

CHAPTER I

I N T R O D U C T I O N

I.1 BACKGROUND OF THE STUDY

Nowadays, many vacancy advertisements are written in English, although most of them are still written in Indonesian. Vacancy advertisement is very familiar especially for one who wants to find a job. Getting a job is hard lately, so the function of this advertisement is very important as a media for looking information about vacancy. This kind of advertisement is commonly inserted in newspapers, magazines, and sometimes in other mass media like radio. Yet, the most frequent media is daily newspapers.

According to Court land L. Bovee : "Advertising is the non personal communication of information usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through various media." (Bovee ; 1992,7). R. Wayne Mondy and Robert M. Noe stated that vacancy is the process of attracting individuals on a timely basis, in sufficient numbers with appropriate qualifications and encouraging them to apply for jobs with an organization (company).(1990 : 174).

Vacancy advertisement is part of the corporate advertisement. David Ogilvy pointed out that one of the objectives of corporate advertisement is to motivate employees and attract better recruits. (1979 : 28-31). By corporate advertisement the company describes about the condition of the company. If the employees understand the policies and feel proud of the company, they will be the company's best ambassadors and public relations. Vacancy advertisement is regarded as part of corporate advertisement because in this advertisement the advertiser does not only offer a job but also persuades applicants to apply to the advertiser by describing briefly the condition of the company, for example adding the sentences such as : a well established company, a fast growing International company, one of the foremost International Pharmaceutical Companies in Indonesia, etc.

Vacancy advertisement is the responsibility of the Personnel Department rather than advertising department. Nowadays, vacancy advertisement becomes a large field so that many advertising agencies have recruitment specialist on their staffs. Their clients are personnel managers rather than advertising department managers. These agencies create, write and place it in mass media. Therefore, many vacancy advertisements now do not men-

tion the name of the company but only the code or name of the advertising agencies for example IEI Recruitment in Surya Newspaper.

Message is one of the important elements in advertisement. The message of vacancy advertisement usually consists of the qualification of the applicants needed by the advertiser. These qualifications are the basic elements that are noticed by the applicants. And language is used as communication media to explain the message.

Although language in vacancy advertisement is not the only qualification noticed by applicants, it still plays an important role and surely is very needed. A picture is not used to explain the message in this kind of advertisement. This advertisement always uses verbal language and denotative meaning of sentences which makes it different from other kinds of advertisements.

Vacancy advertisement written in English has a consequence that the applicants should be able to communicate in this language. Little ability or inability to communicate in English will make applicants unable to apply for a job, although other qualifications are also required from them. Therefore, language becomes a problem for them to get a job and this problem still

exist in our society.

English is one of the important International languages. Consequently, many companies will require the ability to communicate in English as one of the qualifications for their employees. The number of vacancy advertisement written in English are increasing lately (starting here, English advertisement will be abbreviated EA). It means the companies do not only need employees who are experts in their fields but also have sufficient ability to communicate in foreign languages especially English.

Nowadays, many vacancy advertisements written in Indonesian require the ability to communicate in English as one of the qualifications (starting here, Indonesian advertisement will be abbreviated IA). It means many companies think that having ability in English is very important and badly needed in their businesses.

Although in both vacancy advertisements having sufficient ability in English is needed, they still have some differences. Vacancy advertisement written in English needs applicants with greater ability in English than Indonesian vacancy advertisement, because the applicants here are expected to write the application letter and curriculum vitae in English, and usually they

will be tested and interviewed in English.

The Young job seekers are regarded as potential employees and become the target of vacancy advertisement. Therefore, they are required to improve their skill and language. But they have different skills especially language skills and education backgrounds. Because required by of this condition, the same qualification two vacancy advertisements written in English and Indonesian may get different responses from them, and these different responses are interesting to be discussed. This thesis is trying to show the responses of young generation toward language used in vacancy advertisement.

1.2. STATEMENT OF THE PROBLEMS

The problems of this study are :

1. Do young job seekers respond differently to vacancy advertisement written in English and Indonesian ?
2. How are young job seekers responses to both languages used in vacancy advertisement ?

The hypothesis is :

- The Young job seekers give has different responses to the different languages used in vacancy advertisement.

I.3. OBJECTIVE OF THE STUDY

The purposes of the study are :

- To find out the responses of young job seekers to the language used in vacancy advertisement, whether they have the same responses or not.

