

## CHAPTER II

### GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY

#### II.1. DESCRIPTION OF THE POPULATION OF THE STUDY

##### 1.1. YOUNG JOB SEEKERS IN SURABAYA

As a business city, many entrepreneurs are attracted to build their companies in Surabaya. Consequently, they need many employees especially young job seekers. This condition attracts the attention of young job seekers from other cities around Surabaya. But the number of workfields and the number of applicants are still unbalanced so competition to get a job is very tough. Young job seekers of Surabaya have to compete among themselves and with young job seekers from other cities. To win this competition they are expected to improve their skills like language skill. Luckily, there are many foreign language courses in Surabaya so that they have many chances to increase their ability in foreign language especially English. There are also many good schools and universities either state or private (universities and senior high schools) that will produce potential prospective employees.

## 1.2. SOCIAL CLASS BASED ON EDUCATION BACKGROUND

According to James F. Engel social class is "The sociological method of assigning an individual a numerical index score on the basis of his occupational, income, educational or other characteristics and then grouping him together with others with similar indexes." (1990:106). So education is one of variables used to divide social class. Here, young job seekers is divided into two groups based on education background, they are university and senior high school graduates. University graduates are regarded to have a better proficiency in English because they have studied English longer than senior high school graduates, and many university books are written in English. But many English courses are opened nowadays to give wider chance to improve language proficiency. Consequently, many senior high school graduates have become proficient in English lately. It means senior high school graduates are able to compete with university graduates in the in their language proficiency.

## II.2. DESCRIPTION OF VACANCY ADVERTISEMENT

### 2.1. VACANCY ADVERTISEMENT IN NEWSPAPER

Vacancy advertisements are most frequently found in the daily newspaper. The advertisers choose newspaper rather

than other mass media because a newspaper has special quality. George R. Braner and Dorothy Sedley (1981 : 329-380) pointed out that a newspaper has some advantages : first, a mass medium penetrating every segment of society, because the price of newspaper is cheaper than other mass media so that every segment of society can buy it. Second, a local medium covering a specific geographic area, most newspapers are produced to inform news to readers in a specific area although some others are already known nationally or internationally. Third, comprehensive in scope, since a newspaper informs variety of topics and interests. Fourth, a newspaper is read selectively, it means the readers search for personally interesting and useful articles, for example vacancy advertisement will be read by some one who wants to find a job. Fifth, timely, a newspaper is produced at a certain time (daily or weekly) because it is primarily devote to the news. Sixth, a permanent record that people use actively, for example vacancy advertisement is often saved for permanent reference. Because of these advantages a newspaper is chosen by personel managers to inform a job vacancy, although a newspaper also has some disadvantages such as, first; Short life span, so that some advertisers repeat their vacancy advertisement to get many applicants. Second, potentially poor placement,

consequently some vacancy advertisements are placed in the wrong place. Third, lack of audience selectivity, some vacancy advertisements are devoted to applicants who have skill in specific subjects like business.

To avoid undesirable applicants, there are two ways commonly used by the advertiser : first, the vacancy advertisement is placed in media read only by particular groups for example Jakarta Post is ordinarily read by people who are proficient in English, Bisnis Indonesia is read by people interested in business, etc. Second, the advertisement gives detailed information about the company, the job and the job specification to permit self-screening. This means applicants who realize that their qualification does meet the company's request will not apply to that company.

## 2.2. THE MESSAGE OF VACANCY ADVERTISEMENT

In determining the content of an advertisement message, the advertisers must decide their target applicants. Obviously, the advertisers should give their prospective employees a clear and honest description of the job and the company. Their vacancy advertisement must tell the prospective employee why they are interested in that particular job and company. The message should also inform how an applicant should respond to

the invitation such as to apply in person, by telephone or submit a resume by mail.

