

CHAPTER I

INTRODUCTION

I.1. Background of the study

Making a job application letter might not be said an easy thing to do. Indeed, according to Julien Elfenbein, this letter might be the most important piece of writing a person ever does, since it is the first critical step in most careers (Elfenbein, 1967 :152).

The difficulties in writing job application letters perhaps, for some applicants, even begin from the first time they read job advertisements. The first difficulty might arise from the language of the job advertisement itself, since nowadays, there are a lot of job advertisements which use English besides Indonesian.

The problem in writing a job application letter which is solicited from an English job advertisement is that an applicant might not understand the requirements in the advertisement well. Perhaps, he could even misjudge the



need and the profile of the company. He might think that the company must be the outstanding one that he could ask for a high salary. This phenomenon has attracted one of my colleagues, Diah Arsyanti, that she made a study on it for her seminar on linguistics. Thus, an applicant might also think that even though the job advertisement is in English, it does not mean that he has to send an English job application letter since, perhaps, the position that he applied for is a low one that the ability in English is not too important. Perhaps, he might also think that writing an English job application letter is quite difficult because his English is not too good. Hence, he prefers making an Indonesian job application letter to the English one.

Another problem in writing a job application letter, which is solicited from an Indonesian job advertisement might arise when the advertiser states that the applicant must be able to use either passively and actively. It might be quite confusing to answer this kind of advertisement. The applicant might think that he could send an Indonesian job application letter to the company. On the other hand, he gets confused whether he is actually expected to send an English application letter or not, since the job requires the ability of using English.

Thus, according to Singh and Bhattacharya, language plays an important role in a job application letter (Singh and Bhattacharya, 1995 :142). The importance of language in a job application letter then raises question about what language is more suitable for a job application letter.

In Sociolinguistics, the language of a job application letter could be related to broad diglossia. Broad diglossia itself is the reservation of highly valued segments of a community's linguistic repertoire which are learned later and more consciously, usually through formal education, for situations perceived as more formal and guarded; and the reservation of less highly valued segments which are learned first with little or no conscious effort, from stylistic differences to separate, for situations perceived as more informal (Fasold, 1984:53). Based on this theory, there is a preferred language in different situations. Hence, a person has to know the preferred language for a certain situation.

Since the opinion of the employer plays an important role in selecting applicants through the job application letters, it might be worthy to know the language attitude of the employer toward job application letters. William defines attitude as an internal state aroused by stimulation of some type and which may mediate the organism's subsequent response (Fasold, 1984:147). In this case, the

stimulus is the language of a job application letter while the people whose responses are being investigated, is the hotel management, since hotel management has the authority to select job application letters. Hence, based on this theory, the hotel management show their responses toward certain languages in job application letters.

Thus, if a job application letter is sent to an employer , then the language which is used in the job application letter should suit the employer's opinion. The employer's opinion itself is based on his attitude towards the language used in the letter.

The language required in a job application letter might differ from one employer to another, in this case, the hotel management. This condition might arise because the difference in hotels' classes. A five-star hotel management might have different opinion from that of lower class hotel management. That is why the classes of hotels are also considered in the analysis.

1.2 Statement of the problem and the hypothesis

Based on the background of the study, I would state the problems as follow:

1. *What language is preferred for job application letters based on the opinions of hotel management? Why?*
2. *How is the relation between the classes of hotel and hotel management's attitude toward the English job application letter and the Indonesian job application letter?*

Hypothesis:

Ho 1: There is a linear relationship between hotels' classes and hotels management's attitude toward the English job application letter.

Hi 1: There is no a linear relationship between hotels' classes and hotels management's attitude toward the English job application letter.

Ho 2: There is a linear relationship between hotels' classes and hotels management's attitude toward the Indonesian job application letter.

Hi 2: There is no a linear relationship between hotels' classes and hotels management's attitude toward the Indonesian job application letter.

I.3. Objectives of the study

The objectives of this study are:

- 1. To find out the preferred language for job application letters based on hotel management's opinions and the reason for choosing it.*
- 2. To find out the relation between hotels' classes and hotel management's attitude toward the English job application letter and the Indonesian application letter.*

I.4. Significance of the study

The significance of this study is that we will find out what language is preferred in job application letters addressed to hotels.

By knowing the language preferred by the hotel management, an applicant could make a more representative job application letter that will attract the employer's attention. Thus, his application letter will be notified and could be followed with further selection process.

I.5. Theoretical framework

This analysis is based on several Sociolinguistics theories which were introduced by Peter Trudgill, Fasold, William, Agheyisi, Fishman and Cooper.

Peter Trudgill states that there are two aspects of language behaviour which are very important from a social point of view. First, the function of language in establishing social relationship; and, second, the role played by language in conveying information about the speaker (Trudgill, 1974:34). He explains diglossia under several rubrics: function, prestige, literary heritage, acquisition, standardisation, stability, grammar, lexicon and phonology. However, this theory could be applied only for diglossia between varieties of a language. On the other hand, there is a theory of broad diglossia, which is not restricted diglossia to varieties of a language. Hence, based on Fasold, broad diglossia is the

reservation of highly valued segments of a community repertoire (which are not the first to be learned, but are learned latter and more consciously, usually through formal education), for situations perceived as more formal and guarded; and the reservation of less highly valued segments (which are learned first with little or no conscious effort), of any degree of linguistics relatedness to the higher segments, form stylistic differences to separate languages, for situations perceived as more informal (Fasold, 1984:53). In this study, the diglossia which is investigated are between Indonesian and English.

According to William, language attitude is considered as an internal stimulation of some type and which may mediate the organism's subsequent response (Fasold, 1984:147). This theory is supported by Agheyisi, Fishman and Cooper, as they said that language attitude is an intervening variable between a stimulus affecting a person and that person's response (Fasold, 1984:147).

