

**ANALYSIS OF PHONEME CHANGES IN THE PACKAGING  
OF FOOD AND BEVERAGE PRODUCTS IN MINIMARKET  
SUNGAI SARIK, PADANG PARIAMAN DISTRICT:  
PHONOLOGY STUDY**

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**Abstract:** *This research was conducted to see the picture that occurs in phoneme changes in food and beverage product packaging in terms of phonological order, using qualitative descriptive methods. The processing and collection of data is carried out through observation, interviews, and notes. The subjects in this research are products in food and beverage packaging. The location of this research is Mini Market Sarik River, Padang Pariaman Regency. The results of the research show that there are problems regarding adding phonemes, changing phonemes, and refining phonemes that occur in food and beverage product packaging names. Problems like this must be corrected so that they do not become a habit in writing phonemes. Writing phonemes must follow linguistic rules even though the producer's goal is to attract consumers. This problem is not only seen in terms of writing but also seen in terms of speech sounds, namely in the phonological order. So, it can be concluded that writing that is by linguistic rules can become knowledge for readers or consumers and can be developed in everyday life.*

**Keywords:** *indonesian language, phonemes, phonological studies*

## INTRODUCTION

Indonesian has an important position and role for the Indonesian nation. Indonesian has a position as a national language which was initiated in the Youth Pledge on October 28 1982 with the function of being a symbol of pride, a symbol of identity,

a means of unification, and a means of communication. Indonesian as the state language has officially been in effect since the 1945 Constitution, dated 18 August 1945 with the function of being the official state language, education, planning, and implementation of development and

science and technology (Science and Technology). Indonesian is used in various contexts with a variety of meanings. Some talk about the language of colors, the language of flowers, the language of diplomacy, the language of the military, and so on. In circles that discuss language matters, there are written languages, spoken languages, and spoken languages. Language can be defined as a socially accepted code or conventional system for conveying concepts through the use of desired symbols and combinations of symbols regulated by provisions. Goral et al., (2023) Kridalaksana, (2005).

The Indonesian language used in everyday life is the official language. Indonesian has several rules that must be obeyed so that people can use it properly and correctly (Suminar, 2016). Philosophically, language is a human expression of reality through symbols, which means that the existence of the Indonesian language is very dependent on the level of success of the Indonesian people in maintaining and preserving the Indonesian language, for example creating new vocabulary and terms, whether in the form of absorbing

language vocabulary. regional or foreign languages are increasingly improved. Language is a means of communication between members of society in the form of sound symbols produced by human speech organs. Linguistics as the study of language has various branches. These branches include phonology, morphology, syntax, semantics, and pragmatics.

The physical aspects involved in phonetic language can be grouped into three, namely articulatory, acoustic and auditory phonetics. By the aspects of language with the aim of linguistic studies, phonetics, and phonology cannot be separated. The physical aspect of language is the sounds produced by the speech apparatus and heard with the sense of hearing. As a means of verbal communication, the language produced by speakers must contain meaning. The meaning contained in the language must be understood by the speech partner. A language can be said to be meaningful if the interlocutor's perception of the meaning conveyed by the speaker is the same as the meaning produced by the speaker. Thus, in the communication process, there are

three aspects, namely production, sound, and perception.

Related to the sounds of speech and writing made by speakers and writers in studying phonology are the problems of (1) stuttering such as shortening, lengthening and repetition. (2) cerebral palsy, (3) cleft palate, and hearing damage. These problems occur along with the development and decline of spoken and written language, determined by how the people who own the language use it. If society does not use language according to the rules, then the potential for the decline of the Indonesian language is greater, and vice versa, if society always cultivates the Indonesian language according to the rules, then the development of the Indonesian language will continue and become more responsive to developments over time.

Speech sounds in language are not only spoken, but also through writing, some problems arise. If communication is in writing, then there are no means of speech in it, such as in writing food and beverage product packaging where there are still many errors in using Indonesian vocabulary. This too This is an

influence on the reader because the reader does not know what the correct phoneme writing is so that it matches the phonology or sound of the utterance being spoken.

The writing used so far follows phonemic spelling, each phoneme is symbolized by one letter. The language contained in packaged products and drinks influences the language written. Packaged products and drinks are even easy to circulate and reach the hands of consumers.

Mistakes that are made when writing phonemes are caused by language errors that persist in the environment, especially in society. Therefore, if you ignore this problem, it will result in misunderstandings and discomfort in language. Writing errors that occur in the use of Indonesian must be corrected immediately, especially spelling errors that occur in product packaging. Based on these problems, regarding errors and irregularities in writing the language on food and beverage product packaging in grocery stores, it is necessary to find out the language circulating in certain products. The results of this research are an overview of written language errors found in

food and beverage packaging products along with the correctness of their writing.

Based on previous research, this research is very important as a lesson for every community in reading and understanding the writing printed on food and drink packaging, because errors in words can affect the development of vocabulary and speech sounds in Indonesian. Therefore, this research aims to correct errors in writing and speech sounds which must be pronounced in good and correct Indonesian language rules and by the Big Indonesian Dictionary (KBBI).

Based on (Ratu & Rayan, 2021) research, it finds that language writing errors on the shop sign is categorized into in the logical syntax of sentences, writing abbreviations, use of punctuation, foreign language writing, word use connectors, writing number units, coherence of phrases, and usage foreign language structure (MD). Besides, the research of Noviyani1 et al., (2022) states that Language writing errors on the shop sign is categorized into in the logical syntax of sentences, writing abbreviations, use of punctuation,

foreign language writing, word use connectors, writing number units, coherence of phrases, and usage foreign language structure (MD) that it still exists language deviations related to the field of phonology on food product packaging and drinks. The errors that arise are errors with deletion of phonemes . The purpose of The deviation in naming the product is to add a unique impression and attract consumer attention. This is because the product author wants to highlight it product features by using excessive error elements.

Thus, by considering the importance of phoneme changes in the packaging of food and beverage products, it is necessary to conduct research that analyzes phoneme changes in the packaging of food and beverage products in *minimarket* sungai sarik, Padang pariaman district.

## **REVIEW OF RELATED LITERATURE**

Muslich, (2014) states that phonology is a field of scientific study that examines how humans produce language sounds in speech, the sound waves of language that are emitted,

and how the human hearing apparatus receives sounds to be analyzed by the human brain. Phonology is closely related to the study of how humans speak hear and process the speech they receive. Phonology also aims to teach diction, mastery of foreign language sounds, and improve the quality of speech for those who face hearing loss problems.

In general, phonology is divided into three areas of study, namely physiological, acoustic, and auditory as follows:

#### a. Physiological Phonology

Physiology is a field of science that studies human physiological functions. Normal humans are certainly able to produce various language sounds by moving or utilizing their speech organs, for example, the lower tongue and lower teeth.

#### b. Acoustic Phonology

This study focuses on the physical structure of language sounds and how the human hearing device reacts to the received language sounds. There are three main characteristics of language sounds that get emphasis in this study, namely frequency, tempo, and loudness. This research network

tries to explain various problems about language sounds perceived and produced by the human speech mechanism, and the movement of language sounds in the air space that can stimulate the human hearing process.

#### c. Auditory or Perceptual Phonology

This study leads to the question of how humans determine the choice of sounds received by their hearing aids. This study examines a listener's response to the language sounds he receives as sounds that need to be processed as meaningful language sounds, and the characteristics of language sounds that are considered important by the listener in his efforts to distinguish the language sounds he hears.

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Packaging is important because packaging is not only used to protect the product but packaging is also used as a promotional medium to attract consumers so that consumers are interested in purchasing the product in question. A company differentiates its product packaging from the packaging of other similar

products so that consumers can easily differentiate the products produced by the company in question from the products of competing companies. Products with attractive packaging will arouse consumer perception and can generate sufficient sensory stimulation for consumers to notice and remember.

Packaging is one of the product strategies used by companies to make the product more attractive in terms of shape and color so that the quality of the product can be maintained. Currently, many companies are aware of creating attractive product packaging. This is because the company uses packaging as well as for promotion. Products displayed on supermarket shelves must be made as attractive as possible so that consumers will be interested and take them as shopping goods. There are more and more shopping place services So packaging is very important for both producers and consumers. For consumers with attractive and specific product packaging, it will be easier for consumers to get the goods in question.

