

CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY

II.1. The diglossic community of Indonesia

In Indonesia, we could find a number of languages. There are the national language, some regional languages and foreign languages. These languages live side by side in Indonesia. However, there are some conditions in which the use of other languages is preferred to the Indonesian one. For example, in writing job application letters.

Some people prefer using English to Indonesian because they think that English is considered as more suitable than Indonesian. In a research about the language choice of consumers toward products which have English and Indonesian brands, we could see that the product which has an English brand, has better quality than the one using Indonesian. This assumption is the proof of diglossia, since there is no difference in quality between the two products. Both of them are actually made from the same product (Faizati S., et al, 1997). From this



point of view, we can see that there is a diglossia between English and Indonesian in Indonesia.

Diglossia or the uses of both languages, English and Indonesian, could also be seen in foreign companies. In these companies, English is usually used to label the structural positions although some positions could be labelled in the Indonesian equivalents. For example, in hotels, we rarely find a waiter who says that he is a *pelayan* or *pramusaji*. He tends to say that he is a waiter instead of *pelayan* or *pramusaji*. The word supervisor also has the Indonesian equivalent, that is *pengawas*. But, still people use the word supervisor instead of *pengawas*.

The condition above shows that in some situations, diglossia or the uses of English and Indonesian occurs in Indonesia. Thus, it could be concluded that Indonesian people is a diglossic community.

II.2. Job application letters

II.2.1 Writing an English job application letter

Julien Elfenbein stated that because the interview is also a critical step in most careers, the letter of job application for such an interview is an important *special request letter* (Elfenbein, 1967:152).

Thus, there are some aspects in a job application letter that have to be considered carefully before a person would like to write one.

Firstly, an applicant has to have the qualifications needed. According to Gartside, the best application letter in the world will not make up for lack of experience or ability (Gartside, 1989:427).

Sometimes applicants have difficulty to judge whether they have the ability or experiences required by employers. It could happen because an employer does not state in detail what his expectations are toward the applicants. However, this kind of problem could be secured by making his own investigation about the company and the job he wants to apply.

The next thing that has to be considered also is the form of the job application letter. Gartside stated that unless one is asked to apply in one's own handwriting, the application should be typed. It is then, easier to be read, It could also attract employer's attention at once and also creates a favourable first impression.

The last thing, which apparently also becomes the most important thing, is the language of the job application letter. A job application letter is in every sense

a sales letter because it is a letter in which an applicant tries to sell himself. Thus, he has to arouse interest by using the employer's preferred language.

The language preferred by one employer and another employer might be different. However, the language required for a job application letter might be seen from the company to which an applicant wants to apply.

A job application letter which is written in English might be required by foreign companies. This is because the language which is used in foreign companies could be mainly English. Therefore, by sending an English job application letter which is well written, an applicant has shown the employers that he is proficient in English.

On the other hand, an Indonesian application letter might be preferred for state-owned companies. This could happen because the main language which is used for communication in those companies is, Indonesian.

Thus, Elfenbein emphasises the important role of the language of a job application letter. She stated that it could help an employer to distinguish the potential applicant from the less potential one (Elfenbein, 1967:157).

The stereotyped opening is one of the criteria of the personnel manager for eliminating poor taste of job application letter (Elfenbein, 1967:157).

Hence, an applicant is recommended to use an attention-getting opening. Thus, a clear indication that the applicant is applying for a position is also important to be considered. Moreover, the applicant must highlight his experiences and abilities as they are considered as the selling point. The last thing that has to be remembered also is that an applicant has to show an indication of knowledge about the company and an interest in working for it. Finally, in his application letter, an applicant should use a closing paragraph which must be geared to elicit action which, in this case, generally means getting an interview (Elfenbein, 1967:161).

II.2.2. Writing an Indonesian job application letter

Actually, the process in writing a job application letter in Indonesian is almost the same as that written in English. Firstly, an applicant has to consider his own experience and abilities before applying for a position. By knowing his own quality, he would know whether he is qualified or not (Idrus, 1995:36). He also has to attract the employer's attention by using an interesting opening and closing (Idrus, 1995:37).

Moreover, an applicant must be very careful with the form of the letter. A job application letter which is written in Indonesian is slightly different in form, from the one which is written in English. In writing a job application letter in English, an applicant does not have to write the number of enclosure and the subject of the application letter on the upper right area of the job application letter, if he writes it in Indonesian (Idrus, 1995:41).

Thus, there is no big difference in writing a job application letter which is written in Indonesian with the one which is written in English.

II.3. Personnel management job

According to Singh and Bhattacharya, (Singh & Bhattacharya, 1995:3) personnel management has both general and specialist functions, thus:

- a) It is the responsibility of controlling staff and their careers by making the best use of the human resource to meet objectives, by establishing good team work, giving effective leadership and meanwhile observing declared policy.

- b) The personnel specialist additionally, is required to advise senior management on the formulation of personnel policy and to keep all other managers informed on changes in policy and on problems arising from its interpretation.

Moreover, the personnel operational responsibilities, as stated by Singh and Bhattacharya (Singh & Bhattacharya, 1995:19) are managing:

- a) Manpower, which includes:
- Determining manpower requirement (numbers).
 - Defining the job.
 - Specifying the people required.
 - Obtaining the staff.
- b) Pay and related conditions of service
- c) Staff development
- d) Industrial relations
- e) Health, welfare and safety
- f) Staff administration

After knowing the responsibilities of the personnel management, we could see that generally, the personnel management's job is about managing employees.

The important role of the personnel management is also emphasised by Arthur C. Croft. It is stated that the employment function is the first to develop that even today, the sources of labour supply still have to be considered (Croft, 1964:3).

According to Croft, the sources of labour supply are (Croft, 1964:29):

1. Promotion of present employees
2. Applicants previously interviewed who have left favourable impressions
3. Friends or acquaintances of present employees
4. Former employees whose records would suggest re-employment
5. Schools at various levels
6. Employment agencies
7. Applicants secured through newspaper advertisements, radio announcements, etc.

Thus, it is quite clear to us that if a source of labour supply yields a poor quality of applicants, a personnel management would likely seek other sources of supply.

CHAPTER III

PRESENTATION AND ANALYSIS OF THE DATA