

## NONSTANDARD INDONESIAN WORD SPELLING ON PUBLIC SIGNAGE IN PAMEKASAN CITY: ANALYSIS OF WORD FORMS AND THEIR CORRECTIONS

Ridwan Lanya, Abdul Hofar, Zainul Arifin, Kusyairi

University of Madura, Indonesia

Email: [ridwanlanya1222@gmail.com](mailto:ridwanlanya1222@gmail.com), [abdulhoffar@gmail.com](mailto:abdulhoffar@gmail.com),  
[arifinongghu123@gmail.com](mailto:arifinongghu123@gmail.com), [kusyairi@unira.ac.id](mailto:kusyairi@unira.ac.id)

### Abstrak

#### Keywords:

Nonstandard Words;  
Graphemic Alterations;  
Lexical Correction;  
Indonesian Language;  
Public Spaces.

*Nonstandard Indonesian word spelling on public signage reflects deviations from established lexical standards. Previous studies have identified language errors in public signage, but the classification of graphemic alteration patterns and context-sensitive lexical correction requires further investigation. This study aims to identify nonstandard word forms, classify graphemic alteration patterns, and determine appropriate corrections based on the sixth edition of the online Indonesian Dictionary (KBBI). A descriptive qualitative approach was employed through direct observation, photographic documentation, and systematic recording of 25 public signs in Pamekasan City, Indonesia, from October 1 to 9, 2026. Data were analyzed through inventory, lexical verification, classification, and contextual interpretation. The findings identified 27 data units, comprising 22 nonstandard lexical forms and five forms requiring contextual consideration due to their naming functions. Four graphemic alteration patterns were identified: substitution, insertion, deletion, and combined alterations. These findings emphasize that lexical correction requires conformity with dictionary standards and consideration of meaning and context to distinguish lexical errors from naming variations.*

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## INTRODUCTION

The Indonesian language has a strategic role as a means of public communication that allows the delivery of information widely through various written media. In this context, the accuracy of the use of language is not only related to the comprehension of the message, but also reflects the suitability of the linguistic form with applicable standards. Writing on business signs, banners, billboards, and



information boards is part of communication practices that directly show the use of Indonesian in people's lives. In the perspective of the linguistic landscape, the use of language in public signs can be studied through the practice of translating public signs, the use of linguistic landscapes as a source of learning and increasing language awareness, and the preservation of language in public (Gorter et al., 2021; Mulyawan, 2021; Susini et al., 2023)

The study of non-standard wording in public space media has received attention in a number of empirical studies. Sugiarto et al. (2024) identified the use of non-standard words and phrase errors on signboards, which shows that commercial information media is one of the places where language forms are found to be incompatible with language standards. Hafidza & Saddhono (2024) also examined the misuse of standard words in the outdoor media of shops in Simo District, Boyolali, by utilizing data in the form of writing on commercial media. Both studies show that the word forms used on signage and outdoor media can be analyzed through comparison with their standard forms. These findings also show that the identification of non-standard words in public writing is not a completely new problem.

Other studies show that the study of language errors in public spaces generally involves several linguistic categories simultaneously. Mukti & Sulistyono (2025) identified 20 error data on outdoor media in Surakarta that included the use of capital letters, punctuation, word writing, and abbreviations, and related their findings to the learning of advertising texts. Erwina et al. (2025) examined the detection and statistical analysis of formal spelling errors in Indonesian. These studies provide an overview of the diversity of language use while showing that non-standard word forms can be studied in various communication contexts. In this context, research that specifically focuses on non-standard word forms is relevant to produce a more in-depth description of the characteristics of lexical form incompatibility, without mixing it with other categories of linguistic errors that have different analytical bases.

The development of the study of Indonesian writing errors is also seen through the research of Ramliyana et al. (2022) who analyzed Indonesian language errors in writing student learning outcome reports using the Sipebi application. Furthermore, Kusuma & Ratnasari (2023) compared Indonesian spelling correction methods using Peter Norvig, LSTM, and N-gram. Both studies show the importance of identifying and grouping errors as well as developing correction methods in the study of Indonesian writing. Although the computational approach has a different orientation from qualitative analysis of authentic writing, the principle of consistently identifying and grouping errors remains relevant for use in the study of word form irregularities.