Packaging has a very important

meaning because packaging is not only used to protect the contents of the product but is also used to please and captivate consumers. Therefore, the packaging is one of the marketing strategies, especially product strategies, which can be done by improving the external shape of the product such as packaging, color, logo, etc. so that it can attract consumers' attention and give the impression that the product is of good quality.

The attractiveness of the packaging is very important for consumers to capture the stimulus conveyed by the producer. If consumers are interested in the product, it is hoped that consumers will purchase the product. According to Suherlan & Widiyanti, (2021) Consumer actions are also influenced by the attractiveness of a package. What are his actions, both consciously and unconsciously? Apart from that, the packaging design must also be optimal able to give a spontaneous and direct impression of consumer actions at the point of sale, because the aim of packaging design is to create sales. ) The visual appeal of packaging can be classified into two, namely visual

appeal and practical appeal. Visual appeal refers to the appearance of a product's packaging or label which includes color, shape, branding, illustrations, text, and layout. Color is usually used to identify products so that the product in question is different from competing products. Colors are also used to attract attention, bright or bright colors will reflect light further than dark colors, so consumers are expected to be more interested in the product. Color is also used to enhance taste and so on. The packaging form is usually adjusted to the product. The considerations used are mechanical considerations, sales conditions, display, and ways of using the packaging. Simple packaging forms are usually preferred over complex packaging. The shape of the packaging should be easy to see when viewed from a distance. A brand/logo is a sign or symbol as an identification of a product. Brands or logos are used to increase consumer appeal. Brands or logos are seen to increase the prestige or status of a buyer. A brand or logo should be easy to pronounce, easy to recognize, easy to remember, not difficult to describe, and not contain negative connotations.

The practical appeal is the effectiveness and efficiency of packaging aimed at consumers as well as distributors or retailers. The practical appeal of packaging according to Wirya Iwan (1999) includes packaging that guarantees that it can protect the product, packaging that is easy to open or close for storage, packaging with appropriate portions, packaging that can be reused, packaging that is easy to carry, hold and carry, packaging that makes it easier the user spends it and refills it.

According to Titik Wijjiyanti, (2012) packaging has a purpose and function in making products, namely:

1. Beautify products with packaging that suits the product category.
2. Provide product safety so that it is not damaged when displayed in the shop.
3. Provide product security during product distribution.
4. Providing information to consumers about the product itself in the form of labeling.
5. It is the result of a product design that shows the product.

The function of product packaging includes the protective function of packaging. Packaging functions as protection or security for

the product from various problems that can damage the product, such as weather, the shipping process, and so on. The promotional function of packaging functions as a promotional or marketing tool. Morphophonemic processes are processes that occur in a morpheme as a result of the meeting of one morpheme with another morpheme. There are three important parts to the morphophonemic process in Indonesian, namely the process of changing phonemes, the process of adding phonemes, and the process of losing phonemes.

In essence, writing errors on packaging is deviant behavior that does not follow norms and does not comply with predetermined rules. This problem can occur in the use of language in everyday life, both spoken and written language. Language errors are a reflection of the reader's understanding of the language system they are studying. Therefore, it is often found that many food and beverage product packages contain writing errors in the form of changing phonemes, adding phonemes, and deliberately deleting phonemes to give an attractive appearance so that buyers are interested in the product.



Indonesian language mistakes related to writing are related to the phonological level. Phonological errors in written language are seen as small errors but can cause the appearance of different meanings. In the phonological order, language errors include phoneme changes, phoneme loss, and the addition of vowel phonemes (a,i,u,e,o) and consonants(b,c,d,f,g,h,j,k,l,m, n,p,q,r,s ,t,v,w,x,y,z). The addition of phonemes is done for the smoothness of speech but it can become a habit in writing. Phoneme production is the loss of sounds or phonemes at the beginning, middle, and end of a word in oral and written expression without changing the meaning. Manufacturing This word is a shortened word. Phonemic change is the change of sound or phoneme in a word so that the word becomes audible for a specific purpose Rahardi (2009).

#### **METHODOLOGY OF STUDY**

The type of research used is qualitative research with descriptive methods. Sugiyono, (2010) states that research methods are the working methods used in research to obtain data to be able to describe, prove,

develop, and discover theoretical knowledge to understand, solve, and anticipate problems in human life. The qualitative method examines symptoms systematically and is described descriptively or describes the results of data collection carried out by the author. The data in this research is in the form of words and images, while the research subjects are packaged products and drinks at Mini *Market* Sarik River, Padang Pariaman Regency. This research uses data collection techniques through observation, interviews, and notes. Observations are carried out by observing food and beverage packaging products so that an analysis of the errors contained in each packaging will be carried out from a phonological aspect.