There are two kinds of vacancy advertisement : first, *want ads* describes the job and the benefit, identify the employer and tell how to apply. This is the most common type of vacancy advertisement which can be placed in professional journals or local newspapers. The disadvantages of this kind of advertisement are : it will invite a big number of applicants for a popular job opening and only a few for less attractive job. The name of a popular company will also invite a number of applicants. Second, *blind ads* is want ads that does not identify the employer. Interested applicants are asked to send their resume to a mail box at the post office, to recruitment agencies or to the newspaper. Then the applicants' resume are sent by these mediators to the employer. The advantages of this kind of advertisement are : it keeps things of the company confidential, prevents countless telephone inquiries and avoids the public relations problem caused by dissappointed recruits.

### 2.3. LANGUAGE USED IN VACANCY ADVERTISEMENT

There are four general characteristics of advertisement language that make it different from other

languages : First, it is edited and purposeful, the language of advertisement should show the particular purpose of an advertisement, for example the purpose of vacancy advertisements is to offer a job and attract applicants to apply to the advertiser. Second, it is rich and arresting that attract the audience's attention. In vacancy advertisement the advertiser should attract the attention of prospective employees by emphasizing the unique qualities of the job. Third, it involves the target audience, the advertiser should express the product differences like the company will give better facilities or rewards for the same job from other companies. Fourth, it is a simple language so that it does not open misinterpretation and is easy to understand the messages.

The wording of vacancy advertisement has an impact on the number of applicants. A vacancy advertisement written in detail may limit the pool of applicants and one written too broadly may attract many unqualified applicants. The number of words in advertisement influence the cost of that advertisement in newspaper, consequently the short size of advertisement is the norm and classified section of newspaper is the common place. These advertisements usually describe the outline of the job duties and qualifications and inform interested

applicants how to apply in short telegraphic phrases and sentences. Placement of vacancy advertisement depends on whether the advertisers expect the potential employees to be searching for a job or they expect to search for applicants. Therefore some advertisers need to write their vacancy advertisement in large size informing the job duties qualifications and the rewards from the company in detail. Some of them place their vacancy advertisements in common section of the newspaper. The others place it in classified section but they do not use telegraphic phrases or sentences.

Most vacancy advertisements are written in two languages, i.e Indonesian and English. EA has the consequence that the candidates should be able to communicate in English actively because they will be interviewed in English and should write their resume in English. This advertisement can be used as a way to avoid the number of undesired applicants because those who do not have the ability in English shouldn't apply. Nowadays, many IA require the ability to communicate in English as one of the qualifications. It means the advertiser do not only need employees who are expert in their field but are also able to communicate in foreign language especially English. Yet, in IA the applicants are not required to write their resume in English and will not be interviewed in English. They are usually

required to submit their English course's certificate.

#### 2.4. PERSONNEL DEPARTMENT RESPONSIBLE FOR VACANCY ADVERTISEMENT

Vacancy advertisement is the responsibility of personnel department rather than advertisement department. Edwin B. Flippo stated that the duty of personnel managers are to plan, organize, direct, and control of the development, compensation, integration, procurement, maintenance and separation of human resources. (1992 : 5). The sources of employees can be classified into two types, i.e. internal and external. In internal sources, the firm searches its own employees by analyzing the computerized personnel data bank until they find personnel with qualifications for the job opening. The firm has the advantages of transferring or promoting, increasing the level of employees, and providing more information about job candidates through analysis of their success within the company. But the firms sometimes find that their employees 'skill unsuitable with the job opening. Consequently, they should educate their employees in order to improve their skill or they should search new employees. This internal sources should take place before external recruitment,



at least one or two weeks before. External sources of recruitment is done in order to acquire skills which are not possessed by current employees, to fill entry level jobs and to get employees with different backgrounds to provide new ideas. There are some external sources such as vacancy advertisement, employment agencies, recommendations of present employees, schools and colleges, labor unions, casual applicants, nepotism, etc. The personnel managers are expected to prepare this recruitment professionally. For example, first, they should write the vacancy advertisement well to get many candidates and place it in desired media. Second, they should prepare their recruitment specialist to select the applicants' resume, test and interview the applicants. Finally, they should decide and inform their new employees.

**CHAPTER III**  
**PRESENTATION AND**  
**ANALYSIS OF THE DATA**