Based on the synthesis of previous research and the conceptual foundation, the study of the use of non-standard words in public space media has developed through error identification, language form correction, corpus development, and computation-assisted detection. However, the analytical deepening space can still be directed at integrating non-standard form identification, pattern mapping of letter changes, and correction based on KBBI verification in one consistent analysis procedure. Research by Sugiarto et al. (2024) and (Hafidza & Saddhono, 2024) has paid attention to the use of standard words in outdoor media, while Mukti & Sulistyono (2025) and Kweldju (2021) discuss the use of linguistic landscapes in learning English word formation. Meanwhile, Yanfi et al. (2023, 2024) show the development of spelling error analysis through corpus and computational approaches. This difference in focus is the basis for this study

to place the non-standard word form as the main object of analysis by emphasizing the regularity of the pattern of letter changes and verifiable corrective arguments. The contribution offered does not lie in the identification of non-standard words as a completely new activity, but in the deepening and systematic presentation of the characteristics of non-standard words based on authentic data from the public space of Pamekasan City.

This research has empirical and analytical urgency in documenting the use of non-standard word forms in various written media in the public space of Pamekasan City. Empirically, the research is directed to obtain authentic data on the form of non-standard words used in public communication. Analytically, the research seeks to classify the characteristics of word form changes and determine their correction through KBBI examination as a normative source. The correction process is carried out by considering the lexical form and the context of its use so that words that are self-names, brands, foreign terms, or elements of regional languages are not automatically categorized as non-standard words. The results of the analysis are expected to provide a more structured picture of the variations and trends in the pattern of non-standard word writing patterns and provide relevant data for fostering the use of Indonesian language in public spaces. In addition, documentation of non-standard word forms and their corrections can be used as authentic examples in learning the Indonesian language, especially in the material on word standards and the accuracy of the use of written language.

Based on these problems and previous research, this study aims to identify and classify the forms of non-standard writing of Indonesian words in writing in public spaces in Pamekasan City and analyze patterns of non-norms and corrections based on the Great Dictionary of Indonesian Language (KBBI). The research is limited to the inconsistency of the word form with its standard form without including errors in the use of capital letters, punctuation, italics, and sentence structure. Through these limitations and analysis procedures, the research is expected to make an empirical contribution to the documentation of the use of Indonesian in public spaces as well as an analytical contribution in the form of systematic and linguistically accountable patterns of non-standard word forms.

## LITERATURE REVIEW

The study of the non-standard writing of Indonesian words in writing in public spaces requires a conceptual foundation that connects linguistic standards with the procedure for analyzing linguistic errors. In this study, the concept of word standardization is used to determine the suitability of lexical forms based on the Great Dictionary of Indonesian Language (KBBI) VI Online, while the analysis of language errors is the basis for identifying and classifying the characteristics of the anomalies found. The two foundations are used in an integrated manner to explain the form of anomalies, pattern of letter changes, and their correction based on verifiable linguistic references.

### Consistency and Consistency of Word Writing

Word standards are the conformity of lexical forms with the applicable Indonesian language standards. The determination of standard forms is not solely based on the prevalence of their use in society, but requires normative references that can be accounted for. The Great Dictionary of Indonesian Language (KBBI) VI Online is used

as a reference to verify the status of word standardization. The non-standardization of word writing is characterized by the incompatibility of the lexical form with its standard form, such as permits that should be permits, practices become practices, and pharmacies become pharmacies. Hafidza & Saddhono (2024) show that word standards can be found in media outside shop spaces so that writing in public spaces becomes an authentic data source to examine the accuracy of the use of the Indonesian language. In this study, the concept of standards is used to determine the status of words based on KBBI by considering the context of their use. These restrictions are necessary so that the irregularity of the word form can be distinguished from the misuse of capital letters, punctuation, and sentence structure.

### Language Error Analysis

Language error analysis is a systematic approach to identify, describe, and classify language forms that do not conform to certain references. James (2014) explained that error analysis allows researchers to decipher the characteristics of language form inconsistencies through identification and classification procedures. The relevance of this approach is strengthened by Yanfi et al. (2023) through the development of SPECIL (*Spell Error Corpus for the Indonesian Language*) as a structured corpus of Indonesian spelling errors. In this study, error analysis was applied through a comparison of standard and non-standard forms based on the pattern of replacement, omission, addition, and exchange of letter sequences. The direction of comparison was determined from the standard form to the non-standard form to maintain the consistency of classification, while the correction was determined through KBBI VI Online verification. The analysis not only produces an inventory of non-standard words, but also a systematic and linguistically accountable mapping of the characteristics of word shape changes.