#### **RESULT AND DISCUSSION**

##### **RESULTS**

A language will show the existence of a nation because with language the identity of the nation can be known. One of the facts is that there are loan words that have been absorbed from foreign languages into Indonesian. Foreign languages and regional languages that have been

absorbed into Indonesian have experienced modifications, especially changes in the writing of vowel or consonant phonemes. This change is also inseparable the influence of technological developments, trade, and oral and written communication between speakers.

Each individual is a member of a particular social group who is subject to a set of rules agreed upon within that group. One of the rules contained in it is a set of language rules. Language is a communication system that uses arbitrary vocal symbols, which can be reinforced by the gestures and language styles used.

The speaker's language is spoken in the form of sounds emitted from the speech instrument. Speech tools that make sounds are a study of phonology. The study of phonology is one of the most important aspects of linguistics. Every aspect of language teaching related to sounds or speech and sound symbols must deal with phonology. Therefore, an Indonesian teacher must have an understanding of phonology and its study Munirah (2015)

Based on this explanation, the subject of this research is food and

beverage products at the Sungai Sarik Mini Market, Padang Pariaman Regency. Currently, as more and more food and beverage products are being distributed, there are some cases where the writing used does not match the phonemes in Indonesian language rules, such as modifications to the writing of phonemes. The phonological study carried out included phoneme deletions, phoneme additions, and phoneme changes. Errors and irregularities in the writing contained in the packaging at the Mini Market are as follows;

#### **a. Addition of Phonemes**

##### 1. Pronunciation in the packaging:

Salute

a. Dictionary pronunciation: salut means in the KBBI, namely layer

b. Transcription sound: [salute]

c. Analysis: salut ~ salut = /u/

~/uu/ ( /u/ agak tinggi, depan, bulat)

So, the addition of the vowel phoneme /u/ which should only be one, becomes two

##### 2. Pronunciation on the packaging: Delicious

a. Dictionary pronunciation:

delicious means delicious in the KBBI

b. Transcription sound:

[delicious]

c. Analysis: delicious~delicious =

/a/~aa/ (/a/ low, front, round)

So, the addition of the vowel

phoneme /a/ which should only

be one, becomes two

3. Pronunciation on packaging:

Delicious

a. Dictionary pronunciation:

tasty means in the KBBI it is  
delicious and delicious

b. Transcription sound:

[delicious]

c. Analysis: delicious~delicious=

/a/~aa/ (/a/ low, front, round)

So, the addition of the vowel

phoneme /a/ which should only

be one, becomes two

4. Pronunciation in packaging: siip

a. Dictionary pronunciation: sip

means safe in the KBBI

b. Transcription sound: [sip]

c. Analysis: sip~siip = /i/~ii/

(/i/ high, middle, not round)

So, the addition of the vowel

phoneme /i/ which should only be

one, becomes two

5. Pronunciation in packaging:

kriuuk

a. Dictionary pronunciation:

keriuk means in the KBBI,

namely hard and dry -

Transcription sound: [kriuuk]

b. Analysis: keriuk~kriuuk =

/u/~uu/ (/u/ low, middle,

somewhat rounded)

So, the addition of the vowel

phoneme /u/ which should only

be one, becomes two

6. Pronunciation in packaging:

baa..guss

a. Dictionary pronunciation:

good means good and  
beautiful in the KBBI

b. Transcription sound: [good]

c. Analysis: bagus~baa..guss =

/a/~aa/ and /ss/ (/a/ low,

middle, unrounded) as well

as the phoneme /s/ low, final,

unrounded

So, the addition of the vowel

phoneme /a/ and the vowel

phoneme /s/ which should only be

one, becomes two

7. Packed pronunciation: boom

a. Dictionary pronunciation:

bomb means explosion in the  
KBBI

b. Transcript sound: [bomb]

c. Analysis: bomb~boom=

/o/~oo/ (/o/ low, middle,

round)

So, the addition of the vowel

phoneme /o/ which should only be one, becomes two

8. Packaging pronunciation: oops
  - a. Dictionary pronunciation: option means in the KBBI the act of choosing
  - b. Transcript sound: [options]
  - c. Analysis: option~oops=  
/o/~/oo/ (/o/ low, initial, round)

So, the addition of the vowel phoneme /o/ which should only be one, becomes two.



