

## CHAPTER IV

### ANALYSIS AND DISCUSSION

Related to the title of this chapter, here two things will be presented namely the data analysis and the discussion of the given theory. The data analysis will be presented first, while the discussion on the data analysis will be put after it.

#### 4.1 Data Analysis

The data showed the following approach of the data language used in written job vacancy advertisement in Java Post.

##### 1. PLATINUM (APPENDIX 1)

This vacancy advertisement uses more than one approach. First is *Dogmatic* that shows to promote it's company. It is shown in the sentences, "Platinum ceramics industry, we are lending ceramics tiles manufactures in Indonesia". Second is *the Reason Why*. The advertiser uses the approach to show the reason of offering a position vacancy and give the direction about the qualification of a Senior Manager, HR Development (SMHRD) Manager, Regional Sales-East of Indonesia (RSM), Manager Purchasing (MP), Manager Forecasting & Planning (MFP), Assistant Manager Merchandising (AMM), Assistant Manager Promotion (AMP), Executive Secretaries (ES). It shows in the sentences, "we are seeking highly qualified and dynamics professionals to support our growth and to be part of our winning team". And finally is *Emotional*. The advertiser uses this approach to attach and persuade them to send the

applicant as soon as possible. It shows the sentences,” Application is treated with the strictest of confidence and only short. Listed candidates will be notified. If you share our passion in achieving our vision and the commitment to excel, please send your resume, contact number and a recent photograph (write position code on the envelope) within three weeks after the date of publication to.” (Java Post, Saturday, 25 March 2006)

## 2. AN INTERNATIONAL PAINT MANUFACTURE (Appendix 2.)

This vacancy advertisement uses two approaches, *Reason Why*, the advertiser utilities the reason why approach to show the reason and give the qualification of each position. There are ASST SALES MANAGER (ASM), SALES EXECUTIVE (SE), SALES SUPERVISOR (SS), and SALES REPRESENTATIVE (SR). It shows in the sentences,” An International paint manufacture needs.” And *Emotional*, the advertiser employs the approach to persuade them to send the application as soon as possible, it shows that the sentence, Interested application please submit before 8<sup>th</sup> April 2006 included with full resume, latest pass port picture and expected salary. (Java Post, Saturday, 25 March 2006)

## 3. EVOX RIFA OPPORTUNITIES (Appendix 3.)

This job vacancy advertisement uses three approaches as *Dogmatic*, *Reason Why* and *Emotional*. *Dogmatic* that shows to promote the company it self with urgently. It is shown in the sentences, “A Finland based Multinational Company located in Batam and seeks suitable candidates for the following position to be stationed in Batam urgently.

*Reason Why*, to show that reason of offering vacancy position and give qualification of this expansion about Senior Training Officer (code – STO/TO), Data and Statistical Analysis (Code-DSA), Assistant Quality Engineer (Code – QC), Assistant Process Engineer (Code-PC). These opportunities are requested shop floor activities beside in-class and computer literate. All candidates should be able to speak in English, Mature and strong personality, good interpersonal skills, and can do attitude. And finally, *Emotional*, the advertiser uses this approach to persuade them to send application as soon as possible. It shows that sentences send your application not later than April 08, 2006 to. (Java Post, Saturday, 25 March, 2006)

#### 4. BUSINESS DEVELOPMENT EXECUTIVE (Appendix 4.)

This job vacancy advertisement uses more than one approach as dogmatic, reason why and emotional approach. *Dogmatic*, the advertiser uses the approach to promote the source of the company directly. It shows that sentences, “Kavo Dental is an International Company with more than 3300 employees, in over 23 sites worldwide manufacturing high quality dental equipment and dental education system”. *Reason Why*, the advertiser uses this approach to show the advertisement give directions of the qualification on this position to the sales manager South East Asia and responsibilities will include product training, product presentation, marketing analysis, new business development and full sales support for agent and their distributors around Indonesia. It shows sentences, “Requirements: Language and Excellent English language

skills.....enthusiastic and hard working”. And *Emotional*, the advertiser uses the approach because the company sense appeals and sense a fear, it is shown the sentence, “The company offers a competitive salary and benefit package.....from dental graduated.” (Java Post, Saturday, 2 April 2006)

