

CHAPTER III

PRESENTATION AND ANALYSIS OF DATA

The result of data will be presented in table. Total number of respondents are 50,25 senior high school graduates and 25 university graduates.

III.1. PRESENTATION OF DATA

Table 1

The Responses of Young Job Seekers Toward language
Used in Vacancy Advertisement

Graduation	IA	EA	Total
SMA	17 (34%)	8 (16%)	25 (50%)
University	12 (24%)	13 (26%)	25 (50%)
Total	29 (58%)	21 (42%)	50 (100%)

SENIOR HIGH SCHOOL GRADUATE

Most senior high school graduates prefer IA (17=68%). Only 32 % from the population of senior high school graduates choose English. It means 2 out of 3 of them prefer IA than EA.

UNIVERSITY GRADUATE

The number of university graduates who prefer IA and who prefer EA are almost the same (12 : 13). 48%

from total number of university graduates choose IA, and 52 % prefer EA. It means the proportion of those who choose IA and those who choose EA are almost 1 : 1.

Table 2
The Reason why Young Job Seekers Choose Indonesian Advertisement

Graduation	Lack of proficiency	In ability to write resume	fear of interview	Others	Total
SMA	7 (24.1%)	2 (6.9%)	3 (10.34%)	5 (17.24%)	17 (58.62%)
University	2 (6.9%)	0 (0.0%)	5 (17.24%)	5 (17.24%)	12 (41.38%)
Total	9 (31.0%)	2 (6.9%)	8 (27.59%)	10 (34.48%)	29 (100.00%)

SENIOR HIGH SCHOOL GRADUATE

41,2 % of senior high school graduates who choose IA think that they have insufficient ability in English. Some of them confess that they get unsatisfactory marks in English, and some of them can not communicate in English actively. 17,6 % of them choose this language because they are afraid of test and interview in English. It means they may have enough ability in English but they do not have self confidence to be tested and especially interviewed in English. Only 11,8 % of them do not know how to write job application

letter and curriculum vitae in English. The rest (29,4%) have their own reason such as the hope that by using the same language the relationship between the employees and the leader and among themselves are close, the others choose jobs where the demand of ability in English is less important.

UNIVERSITY GRADUATE

Only 16,7 % of university graduates who choose IA think that they have insufficient proficiency in English. It means most of them have enough ability in English. This is not a surprise since many university books are written in English so that they are pushed to learn English. 41,7 % of university graduates avoid interviews and tests in English. It means many of them do not have enough self confidence to be interviewed in english especially when they should communicate with native speaker. 41.7 % of them have their own reason. Some of them prefer IA because they can read the qualifications clearly without misinterpretation and some of them wish good relationship among the employees when they work in domestic companies. Note that none of university graduates is unable to write their resume in English. This fact is caused by the number of books about writing in library that they can learn by themselves how to make an attractive resume in English.

Table 3
The Reason why Young Job Seekers Choose English
Advertisement

Graduation	Applying ability	Facility	Foreign company	Others	Total
SMA	2 (9.5%)	0 (00.0%)	5 (23.8%)	1 (4.8%)	8 (38.1%)
University	3 (14.3%)	7 (33.3%)	2 (9.5%)	1 (4.8%)	13 (61.9%)
Total	5 (23.8%)	7 (33.3%)	7 (33.3%)	2 (9.5%)	21 (100.0%)

SENIOR HIGH SCHOOL GRADUATE

Most of those who choose EA (62,5%) think that EA come from foreign company. When they work in a foreign company they wish that their work is noticed better than in a domestic company. 25 % of them want to practise their ability in English. And 12,5 % of them prefer EA to get experience and learn English during working in the company. None of them choose EA because of wishing better facility since they think not all companies using EA give better facility if compared to companies using IA.

UNIVERSITY GRADUATE

Most of University graduates (53,9 %) choose EA because they wish to get better facility than IA. They

think this facility should be given since the company requires added value from their employee, that is the ability in English. 23,1 % of them want to apply their ability in English. 15,4 % of them think that EA comes from foreign company. Only 12,5 % of them choose Ea to learn English and work at the same time.

