

A B S T R A C T

There are two languages used in vacancy advertisement, i.e Indonesian and English. These languages have important role and are noticed by young job seekers as the target reader of vacancy advertisement. Vacancy advertisement written in English (EA) has a consequence that the applicants should be able to communicate in English actively. Although some vacancy advertisements written in Indonesian (IA) also require the ability in English as one of the qualifications, but EA requires applicants with better ability in English. In EA the candidates will be interviewed in English. Here, young job seekers are divided into two groups based on education background, i.e senior high school graduate and university graduate. University graduates are regarded to have a better ability in English. But there are many English courses in Surabaya which give wider chance to improve English skill. Therefore, senior high school graduates are able to compete with university graduates in the ability in English. The research is done to find out the responses of young job seekers to the language used in vacancy advertisement, whether those two groups have the same responses or not.

From the result of the study, it could be concluded that senior high school graduates prefer to choose IA, while university graduates like to choose EA. It means they have different responses. This responses influenced by their ability in English so, language proficiency influences one's perception to the language used in vacancy advertisement.

CHAPTER I

INTRODUCTION