## RESEARCH METHODS

This study uses a qualitative descriptive approach with a design for analyzing language errors at the word level. This approach was chosen to identify, classify, and describe the non-standard writing of Indonesian words in writing in public spaces in Pamekasan Regency. The selection of the approach is based on the suitability between the research objectives and the characteristics of the analyzed (Creswell & Creswell 2023). Language error analysis is used to identify forms that do not conform to linguistic standards, classify their differences characteristics, and determine corrections based on normative references (James 2014).

The research was carried out on October 1-9, 2026 in the public space of Pamekasan Regency, East Java. Data collection was carried out through direct observation by walking a number of roads, especially shopping areas and the location of micro, small, and medium enterprises (MSMEs) activities. The search was carried out purposively without limiting observations to certain road sections. Data sources were in the form of business signs, banners, billboards, information boards, signboards, and other written media that could be observed from public spaces. The research data was in the form of Indonesian words that did not match the standard form based on the Great Dictionary of Indonesian Language (KBBI) VI Online. The data was selected based on the readability of the writing, suitability with the focus of the research, and the possibility of verifying the standard form. Names, trademarks, and elements of foreign or regional languages were examined based on the context of their use so that they were

not immediately categorized as non-standard words.

Data were collected through direct observation, photographic documentation, and systematic recording. The researcher examined written materials displayed in public spaces, photographed signs containing potentially nonstandard Indonesian word forms, and recorded the identified forms along with their contexts of use. These procedures were consistent with qualitative data collection principles emphasizing direct observation, documentation, and systematic recording of empirical evidence (Creswell & Creswell, 2023) . The researcher served as the primary research instrument, supported by an inventory sheet and a classification matrix containing data codes, locations, media types, nonstandard word forms, standard forms, and patterns of graphemic alteration. Each finding was assigned a unique code to link the transcribed data to its original photographic documentation. The sixth edition of the online *Kamus Besar Bahasa Indonesia* (KBBI) was used as the normative reference for verifying the standard status of each word form.

Data analysis was carried out through inventory, verification, classification, interpretation, and correction of word forms. The collected data was matched with the original documentation and checked through KBBI to determine the standard form. Furthermore, the pairs of standard and non-standard forms were classified based on the pattern of replacement, omission, addition, or change in the arrangement of letters, including combined patterns if found. The direction of comparison was determined from the standard form to the non-standard form so that the classification was carried out consistently. The results of the analysis were presented descriptively by explaining the characteristics of non-standard and correction of each word form. The frequency of findings was used as supporting information by distinguishing the number of occurrences and the number of variations in word forms. The procedure adapted the principles of organizing, presenting, and drawing conclusions in qualitative data analysis (Miles et al. 2014) .

The validity of the data is maintained through matching the transcription results with photographic documentation, verifying the word form based on KBBI, and checking the consistency of classification on all data. Each analysis decision is supported by a code of findings, source photos, and correction notes so that the research process can be traced. The procedure is in line with the principles of transparency and traceability of qualitative analysis (Nowell et al. 2017) . The research focuses on the characteristics of non-standard word forms and their correction without drawing conclusions about the cause of errors or the level of language proficiency of public media authors.

## RESULTS AND DISCUSSION

The results of the inventory of 25 writings in the public space media of Pamekasan Regency showed that there were variations in word forms that had the potential to be not in accordance with the rules of Indonesian language standards. The writings observed included business promotion media, information boards, product offers, and notifications to the public. The analysis was carried out by comparing the word forms found in the field with the standard form based on the Great Dictionary of Indonesian Language (KBBI) VI Online. Each word appearance was analyzed as a separate unit, so that one writing can produce more than one data if it contains several forms of non-standard.

Identification was carried out through examination of lexical forms and characteristics of letter changes, while correction was directed to word forms that were in accordance with the standard reference. Data that were personal names, trademarks, creative terms, or forms whose meaning could not be ascertained were separated from the main analysis. The results of the initial selection of non-standard forms of word writing are presented in Table 1.