Table 4

The Relationship Between The Responses of Young Job Seekers and Taking English Courses (EC)

	SMA Graduate			University Graduate		
	Taking EC	Not taking EC	Total	Taking EC	Not taking EC	Total
IA	6 (12%)	11 (22%)	17 (34%)	5 (10%)	7 (14%)	12 (24%)
EA	6 (12%)	2 (4%)	8 (16%)	10 (20%)	3 (6%)	13 (26%)
Total	12 (24%)	13 (26%)	25 (50%)	15 (30%)	10 (20%)	25 (50%)
Total 50 (100%)						

SENIOR HIGH SCHOOL GRADUATE

Most of senior high school graduates who choose IA (64,7%) have not taken English course. Consequently, they only have insufficient ability in English because it is not enough for senior high school graduates to study English only at their origin school. The others

(35,7 %) have taken English course but they have some reasons to choose IA, not EA, such as the lack of self confidence to be interviewed in English and the hope that by using the same language the relationship between the employees and the leader are close.

Most of senior high school graduates who choose EA (75%) have already taken English course. Therefore, their ability in English is quite enough. English course helps them improve their language skill and as a result gives positive value for them. Only 25 % of those who prefer EA have never taken English course but think they can compete among themselves in this language.

UNIVERSITY GRADUATE

Some of university graduates who prefer IA (58%) have not followed English course. Some of this group get problem because of lack of ability in English. They have to pay someone to translate their text books. Others who prefer IA (42 %) have followed English Course, but are still afraid of being interviewed in English.

Most of those who prefer EA (77 %) have taken English course. Therefore, they can communicate in English actively. Only (23 %) of them have never followed English course but they choose this advertisement to get experience and to learn English while they are working.

Table 5
The Importance of Having Ability in English While
Choosing Indonesian Advertisement

	SMA Graduate			University Graduate		
	Important	Not important	Total	Important	Not important	Total
IA	9 (18%)	8 (16%)	17 (34%)	10 (20%)	2 (4%)	12 (24%)
EA	7 (14%)	1 (2%)	8 (16%)	8 (16%)	5 (10%)	13 (26%)
Total	16 (32%)	9 (18%)	25 (50%)	18 (36%)	7 (14%)	25 (50%)
Total 50 (100%)						

SENIOR HIGH SCHOOL GRADUATE

Most of senior high school graduate realize that having ability in English is also important and highly needed although they choose IA. Others (36%) think that having ability in English is not important in IA.

Nine (53%) out of those who choose IA realize that capability in English is also needed in IA. But they argue that EA needs applicants with better ability in English than IA. Yet it is a surprise that some of them have never taken English course to improve their ability in English although they think English is also needed in IA. 47 % of those who prefer IA think having

ability in English is unimportant in IA. Therefore, they choose this advertisement.

Out of 8 respondents who prefer EA, most of them (87,5 %) think that capability in English is important in IA. Only one of them (12,5%) think that ability in English is not important in IA.

UNIVERSITY GRADUATE

Most of those who choose IA realize that having ability in English is also important in IA (83,3%). The same as SMA graduates' opinion, they argue that EA needs applicants with better ability in English than IA. Because of capability in English is needed in both advertisements, some of them want to take English course. 16,6 % of those who choose IA believe that having ability in English is unimportant in IA. Therefore, they do not intend to take English course to improve their ability in English.

Out of 13 respondents who prefer EA, 8 (61,5%) of them think that the applicants should have ability in English while choosing IA. They argue that whatever language used in vacancy advertisement, the ability in English is always important. The others (38,5%) think that IA does not need candidates who have good ability in English. It means IA only needs applicants with passive or lack of ability in English.

Table 6

**The Relationship between Facility Given by Advertiser
and Language Used in Vacancy Advertisement**

	SMA Graduate			University Graduate		
	Related	Not Related	Total	Related	Not Related	Total
IA	5 (10%)	12 (24%)	17 (34%)	8 (16%)	4 (8%)	12 (24%)
EA	3 (6%)	5 (10%)	8 (16%)	10 (20%)	3 (6%)	13 (26%)
Total	8 (16%)	17 (34%)	25 (50%)	18 (36%)	7 (14%)	25 (50%)
Total 50 (100%)						

SENIOR HIGH SCHOOL GRADUATE

Out of 17 senior high school graduates that prefer IA, 12 (70,6 %) of them think that there is no relationship between facility given by advertiser and language used in vacancy advertisement. They believe that the facility given by companies depends on the servitude of employee to the company. 5 (29,4%) of them think they are related but because of some reasons they do not choose EA.

Some of those who prefer EA (37,5%) believe that the two aspects are related, although it does become their reason to choose EA. The others (62,5%) think there is no relationship between the two but they

still prefer it since they have capability in this language and, however, it will give advantages to them.

UNIVERSITY GRADUATE

Most of those who choose IA believe that the companies which use English in their advertisement give better facilities than the other. It means there is a relationship between facility given by advertiser and language used in vacancy advertisement. The rest (33,3) say there is no relationship between the two.

