

ABSTRACT

This study aims to focus on how to classify the annual reports' readers into the classes based on Theory of Classes and to know how to prove the classism behavior through narrative analysis. The different interests among the readers create a classism practice that can be seen by classifying the annual reports' readers into two classes based on Theory of Classes: Bourgeoisie and Proletariat.

Narrative analysis method is used to reveal the hidden meanings behind some sentences in annual reports where organization actively seeks legitimacy from shareholder and government. Narrative analysis builds up a general narrative model (or theory) that emerges from story-cases collected in interviews, the fieldwork, or available texts.

This research argues that shareholder and government reflect the bourgeoisie class because they have money and power to run the business, whereas employees reflect the proletariat class. This study claims that annual reports of Telkom and PGN give more information to shareholders and government. They provide so many sentences that have hidden meanings in order to get the recognition from their shareholders, but they do not give detailed information to their employees. Most of the employee-related information provided in the companies' annual reports is not specific.

Keywords: classism, annual report, Theory of Classes, bourgeoisie, proletariat, narrative analysis.