**Table 1. Inventory of Word Forms, Alteration Patterns, and Corrections in Public Signage in Pamekasan Regency**

| <b>Code</b> | <b>Observed Form</b> | <b>Standard/Comparative Form</b> | <b>Alteration Pattern</b>                                      |
|-------------|----------------------|----------------------------------|----------------------------------------------------------------|
| D01         | projektor            | proyektor                        | Letter substitution                                            |
| D02         | dapoer               | dapur                            | Combined alterations;<br>business name                         |
| D03         | tjap                 | cap                              | Historical spelling<br>variation; trademark                    |
| D04         | strawberi            | stroberi                         | Letter substitution and<br>insertion                           |
| D05         | cap jay              | capcai                           | Lexical form variation;<br>contextual verification<br>required |
| D06         | adeil                | adil                             | Combined letter<br>alterations                                 |
| D07         | ijin                 | izin                             | Letter substitution                                            |
| D08         | kariyawan            | karyawan                         | Letter insertion                                               |
| D09         | golai                | gulai                            | Letter substitution                                            |
| D10         | tahoo                | tahu                             | Letter substitution and<br>insertion                           |
| D11         | milyaran             | miliaran                         | Letter substitution                                            |
| D12         | oxigen               | oksigen                          | Letter-sequence<br>substitution                                |
| D13         | kariawan             | karyawan                         | Letter substitution                                            |
| D14         | bulain               | bulan                            | Letter insertion                                               |
| D15         | saos                 | saus                             | Letter substitution                                            |
| D16         | extra                | ekstra                           | Letter-sequence<br>substitution                                |
| D17         | telpon               | telepon                          | Letter deletion                                                |
| D18         | krudung              | kerudung                         | Letter deletion                                                |
| D19         | praktek              | praktik                          | Letter substitution                                            |
| D20         | praktek              | praktik                          | Letter substitution                                            |
| D21         | telfon               | telepon                          | Letter substitution and<br>deletion                            |
| D22         | managemen            | manajemen                        | Letter substitution                                            |
| D23         | transppararasi       | transparansi                     | Combined letter<br>alterations                                 |
| D24         | propinsi             | provinsi                         | Letter substitution                                            |

|     |        |        |                                                        |
|-----|--------|--------|--------------------------------------------------------|
| D25 | enduls | endul  | Letter insertion; semantic equivalence not established |
| D26 | telor  | telur  | Letter substitution; culinary name                     |
| D27 | galery | galeri | Letter substitution                                    |

Based on the 22 data units analyzed, nonstandard word spelling exhibited four patterns of graphemic alteration: substitution, insertion, deletion, and combined letter alterations. These categories were established based on observable characteristics of written forms rather than assumptions about the underlying causes of the errors. This classification enables systematic descriptions of the differences between the observed forms and their standard equivalents through graphemic alteration operations.

The first pattern involves letter substitution, characterized by the use of graphemic elements that differ from their standard equivalents without necessarily altering the overall word structure. This pattern was identified in *ijin* (D07), *golai* (D09), *milyaran* (D11), *kariawan* (D13), *saos* (D15), *praktek* (D19 and D20), *managemen* (D22), *propinsi* (D24), and *galery* (D27). These alterations involved both vowels and consonants. For example, *praktek* demonstrates the substitution of the vowel *i* with *e* in the standard form *praktik*, whereas *propinsi* exhibits the use of the consonant *p* instead of *v* in the standard form *provinsi*. These characteristics indicate that nonstandard spelling may result from alterations to specific graphemic elements while most of the word's original letter sequence remains unchanged.

Substitution was also identified in more complex graphemic units. The forms *oxigen* (D12) and *extra* (D16) use the letter *x* to represent the letter sequence *ks* in the standard forms *oksigen* and *ekstra*. Meanwhile, *projektor* (D01) demonstrates the use of the letter *j* in place of *y* in the standard form *proyektor*. These variations indicate that graphemic substitution does not always occur between two individual letters but may involve a single letter and a sequence of letters. Although some forms resemble foreign-language spelling conventions, such similarities are insufficient to conclude that foreign-language influence is responsible for the nonstandard forms.

The second pattern is letter insertion, characterized by the presence of additional graphemic elements compared with the standard forms. This pattern was identified in *kariawan* (D08) and *bulain* (D14), which respectively exhibit the insertion of the letter *i* into the standard forms *karyawan* and *bulan*. Both data units demonstrate that the insertion of a single letter can produce a form that deviates from standard spelling conventions, even though its lexical identity remains recognizable.

The third pattern involves letter deletion, as observed in *telpon* (D17) and *krudung* (D18). Both forms exhibit the deletion of the vowel *e* from the standard forms *telepon* and *kerudung*. Unlike insertion, deletion produces written forms containing fewer letters than their standard equivalents. These findings indicate that nonstandard spelling does not always result from the substitution of graphemic elements but may also arise from the omission of letters that constitute part of the standard word form.