Like those who choose IA, most of university graduates who prefer EA say that both are related. Some of this group choose EA because of this reason. The other respondents think both have no relationship. Two respondents of this group choose EA because they want to work at foreign companies. They think foreign companies manage their companies more professionally and objectively, so it is more attractive than the facility promised by the company.

Table 7

The Relationship between The Condition of Advertiser and
Language Used in Vacancy Advertisement

	SMA Graduate			University Graduate		
	Related	Not Related	Total	Related	Not Related	Total
IA	14 (28%)	3 (6%)	17 (34%)	7 (14%)	5 (10%)	12 (24%)
EA	6 (12%)	2 (4%)	8 (16%)	8 (16%)	5 (10%)	13 (26%)
Total	20 (40%)	5 (10%)	25 (50%)	15 (30%)	10 (20%)	25 (50%)
Total 50 (100%)						

SENIOR HIGH SCHOOL GRADUATE

Most of those who choose IA think there is a relationship between the condition of the advertiser and language used in vacancy advertisement. It means vacancy advertisement written in a certain language should come from a big company. Surprisingly, when they are asked to choose which one from both vacancy advertisements that come from a big company, 4 out of 14 respondents (29%) choose IA. But they think this vacancy advertisement requires the applicants to have ability in English as same as EA. The others choose EA (71%). It means EA is expected to come from big companies. Only few of those who choose IA (17,9%) think there is no relationship

between the condition of advertiser and language used in vacancy advertisement. It means there is no indication that certain language used in vacancy advertisement describes the condition of advertiser.

Most of those who prefer EA also think that both have relationship. When they are expected to choose which one from both vacancy advertisements that come from a big company, all of them choose EA. It means they prefer EA because they hope to work at a big company. The rest (25%) think both are not related but they still like EA because they want to apply their ability in English.

UNIVERSITY GRADUATE

Some of those who choose IA (58,3%) think language used in vacancy advertisement is related to the condition of advertiser. All of them choose EA when they are asked which vacancy advertisement that come from big and bonafide companies. The others think both are not really related.

From those who choose EA, 8 of them (61,5%) think both are related. They believe EA come from big and bonafide companies. Only 38,5 % of them argue that we should not judge the condition of advertisers from the language used in vacancy advertisement.

Table 8
The Relationship between Job Variety and The Use of
English in Vacancy Advertisement

Graduation	Related	Not Related	Total
SMA	16 (32%)	9 (18%)	25 (50%)
University	22 (44%)	3 (6%)	25 (50%)
Total	38 (76%)	12 (24%)	50 (100%)

SENIOR HIGH SCHOOL GRADUATE

Out of 25 respondents of senior high school graduates, most of them (64%) think that there is a relationship between job variety and the use of English in vacancy advertisement. It means one of the reasons why the advertiser uses English in his vacancy advertisement is the job varieties that are offered need applicants with good ability in English. Only few of them (36%) think there is no relationship between the two things. Such an opinion appears because some of job varieties in EA do not need applicants with good ability in English, e.g : Production Supervisors, Laboratory Staff, etc.

UNIVERSITY GRADUATE

Like senior high school graduates, most of university graduates (88 %) believe that there is a relationship between job variety and the use of English in vacancy advertisement. Only 12 % of them believe that the two are not related. One respondent from this group will choose EA although he doesn't have good ability in English because of this reason.

Table 9

The Kinds of Jobs Which Require Applicants with Good Ability in English

Kinds of Jobs	Graduation		Total
	SMA	University	
Manager	5	5	10 (9%)
Secretary	4	8	12 (11%)
Public Relation	1	9	10 (9%)
Customer Service/ Receptionist	7	2	9 (8%)
Personnel Staff	2	2	4 (4%)
Marketing	3	6	9 (8%)
Telephone Operator	2	1	3 (3%)
Steward/ess	7	0	7 (6%)
Pilot	2	0	2 (2%)
Guide	7	5	12 (11%)
English Teacher	5	4	9 (8%)
Translator	1	6	7 (6%)
MC	2	2	4 (4%)
Programmer	0	3	3 (3%)
Engineer	0	2	2 (2%)
Banker	6	1	7 (6%)
Ambassador	1	0	1 (1%)
Total	55 (50%)	56 (50%)	111 (100%)

Each respondent is asked to give three answers for the kinds of job that require applicants with good ability in English. Therefore, the writer should get 150 answers. But some of the respondents only give one or two answers, so the writer only gets 111 answers. Because of the same opinions of the respondents, the writer gets 17 kinds of jobs that can be seen in table 9.