Figure 1. Packaging Gery salute



Figure 2. Packaging Mie Sedap



Figure 3. Packaging Enaak



Figure 4. Packaging Siip



Figure 5. Packaging d'kriuk



Figure 6. Packaging Baa..guss



Figure 7. Packaging Boom



Figure 8. Packaging Oops

## b. Phoneme Changes and Deletion

1. Pronunciation in packaging: meyses
  - a. Pronunciation in the dictionary: meses means in the KBBI, namely chocolate grains -  
Transcript sound: [meses]
  - b. Analysis: meses (/e/)~meyses (/y/), the vowel phoneme change /e/ is relatively high, initial, unrounded and the consonant phoneme /y/ is inserted, relatively high, middle, unrounded
2. Pronunciation in packaging: sajuak
  - a. Pronunciation in the dictionary:cool means cold in the KBBI
  - b. Transcript sound: [cool]
  - c. Analysis: cold (/e/)~ sajuak (/a/), change of the vowel phoneme /e/ rather high, early, unrounded inserted phoneme with two vowel phonemes /a/ rather high, early, final, unrounded
3. Pronunciation in packaging: ayeah
  - a. Pronunciation in the dictionary: water means in the KBBI it is a clear, tasteless liquid
  - b. Transcript sound: [water]
  - c. Analysis: air (/i/)~ ayeah (/y/,/e/,/a/,/h/), changes in vowel phoneme /i/ high, middle, unrounded and inserted consonants /y/,/h / low, initial, final, unrounded as well as the addition of vowel phonemes /e/,/a/ low, middle, unrounded
4. Pronunciation on the packaging: o'donuts
  - a. Pronunciation in the dictionary: donut means in the KBBI it is a round dough with a hole in the middle
  - b. Transcript sound: [donut]
  - c. Analysis: donut (/a/)~ o'donuts (/o/,/u/,/s/), changes in the vowel phoneme /a/ low, final, unrounded and inserted consonant phoneme /s/ low, final, not rounded and the addition of the vowel phoneme /o/ low, initial, rounded
5. Pronunciation on the packaging: zuperrr cheese
  - a. Pronunciation in the dictionary: super means extraordinary in the KBBI
  - b. Transcript sound: [super]
  - c. Analysis: super (/s/)~ zuperrr

(/z/), changes in the vowel phoneme /s/ rather high, initial, not rounded and there is a loss of /s/ dead, oral, veral, polosive which is changed to the consonant phoneme /z /

6. Packaging pronunciation: Slai

- a. Pronunciation in the dictionary: jam means in the KBBI the juice of fruit that has been crushed\
- b. Transcript sound: [jam]
- c. Analysis: slai (/e/)~ slai, the dissipation of the focal phoneme /e/ is rather high, central, not rounded. The loss of the vowel phoneme /e/ occurs until it becomes lost



Figure 9. Packaging Meyses



Figure 10. Packaging Sajuak



Figure 11. Packaging Ayeah



Figure 12. Packaging Gery donuts



Figure 13. Packaging Zuperrr Keju



Figure 14. Packaging Slai O'lai

It can be seen in the data analysis of phoneme additions, phoneme changes, and phoneme deletions that there are phonology or speech sounds that are not by Indonesian writing rules which occur in vowel and consonant phonemes. In addition, deviations from the writing on each product packaging can affect the standard words in the Big Indonesian Dictionary (KBBI).

**DISCUSSION**

When looking at the

phonological study, the phoneme changes that occur on this product packaging show errors in the writing. In today's developments, the influence is increasingly visible due to the lack of understanding and awareness of certain parties in including a word to attract consumers. Every producer uses various methods to market their goods, starting from setting prices, colors, and types of food and drinks and even naming an item. Giving a name to an item is made as attractive as possible, to get consumers to buy it. When creating a product name, it can be interesting, but don't make mistakes in writing phonemes because that will have an impact on the reader.

