

CAPTER IV

CONCLUSION

4.1. CONCLUSION

Vacancy advertisement is very important as a media for sources of employees used by personnel department. This advertisement is most frequently found in daily newspapers. The message of vacancy advertisement should give a clear description of the job, the company, the job qualifications and the way to apply. Young job seekers are the target readers of this advertisement.

Most vacancy advertisements are written in two languages, i.e. Indonesian and English. Young job seekers are expected to choose one of two vacancy advertisements written in two languages above. Their attitudes will be influenced by their mastery of those languages.

Based on education background, young generation are divided into senior high school and university graduates. The existence of English courses give the same chance to both groups to improve their proficiency in English. Yet, university graduates are regarded to have better ability in English.

From the analysis of the data, we can conclude that university graduates have different responses from senior high school graduates toward the language used in vacancy advertisement. The number of university gradu-

ates who prefer EA and who prefer IA is almost the same. Meanwhile most senior high school graduates choose IA and only a few of them choose EA. Most of senior high school graduates choose IA because of their insufficient proficiency in English. On the contrary, most of university graduates who have sufficient ability in English but choose IA are by the reluctant to be interviewed in English. Many university graduates prefer EA to get better facilities. Mean while many senior high school graduates prefer EA in the hope of getting a job at foreign companies. However, in general, the number of those who choose IA is bigger than those who choose EA. It means this group of young job seekers likes to choose IA.

Language used in vacancy advertisements influences young job seekers perception about the condition and the facility given by the advertiser. Most of young job seekers believe that companies in which their advertisement is written in English give better facilities than those in which their advertisement is written in Indonesian. The condition of advertiser could be seen from the form of advertisement in newspaper. Most of young job seekers believe that the big size of advertisements should come from big companies.

The fact shows that the existence of English course helps applicants to improve their English. Most

of young job seekers who choose EA have ever taken English course. On the contrary, most young job seekers who choose IA have never taken English courses. Capability in English is also needed in IA although EA needs applicants with better ability in English. The importance of English in some kinds of job is one of the reasons why companies use English in vacancy advertisements.

4.2. SUGGESTION

Ability in English is badly needed lately, but many young job seekers still have problem with this language. Therefore, the writer provides some suggestions for young generation :

1. To improve their ability in English

Nowadays, the companies do not only need employees who are experts in their fields but have good ability to communicate in English. Consequently, those who have insufficient ability in English should improve their language skill. The appropriate way to learn English is by taking English courses.

2. To trust on their own skills

Many young job seekers avoid to choose EA because of lack of self confidence. They avoid interviews in English. Therefore they should believe on their own ability in English.

BIBLIOGRAPHY