I.6. Methods of the study

As this analysis is mostly related to the calculation of numbers and to see

the relationship between hotels' classes and hotel management's attitude toward the language of job application letters, I use the quantitative method.

I.6.1. Definition of key terms

- A. A job application letter is a request letter from an applicant who wants to get a job in a company.
- B. An English job application letter is an application letter which uses 100% English words in stating its application.
- C. An Indonesian job application letter is an application letter which uses at least 90% Indonesian words in stating its application.
- D. A five-star hotel (based on *BPS* report), is a hotel which, at least, has facilities like an elevator, and a central air conditioner. The bedrooms are provided with air conditioners, telephones, televisions, mini bars, and radios. Thus, other facilities are a restaurant, a bar, a parking area, a swimming pool, a night-club, and a conference room. It also lies in the centre of a city.
- E. A four-star hotel (based on *BPS* report), is a hotel which, at least, has facilities like an elevator, and a central air conditioner. The bedrooms are provided with air conditioners, telephones, televisions, mini bars, and radios. Thus, other

facilities are a restaurant, a bar, a parking area, a swimming pool, and a conference room.

- F. A three-star hotel (based on *BPS* report), is a hotel which, at least, has facilities like an elevator, and a central air conditioner. The bedrooms are provided with telephones, televisions and radios. Thus, other facilities are a restaurant, a bar, a parking area and a conference room.
- G. A one-star hotel (based on *BPS* report), is a hotel which, at least, has facility like a central air conditioner. The bedrooms are provided with telephones and radios. Thus, other facilities are a restaurant, and a parking area.
- H. An A-Class hotel which is usually called *Hotel Melati Tiga* in Indonesian, (based on *DISPARDA* report), is a hotel which, at least, has facilities like a garden, a parking area, 15 bedrooms with bathrooms in 70% of them, 4 public bathrooms, aiphone in bedrooms, a telephone in the lobby and a spare room.
- I. A B-Class hotel which is usually called *Hotel Melati Dua* in Indonesian, (based on *DISPARDA* report), is a hotel which, at least, has facilities like a garden, a parking area, 10 bedrooms, private and public bathrooms, and a telephone in the lobby.

J. A C-Class hotel which is usually called *Hotel Melati Satu* in Indonesian, (based on *DISPARDA* report), is a hotel which, at least, has facilities like a garden, a parking area, 5 bedrooms , private and public bathrooms and a telephone in the lobby.

I.6.2. Location and the population of the study

The location of this study are hotels in Surabaya. I choose Surabaya as the location of the study, because Surabaya, as the capital city of East Java, is intended to support the function of East Java as a tourism destination area. Therefore, accommodation facilities are always improved in this city.

The population of this study are hotels in Surabaya. It is clear that accommodation facilities play an important role in tourism. No wonder that there are a lot of hotels built in this city. Consequently, there are many job openings in hotels. However, as a hotel is a service firm, it requires skilful employees in order to give good service to the guests.

The language which become the objects of this study are Indonesian and English. This study does not concern dialects, regional languages and other languages.

I.6.3. Sampling

Since the number of the population is too large, I take a sample. In this study, the stratified random sampling is used because the population is divided into several groups; five-star hotels, four-star hotels; three-star hotels; one-star hotels, A-Class hotels; B-Class hotels; and C-Class hotels.

The size of the sample which I take is 30 respondents. Thus, for the star hotels, I proportion them into half of the total number of each class of them. The rest of the respondents are taken from A, B, and C-Class hotels with equal size for each class, in order to fulfil the size of the sample.

I.6.4. Technique of data collection

First of all, I choose the population which is taken from hotels in Surabaya.

Since the amount of the population is quite large, I take a sample. I take 30 respondents as my sample. The sample is taken according to the stratified random sampling method.

Thus, I do primary observation in order to know the role of job application letters in the employee's recruitment procedure. Then, I ask the respondents to

read two job application letters; one is written in Indonesian while the other one is written in English. I also ask them how reliable the applications are.

In order to record their responses toward the job application letters, I use semantic differential scale. In this kind of scales, there are seven lines which go from the highest value to the lowest one. The respondents are asked to give a mark on the line closest to their responses. In this case, the highest value is reliable and the lowest value is unreliable. Hence, there are two semantic differential scales which are given to each respondent, one for the English job application letter, while the other one is for the Indonesian job application letter.

Next, I interview the respondents in order to check the result of the semantic differential scales. In order to support the validity of the data, I do a final observation to the respondents. By doing a final observation I could make sure that the data are the same as the facts.

In short, the procedures in collecting the data are:

1. Choosing the population
2. Taking the sample
3. Doing the primary observation
4. Distributing the semantic differential scales

5. Interviewing
6. Doing the final observation

I.6.5. Technique of data analysis

First of all, I classify the data into seven categories, which are, five-star hotels, four-star hotels, three-star hotels, one-star hotels, A-Class hotels, B-Class hotels and C-Class hotels.

Then I collect the responses and assign numbers to each of the two semantic differential scales' spaces. Next, I multiply the number of marks at each space for each semantic differential scales, by the value for that space. The results for each of them are then totalled. The total value then, is divided by the total number of the marks given by the respondents for each semantic differential scales.

Thus, to know the relation between hotels' classes and hotel management's attitude toward the English and the Indonesian job application letters, I use the correlation test. Based on this test, I calculate the coefficient of correlation (r). Then, I use it to look for the strength of the relationship. Moreover, I relate the

result of the quantitative analysis to the theories which are used in this research before making the conclusion.

In short, the procedures in analysing the data are:

1. Classifying the data
2. Calculating the semantic differential scales
3. Analysing the quantitative data
4. Making the conclusion

CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY