

**A DISCOURSE ANALYSIS OF JOB VACANCY
IN *JOGLOSEMAR* NEWSPAPER**



RESEARCH PAPER

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by

MUHAMMAD ERMANTO

A 320 050 366

**ENGLISH DEPARTMENT
SCHOOL OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

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CHAPTER I INTRODUCTION

A. Background of the Study

This is globalization era. A globalization influences the people to interact with others by using many kinds of mass media. There are two kinds of mass media (electronic media and printed media). By using mass media, the researcher can communicate easily with another people. For example: the researcher can find a news, advertisement, entertainment. There are many kinds of advertisement, for example : product advertisement, show advertisement, business advertisement.

Job vacancy is a part of business advertisement. It is made for the interaction between the producer and consumer. Producer is the job's supplier and consumer is the reader who is interested to the job. Beside that, the job's supplier persuades the reader to make an applicant letter as a response of their interest.

JogloSemar is an example of printed media (newspaper) which is published in Central Java (Jogjakarta, Solo, Semarang). It consists of everything information in Central Java (Jogjakarta, Solo, Semarang). The information can be news, advertisement and entertainment. The model of text which serves information in the newspaper is an example of discourse.

This newspaper shows the various of discourse. The researcher finds many information of discourse which interests in this newspaper, for example job vacancy below :



Dirgahayu Group

Career Opportunity

We are an export oriented company for paper and stationary manufacture, now doing product enlargement. We are giving you opportunity to join us for position :

**Quality Control -
Ass Supervisor**
(Jawa Timur - Surabaya)

Requirements:

- Male
- Maximum age 35 years old
- Hold S1 Degree from Chemical Engineering, with GPA min 3.00
- Good command in English and Mandarin (active)
- Having experience in Quality Control min 1 year
- Good leadership, able to work under pressure, and quick adaptation with new environment
- Good knowledge in basic production process, and have strong analyst
- Able to work in a team
- Willing to be place in factory on Sidoarjo
- The selection only from Surabaya local based candidate

For registered JobStreet.com users,
to apply online or via sms
JSA(spasi)APPLY(spasi)EPDTJJ
Send to 9333

There are elements of discourse on the job vacancy above when the researcher sees that, such as : addresser, addressee, topic, setting, channel, code, message, speech event (elements of discourse) and topic, theme, rheme (text structure). So, when the reader reads the job vacancy is not only reads but also

can understand the elements of discourse and the text structure on that job vacancy at once. In addition, job vacancy is the most interesting object to the researcher. It is so the correlation between discourse and language which will be observed as a research.

“Discourse and language are two items which can not be separated, because a discourse is the largest form of language”. Both of them are the important aspects in communication. By knowing the discourse, the researcher can interpret a language use in order to understand the meaning in a discourse. This is called discourse (Stubbs in Jarowski and Coupland, 1999: 1).

“Discourse is more than just language use; it is language use, whether speech or writing, seen as a type of social practice” (Fairclough in Jarowski and Coupland, 1999: 2). In this sense, discourse is a means of talking and writing about and acting upon worlds the main external cause of language change. We speak discourse, so it will correlate to context. Goody (1977:76) in Brown and Yule translated by Sutikno (1996: 13) stated that

the written form of language has two functions: storage function which possible to create communication without depend on the same time and place, possible to move language from utterance to visual and perhaps the words, sentences, that will be observed out of context because of their abstraction.

These reasons above causes the writer is interested to make a research. The title of our research is *A Discourse Analysis of Job Vacancy in JogloSemar News paper*.

B. Previous Study

There are many studies about discourse analysis. First *Discourse Analysis of The Commercial Advertisement Text in Hotel Brochures* (Pragmatics Approach) Written by Suropto (UMS, 2004). The research is about Discourse Analysis of hotel Brochures. Suropto's research used the commercial advertisement text in hotel brochures as the data analysis and analyzed pragmatics meaning (locution, Illocution, and per locution meaning). as the result.

Second, *A Discourse Analysis of "Your letter" in the Jakarta Post News paper* written by Purnamasari (UMS, 2002). Purnamasari's research has Jakarta Post as the data analyzed. She used components in the making letter to analyze them. The result of her research shows that 1) the most configurations that the researcher found in those letter are: subject line, body of letter, and the sender, 2) the most deixis that used in discourse "Your Letter" in the Jakarta Pos are; personal deixis, place deixis, time deixis, and discourse deixis.

Third, *An Analysis of Narrative Discourse of the Language Used Indifferent and Different Fish Column of Kangguru Magazine* written by Kuswandari (UMS, 2003). She explained and focused on discourse and the linguistics element especially in cohesion and coherence in Kangguru Magazine. The result of her research are: 1) there are narrative structure in this story, they have character, setting, theme, point of view, plot, 2) there are two linguistics element in the story. They are cohesion and coherence.

Finally from the previous researchers above, the researcher expects to make a research which is based on the previous study. This research is related

to Purnamasari's research. It is seen from the researcher: use of text structure and the elements which configuring of discourse, but this research uses job vacancy as the object to be analyzed. Moreover the finding of this result will be focused on context and the theme-rheme of discourse in job vacancy as a advertisement. That is distinguish this research with Purnamasari's research.

C. Problem Statement

1. What are the elements of context which are configuring the discourse of job vacancy on *JogloSemar* Newspaper?
2. What is the theme-rheme which is used in discourse of *JogloSemar* job vacancy?

D. Objective of the Study

Based on the problem statement mentioned above, the researcher has the following objectives:

1. To describe the elements which are configuring the discourse in *JogloSemar*'s Job vacancy.
2. To describe the theme-rheme of job vacancy in *JogloSemar* Newspaper.

E. Problem Limitation

The researcher focuses on study of the use of elements which are configure and the theme and rheme of discourse in *JogloSemar* Newspaper, May 2009.

F. Benefit of the Study

1. Academic Benefit

This study can give contribution to the development of discourse study. Besides that, this research gives more emphasize on giving new information toward job vacancy.

2. Practical Benefit

This research helps the reader to get more information that job vacancy is not only as the advertisement in newspaper but also being know the configuration of job vacancy in the *JogloSemar* newspaper.

G. Research Paper Organization

The organization of this research paper is given in order to understand the content of the paper as follows: Chapter 1 is introduction that consists of background of the study, previous study, objectives of the study, limitation of the study, benefit of the study, and research paper organization.

Chapter 11 is underlying theory. This chapter involves some theories relates to the topic and what will apply to analyze the data. The theories are discourse analysis, text, context and discourse, the elements of context, macrostructure and superstructure, proposition, topic.

Chapter 111 is research method which consists of type of the research, object of the research, data and data source, method of collecting data, and technique of collecting data.

Chapter IV is data analysis and discussion. This chapter includes data analysis, research finding, and discussion deals with the theme-rheme and discourse elements used in job vacancy in *JogloSemar* newspaper.

Chapter V is conclusion and suggestion. This chapter will draw the conclusion and purpose suggestion taken from the result of the research.