Based on the discussion above, it can be seen that the writing of phonemes in a product is not given enough attention. The occurrence of errors in writing products can affect the linguistic rules of the Big Indonesian Dictionary (KBBI), resulting in the unknown between standard language groups and non-standard language groups. The purpose of this product packaging is good, namely to protect food from weather radiation, damage and cleanliness. However, when making

the name on the packaging you need to pay attention to avoid mistakes (Iqbal et al., 2023).

This mistake in writing also affects the sound of the spoken speech. According to Zheng (2023), the symbolization of the segmental element of vowel sounds not only symbolizes the sounds of words in the form of writing or letters, but also writing the sounds of words in the form of words, phrases, sentences, and sentences as well as how to delete syllables, write abbreviations, people's names, scientific technical symbols and for him The symbolization of the suprasegmental element of the word concerned symbolizes stress, tone, duration, pause, and intonation. This symbol is known as punctuation or punctuation Hidayat & Jufrizal (2019)

According to Malmberg in Muslich (2014) states that phonology is the study of language sounds which focuses more on the expression of language, not the content, the most important thing is the language sounds produced by the speaker, not the meaning conveyed. Spoken language, sounds, and groups of sounds can be clearly distinguished by the ear. The ear will filter sounds that are usually

heard for processing to the brain. The brain will recognize and translate all the differences in sounds produced by the human speech apparatus.

Research conducted by Indriyanti (2017), results of the research were that 5-year-old children at the Umina Makasar Kindergarten school when singing songs, 16 children experienced release and changes in phonemes. Furthermore, research was conducted by Afriyani, I., & Purawinangun (2017) with the results of research on phonological errors on banners on Jalan Daan Mogot, West Jakarta-Tangerang, namely that there was a reduction in phonemes, in the vowel phoneme /e/ and the consonant phoneme /k/, the addition of phonemes, namely in the consonant phoneme /l/ and the phoneme /h/, and phoneme replacement, namely the vowel phoneme /a/ is changed to the phoneme /e/ and the phoneme /u/ is changed to /o/.

At the phonological level of food and beverage packaging, there are still many deviations, namely, phoneme deletions, phoneme changes, and phoneme additions. Phonology itself discusses the speech sounds that

are uttered when reading a word Pennington, (2007). If a phoneme is written not by Indonesian language rules, the pronunciation will affect the sound. Apart from influencing the sound, the writing of this phoneme will also be influenced by the intention or meaning. Problems like this need to be straightened out, especially as a teacher who teaches Indonesian, because through learning Indonesian you can correct misunderstandings that occur in each phoneme, especially in writing product names that do not comply with Indonesian language rules.

Based on the results of the research and discussion above, it can be concluded that the emergence of phoneme deletions, phoneme changes, and phoneme additions that occur in product naming can damage the existence of vocabulary in the Big Indonesian Dictionary (KBBI). An error in naming a product will have an impact on consumers so consumers will imitate the writing. Therefore, be wise in reading and relate it to standard and non-standard vocabulary in Indonesian language rules so that it does not become a habit.



## CONCLUSION AND SUGGESTION

### CONCLUSIONS

Indonesian is the national language used by the Indonesian people to communicate in everyday life. The language we speak is through written and spoken language, paying attention to the phonemes and sounds of speech. This speech sound is included in the study of phonology because it involves studying how to pronounce a letter well through the speech apparatus. Currently, there is an influence that arises from writing phonemes, namely when producers attract consumers to buy their goods by producing food and drinks in such forms. Apart from that, producers must also pay attention to writing names without removing phonemes, changing phonemes, and adding phonemes so that they do not comply with Indonesian language rules.

The research carried out shows that there are still changes in phonemes in food and beverage product packaging, namely that there are still many manufacturers who ignore writing phonemes so that when seen from the sound of speech at the phonological level it is very different. Such as

missing and changing letters in phonemes and the addition of phonemes *delicious*, these two errors in writing phonemes affect the sound and meaning. Therefore, for phonemes *superr* (/z/) ~ *super* (/s/) must comply with Indonesian language rules. The same thing happens with phonemes *enaak* (/a/), which should be for phonemes *nice* This *a/is* written as one and not added to make two

### SUGGESTION

Based on the research finding, it can be suggested that as a nation, Indonesia must maintain and develop the Indonesian language so that it is not damaged and does not lose its use when interacting verbally and in writing.

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