The fourth pattern consists of combined letter alterations, referring to nonstandard forms involving more than one graphemic operation. The forms *strawberi* (D04), *adeil* (D06), *tahoo* (D10), *telfon* (D21), and *transppararasi* (D23) exhibit these characteristics. In *strawberi*, the alteration involves vowel substitution and letter

insertion compared with the standard form *stroberi*. The form *telfon* demonstrates the deletion of the vowel *e* alongside the substitution of the consonant *p* with *f* in the standard form *telepon*. Meanwhile, *adeil* and *transppararasi* exhibit more complex graphemic alterations that cannot be adequately explained through a single category of change. The presence of combined alteration patterns indicates that nonstandard word spelling may result from multiple graphemic operations within a single lexical unit.

In addition to variations in alteration patterns, the data reveal two important characteristics. First, a single standard word may have more than one nonstandard realization, as demonstrated by *karyawan* (D08) and *kariawan* (D13), both of which correspond to *karyawan* but result from different graphemic operations. Second, the same nonstandard form may appear across different public signage materials, as illustrated by *praktek* in D19 and D20. These characteristics highlight the importance of distinguishing the frequency of data occurrences from the number of distinct word-form variations. This distinction is essential for ensuring accurate interpretation and avoiding the conflation of occurrence frequency with the diversity of nonstandard spelling patterns.

Conceptually, the classification of nonstandard word forms based on graphemic alterations is consistent with the error analysis approach, which considers the identification and description of deviations as fundamental to the study of language errors (James (2014)). The importance of systematically organizing written errors was also demonstrated by Yanfi et al. (2023) through the development of an Indonesian spelling error corpus. In the context of language use on outdoor signage, the findings of this study are related to the research conducted by Hafidza & Saddhono (2024) on errors in the use of standard words on storefront signs, as well as (Utami, 2023) on spelling errors in public signage. Unlike previous studies that address broader aspects of spelling, this study specifically employs graphemic alteration operations as the basis for mapping nonstandard word forms. This emphasis enables the analysis to extend beyond identifying and correcting nonstandard forms by explaining the distinctive alteration characteristics associated with each data category.

Nevertheless, determining whether a word form is nonstandard requires consideration of its function and context of use. Forms used as business names, trademarks, or culinary identifiers cannot always be classified as lexical errors, even when they differ from forms listed in the dictionary. For example, in the sign *Kebab Enduls*, the form *enduls* cannot automatically be corrected to *endul* merely because *endul* is listed in the *Kamus Besar Bahasa Indonesia* (KBBI) with the meaning ‘cradle’. Graphemic similarity without semantic equivalence is insufficient to establish an appropriate correction. Similar considerations apply to forms that retain historical spelling conventions as part of brand identities and variations in culinary naming. Therefore, corrections based on the sixth edition of the online KBBI must consider the relationship between lexical forms, meanings, and contexts of use to avoid mechanical judgments.

The findings indicate that nonstandard Indonesian word spelling on public signage in Pamekasan Regency exhibits diverse graphemic characteristics that can be classified into four alteration patterns. Correcting these forms requires conformity with lexical standards and contextual considerations, particularly for forms functioning as naming identities. Thus, this study provides an empirical mapping of the forms, patterns, and corrections of nonstandard word spelling while emphasizing the

importance of accurate classification in analyzing Indonesian language use in public spaces.

## CONCLUSION

This study demonstrates that nonstandard Indonesian word spelling on public signage in Pamekasan Regency exhibits four patterns of graphemic alteration: substitution, insertion, deletion, and combined letter alterations. Of the 27 data units inventoried, 22 were analyzed as nonstandard lexical forms, while the remaining five required contextual consideration because they were associated with business names, trademarks, or product names. Word corrections based on the sixth edition of the online *Kamus Besar Bahasa Indonesia* (KBBI) indicate that spelling accuracy depends not only on conformity with standard letter sequences but also on semantic equivalence and the functions of words in their contexts of use. Thus, this study emphasizes the importance of distinguishing word spelling errors from linguistic variations used for naming purposes.

From a practical perspective, these findings can serve as a basis for improving the accuracy of Indonesian language use on public signage. Business owners, information media managers, and producers of public signage are encouraged to verify word forms using the online KBBI before publishing written materials. Such verification should also consider the context of use to ensure that corrections do not disregard intentionally established naming identities.

This study is limited to written materials collected from selected locations in Pamekasan Regency during the observation period. Therefore, the findings cannot fully represent language use practices across all public spaces in the region. Furthermore, the analysis focuses on written products without investigating their production processes or the factors influencing word-form selection. Future research should expand the geographical scope and types of public signage examined, incorporate interviews with signage creators or managers, and compare patterns of nonstandard word spelling across different locations to develop a more comprehensive understanding of Indonesian language use in public spaces.

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