I.4. SIGNIFICANCE OF THE STUDY

Through this study we hope it can add our knowledge in linguistics especially sociolinguistics. It is useful for applicants because nowadays proficiency in English is needed (not only in English advertisement ... but also in Indonesian advertisement) in job applications.

I.5. SCOPE AND LIMITATIONS

Because of the limitation of time, the study is focused only in :

1. It uses vacancy advertisements that :
 - contain the same requirements
 - written in Indonesian and English
 - Offer a job which can be filled by applicants from many different fields of study
 - Do not mention the name of the advertiser

The respondents are expected to focus only on the language of the vacancy advertisement.

2. The respondent are limited to only senior high school graduates and university graduates from different fields of study.

I.6. THEORETICAL FRAMEWORK

This study deals with language phenomenon in society so it uses sociolinguistics theory. According to Peter Trudgill, "Sociolinguistics is a part of linguistics which concerned with language as social and cultural phenomenon." (1974 : 32).

Because this study deals with how people respond to a certain language, it uses theories of language attitude. According to Agheist and Fishman in R. Fasold's *"The Sociolinguistics of Society"*, "Most language attitude work is based on a mentalist view of attitude as a state of readiness : an intervening variable between a stimulus affecting a person and that person's response." (1984 : 147). And Williams in the same book stated, "Attitude is considered as an internal state aroused by stimulation of some type and which may mediate the organism's subsequent response." (1984 : 147). Here, the respondents are given stimulus to respond to the language used in vacancy advertisement and expected to give their reason in doing it so the decision of

choosing English and Indonesian is not without foundation. Language attitude is the attitude about language because the respondents are expected to give their attitude toward the language itself and not to something else such as the name of companies, the salary, etc.

1.7. METHODS OF THE STUDY

7.1. DEFINITION OF KEY TERMS

- Vacancy advertisement : a tool used by advertiser to offer a job and persuade the applicants to apply to the advertisement.
- Indonesian advertisement : an advertisement which uses more than 51 % Indonesian words
- English advertisement : an advertisement which uses more than 51 % English words.
- Young job seeker : one who become a potential prospective employee and the target reader of vacancy advertisement.

7.2. LOCATION AND POPULATION OF THE STUDY

The location of this study is Surabaya where there are many English courses and also state or private universities and senior high schools. The number of English courses will give extensive chance

to learn English or to improve the proficiency in English, while the number of universities and senior high schools with various qualities will affect various skills of foreign language.

The population of the study is young job seekers in Surabaya which is divided into two groups based on education. The two groups are senior high school and university graduate from many different fields of study.

7.3. SAMPLING

Sample is used because of the large number of senior high school and university graduate in Surabaya. According to Ralph Fasold , " A Sample consist of small number of members of population which can be studied in detail ". (1984 : 86).

The number of respondents here are 25 senior high school graduates and 25 university graduates. They are chosen according to purposive sampling. In purposive sampling the subjects are chosen based on certain characteristics of population known before. (Hadi, 1984 : 82). So the respondents should represent the characteristics of the population.

7.4. TECHNIQUE OF DATA COLLECTION

1. Choosing the population

Population in this study is taken from university graduates and senior high school graduates in Surabaya.

2. Taking samples

The writer takes 50 respondents, 25 of them are senior high school graduates and the other are university graduates.

3. Primary observation

It is done in order to know the real phenomenon dealing with the study and the characteristics of population, so the writer can decide the scope and limitation.

4. Questionnaire

The writer distributes close questionnaires that consist of yes - no answer and multiple choice

5. Interview

It is done to check and support the results of the questionnaire.

7.5. TECHNIQUE OF DATA ANALYSIS

First, the writer collects and selects the data. Complete and valid data are then analyzed based on qualitative analysis, that is, describes the data

and presents it in form of table to make it easy to understand.

Second, the writer interprets and describes the whole results of the data.

I.8. ORGANIZATION OF THE PAPER

Chapter one discusses the introduction which consists of background, statement of the problem, objective of the study, significance of the study, scope and limitation, theoretical framework, methods of the study and organization of the paper. Chapter two contains the general description of the object of the research. Chapter three is about the presentation and the analysis of the data. The last chapter describes the conclusion and gives necessary suggestions.

CHAPTER II
GENERAL DESCRIPTION OF
THE OBJECT OF THE STUDY