There are two kinds of jobs that are most often mentioned by the respondents, i.e : secretary and guide. Besides that, there are some kinds of jobs that are also often mentioned such as manager, public relation, receptionist, marketing and English teacher. It means one has to have good ability in English if she/he wants to apply for those kinds of jobs.

In general, senior high school graduates and university graduates have the same opinion of the job varieties that require applicants with good ability in English. Although some jobs are mentioned by senior high school graduates but are not mentioned by university graduates and the contrary.

Table 10

**The Relationship between The Form of Advertisement
in Newspaper and The Condition of Advertiser**

Graduation	Related	Not Related	Total
SMA	17 (34%)	8 (16%)	25 (50%)
University	15 (30%)	10 (20%)	25 (50%)
Total	32 (64%)	18 (36%)	50 (100%)

SENIOR HIGH SCHOOL GRADUATE

Most of senior high school graduates think the form of advertisement in newspaper shows the condition of the advertiser. Consequently, the form of advertisement is also noticed by the applicants. The others (32%) think there is no relationship between the form of advertisement in newspaper and the condition of advertiser. They think the applicants should not take for granted the condition of advertisers from their form of vacancy advertisement.

UNIVERSITY GRADUATE

Some of university graduates (60%) believe that the condition of advertisers can be seen from their form of vacancy advertisement in newspapers. They believe that the form of advertisement impacts on the cost of

that advertisement which should be payed by the advertiser, so it can show the condition of advertisers. Only 40 % of them think the contrary.

Table 11

The Form of Advertisement of Big Companies

Graduation	Abbreviation	No Abbreviation		Total
		Small	Big	
SMA	1 (3.1%)	4 (12.5%)	12 (37.5%)	17 (53.1%)
University	1 (3.1%)	1 (3.1%)	13 (40.6%)	15 (46.9%)
Total	2 (6.3%)	5 (15.6%)	25 (78.1%)	32 (100.0%)

SENIOR HIGH SCHOOL GRADUATE

Out of 17 senior high school graduates who think there is a relationship between the form of advertisement in newspapers and the condition of the advertisers, most of them (70,6%) state the bigger the size of advertisement the bigger the company. Consequently, they will be interested in applying to companies that write their vacancy advertisement in big size. Only 23,5 % of them state they will choose advertisement written in small size if it is not written in abbreviation. They think it will be easy for the applicants to understand the qualifications required by the advertiser if it is written not in abbreviation. The rest (5,9%) think

vacancy advertisement written in abbreviation (classified advertisement) also come from big companies.

UNIVERSITY GRADUATE

Most of university graduates who think the form of advertisement is related to the condition of the advertiser state that the size of advertisement affects applicants' perception to the condition of advertiser. 86,7 % of them agree that the big size of advertisement come from big companies. The others (6,7%) think that small size of advertisements is enough. The rest (6,7%) state vacancy advertisement written in abbreviation also come from big companies.

III.2. INTERPRETATION OF DATA

2.1. THE RESPONSES OF YOUNG JOB SEEKER TOWARD LANGUAGE USED IN VACANCY ADVERTISEMENT

It is known from the data that most senior high school graduate respondents (68%) choose IA and only 32% choose EA. It means 2 out of 3 of them choose IA. At the meanwhile, some university graduate respondents (52%) prefer EA and others (48%) prefer IA. It means the proportion of those who choose EA and who choose IA is almost 1 : 1. Based on this fact, it can be stated that senior high school graduates and university graduates have different responses toward the language used in

vacancy advertisement, so it proves the writer's hypothesis stated in chapter one.

According to the theory of language attitude of Agheyist and Fishman, language attitude works between a stimulus affecting a person and that person's response (Fasold, 1984 : 147). They also stated that mentalist attitudes have subparts such as cognitive, affective, and conative components. (Fasold, 1984 : 148). Here the respondents are given stimulus to respond the language used in vacancy advertisement. They are asked to fill a questionnaire that consist of some questions about vacancy advertisement. They are expected to choose one of two groups of vacancy advertisement written in English and Indonesian. Their responses will be influenced by their knowledge of both languages. This knowledge will influence their feeling and as a result stimulate them to give action to one of the two languages above. Of course, their attitude toward language used in vacancy advertisement should have clear reasons.

