and payment options. Participants can also exchange WhatsApp numbers before agreeing to a transaction to avoid fraud.
6. The next stage participants are also guided to handle if the product is sold out. Participants can withdraw products from the marketplace if they are sold out. Participants select the statement "items are sold out", then click "Next" then click "Mark As Sold Out". Next, Facebook users acting as buyers will not be able to find the products/items sold by participants after they are automatically deleted.

After participants were able to know how to upload advertising products on Facebook, participants were given material on how to delete posts on the Facebook marketplace. The following are the steps participants take to delete posts or advertisements on the Facebook marketplace:

- a) Select and click the "Marketplace" menu.
- b) Select the product post you want to delete.
- c) Click the three dots next to the product post.
- d) Select "Remove bid".
- e) Click "Delete".
- f) Select the appropriate reason.
- g) Finally click "send".

After receiving material about spelling, advertising and Facebook, participants were asked to create a Facebook status with an advertisement for blacksmith products. The participants were very enthusiastic about taking part in this activity. The participants compose persuasive sentences to attract buyers' interest. Advertisements on Facebook begin by conveying the name of the shop starting with a capital letter, then explaining the product and product advantages. Below is an example of an advertisement that has been uploaded to Facebook.



Figure 3. Advertisement for blacksmith products on Facebook



In advertisement number 1, the participant has used the name on his Facebook account using capital letters, namely "Elin Herlinawati". Participants also wrote the name of the shop starting with capital letters "A 3 Tool Shop". In advertisement number 2, the participant has also used a name starting with capital letters "Ana Nuraeny". Participants have also written the name of the shop in capital letters "Pisau Mang Tri". Participants were also able to use the preposition di- by writing it together with its basic form, namely "guaranteed". Participants also write down the address of where to buy the product in full using capital letters.

Based on the results of evaluations carried out on all participants' uploads, there was an increase in the ability to use spelling in advertisements written by housewives. After participating in this training, the suitability of the letters written by the participants increased from 50% to 80%, the participants were able to write capital letters, consonants, vowels, italics and bold letters correctly. Writing words from 50% to 70%, participants were able to write fragments of words, prepositions, particles, pronouns, numbers and numbers correctly. Participants' ability to use punctuation marks also increased from 35% to 85% of participants were able to use periods, colons, slashes, quotation marks and brackets correctly. Another ability that has increased is that participants are able to upload advertisements to Facebook social media. This activity is very beneficial for housewives. The service team will follow up the service with other activities that suit the needs of housewives so that they can help their family's economy.

CONCLUSION

Service activities with participants who are housewives in Ciwahangan Hamlet, Baregbeg Village, Baregbeg District, Ciamis Regency, are carried out by providing knowledge about the use of spelling, then providing knowledge about how to write advertisements and upload them on Facebook social media. During the service implementation process, the participants were very enthusiastic about listening to the material presented and continued with the practice of creating advertisements on their Facebook status. Housewives are now able to use spelling according to the Enhanced Spelling guidelines. These housewives have also been able to upload advertisements for blacksmith products on Facebook social media and have been able to write promotional statuses using the correct spelling.

Limitations and future direction

This service activity can be continued with a village government program by empowering housewives to promote blacksmith products made by their husbands through various digital marketing platforms so that marketing can spread to various corners of Indonesia and can even go abroad.

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Statement and Declarations

R.A. designing community service, R.A provides materials. S.A collected the data. R.A and S.A. wrote, and revised the manuscript. The authors declare no conflict of interest.

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