There are some reasons for young job seekers to choose IA, not EA, such as lack of ability, inability to write a resume and avoidance of interview in english,etc. as seen in table 2. Most of senior high school graduates have insufficient ability in English. It means their decision to choose IA is influenced by their poor knowledge of English. With university gradu-

ates, only a few choose IA because of lack of ability in English. Unluckily, many young job seekers who have sufficient ability in English do not have enough self confidence to be interviewed in English. 41,7 % of university graduates and 17,6 % of senior high school graduates choose IA because of this reason. Others think that IA come from domestic companies and they wish to have good relationship when they work at these companies. Some senior high school graduates are not able to write their resume in English and the rest avoids the application of English by choosing jobs where the demand of ability in English is less important.

EA is chosen by young job seekers for some reasons such as applying ability in English, hoping for better facility, connecting EA with foreign companies, etc. as seen in table 3. Some young job seekers believe that EA come from foreign companies. They think the management of foreign companies is more professional and fair in estimating the employees' skills and production. Others choose EA because of wishing better facility. 53,9 % of university graduates make their choice for this reason but none senior high school graduates choose it. 23,1 % of university graduates and 25% of senior high school graduates want to apply their ability in English. They believe capability in English will help

them do their jobs. The rest prefer EA since they want to learn English during working in the company. They use their jobs as a media to learn English.

Language used in vacancy advertisement influences young job seekers perception about the condition and the facility given by the advertiser. Most of university graduates (72%) believe that companies in which their advertisement is written in English give better facilities than those in which their advertisement is written in Indonesian. So, there is a relationship between facilities given by the advertiser and language used in vacancy advertisement (see table 6). On the other hand, some university graduates (28%) think facility given by the companies is not caused by the language used in the advertisement, but by the employee's skills. Contrasted to university graduates, most senior high school graduates (68%) believe that facilities given by advertiser are not related to the language used in vacancy advertisement. Note that none of them choose EA because of hoping for better facility. Others (32%) think companies in which their advertisement is written in English should give better facilities because they require more qualification.

Most of young job seekers think the language used in vacancy advertisement is related to the condition of the advertiser (see table 7). Most of universi-

ty graduates (60%) agree that EA should come from big and bonafide companies. Surprisingly, some senior high school graduates (20%) think that IA come from big companies but this advertisement should also require their applicants to have sufficient ability in English as EA. Others, 20 % senior high school graduates and 40 % university graduates, believe that there is no relationship between the condition of advertiser and languages used in vacancy advertisement.

2.2. THE INFLUENCE OF EDUCATION TO THE RESPONSES OF YOUNG JOB SEEKER

Education is one of the variables used to divide social class. Since the beginning of the study, the respondents are divided into two groups based on education background, senior high school and university graduate. The writer realizes that university graduates are regarded to have a better ability in English. But many senior high school graduates have good skill in English as well. This condition is realized by the opening of many English courses which give wider chance to improve the ability in English. According to Lambert, Attitude about language affects second language learning (Fasold, 1984 : 148). Although English is not the second language in Indonesia, it is one of the important international languages. In this modern era, having ability

in English is badly needed.

The existence of English courses helps the applicants to improve their language competence and performance. The fact shows that most of young job seekers who choose EA have ever taken English courses, and on the other hand most of young job seekers who choose IA have never taken English course as seen in table 4. Unluckily, some young job seekers who have taken English course still do not have enough self confidence to be interviewed in English so that they choose IA.

Having ability in English is also needed in IA (see table 5). Most of the respondents, 64 % senior high school graduates and 72% university graduates, realize that capability in English is important and highly needed in IA although they argue that EA needs applicants with better ability in English.

Most young job seekers think one of the reasons why the companies use English in vacancy advertisements is the need of English in some kinds of job (see table 8). The applicants should be able to communicate in English actively if they want to be a manager, secretary, guide, PR, etc as seen in table 9. The table shows that many attractive jobs require applicants with good ability in English.

2.3. THE RELATIONSHIP BETWEEN THE FORM OF ADVERTISEMENT IN NEWSPAPER AND YOUNG JOB SEEKER'S PERCEPTION

The number of words in advertisement influence the cost of that advertisement in newspaper. Therefore, many young job seekers think the form of advertisement in newspaper describes the condition of the advertiser. Most of those who belong to this group believe that the big size of vacancy advertisement come from big companies. It is known that the message of vacancy advertisement should give the candidates a clear description of the job, the company and the job qualifications and inform how a candidate responds to the invitation. This role will not be seen in vacancy advertisement written in abbreviation. Consequently, many applicants like vacancy advertisement written in complete sentences.

CHAPTER IV
CONCLUSION