#### 5. SALES SUPERVISOR – SURABAYA

This job vacancy advertisement uses more than one approach as *Dogmatic*, *Reason Why* and *Emotional*. First *Dogmatic* that shows to promote company it self. It is shown in the sentences, “We are a foreign investment company producing vegetable oils and fats with famous brand”. Second the *Reason Why*. The advertiser uses the approach to show the reason of offering position vacancy and give the direction about the qualification of Sales Supervisor. It shows in the sentences, “Seeking for honest, hard worker and dynamic professional to fill an important position as Sales Supervisor. And finally is *Emotional*. The advertiser uses this approach to attract and persuade them to send the application as soon as possible. It shows the sentences, “complete application letter and resume with photo, certificate and transcript also references not later than 2 weeks after this advertisement.” (Java Post, Saturday, 2 April 2006)

#### 6. WHAT IS YOUR EARNING TARGET? (Appendix 6.)

This job vacancy advertisement has more than one approach. Firstly is *Dogmatic*. The advertiser uses this approach to promote by company. It seen in the sentences, “At PT. Fortune Channel Futures, we can assist you to reach your goal provided that you are aggressive and

hard working”. Secondly, *Reason Why*. The advertiser utilizes the reason why to show the reason to offering of position in Marketing Executive. The advertiser offers of high basic allowance, attractive commission package, provide comprehensive training, best working environment. Last approach, *Emotional*, it can be seen in the sentences, “send full resume before March 31, 2006 to.” (“Previous applicants need not apply”). (Java Post, Saturday, 2 April 2006)

#### 7. JOB OPPORTUNITY (Appendix 7.)

*Dogmatic* approach, “Urgently required personal for our factory (PMA) in Gempol”. It means that the advertiser to promote company directly. *Reason Why*. The advertiser uses this approach to show reason of offering a position vacancy and give the direction about the qualification of Production Planning Administrator and Inventory Control (PPA-IC), Sales Support (SS), R & D Administrator (RDA), Exim Staff (EX). *Emotional*, it can see in the sentences, “please send your application letter together with CV and a recent photograph, stating the code on the left of the envelope within 7 days after this advertisement”. (Java post, Saturday, 8 April 2006)

#### 8. JOB VACANCY (Appendix 8.)

The advertisement uses more than one approach as *dogmatic*, *reason why* and *emotional* approach. *Dogmatic*, the advertiser uses this approach to promote the source of company directly. It shows that the sentences, “we are reputable investments company looking for highly motivated and qualified person”. *Reason Why* is that the advertisement

shows reason of offering a position of Marketing Managers, Marketing Supervisor, and Marketing Executives. And *Emotional* because this company has sense appeals and sense a fear. It shows the sentences, “We will offer you good compensation package as follow:

- on job training and excellent career prospect for advancement
- good working environment
- high incomes and best commission package.”

(Java Post, Saturday, 29 April 2006)

#### 9. CHALLENGE YOUR SELF FOR BETTER INCOME!! (Appendix 9.)

This job vacancy advertisement has more than one approach, firstly *dogmatic*. The advertiser uses this approach to promote by company, it seen in the sentences, ” To cope with our strengthening marketing force, we invite people of high caliber to join us”. Secondly, *Reason Why*. The advertiser utilizes the reason why to show the reason to offering vacancy position of Business Executive. And give some direction about qualification of position offered by the company it shown in the sentences, “University graduates, self motivated and aggressive, strong communication and interpersonal skill, proficient in English, Must be available immediately”. Thirdly is *Emotional*. The advertisement has sense appeals to the renders to send application as soon as possible, it seen in the sentences, “We offer high basic allowance, attractive remuneration package, professional intensive training and working environment, full on job support”. And, “send full resume before April 28, 2006”. (Java post, Saturday, 29 April 2006)

## 10. CAREER OPPORTUNITY (Appendix 10.)

This job vacancy advertisement uses more than approach as dogmatic, reason why and emotional approach. *Dogmatic*, the advertiser uses this approach to promote the source of the company directly. It shows that the sentences, “An out door advertising company in Surabaya seeking for professionals to be part of our dynamic and challenging team work”. *Reason why*, because the advertisement shows reason of offering a position vacancy of Marketing Supervisor (MS), Staff Marketing (SM). And give some direction about general qualification of each position offered by the company it shows on the sentences, “min 2 tears experience in related field, good personality and responsible”. And *emotional*, the advertiser uses this style to persuade them to send the application as soon as possible. It shows that the sentences” send your application letter with the position code at the latest 2 weeks after this advertisement.” (Java Post, Saturday, 29 April 2006)

### 4.2 Discussion

Talking about the advertisements which have been analyzed based on the theoretical framework, it seems to present communication between the advertiser and reader directly. Here, the writer studies about language creative approach in job vacancy advertisements especially Java Post. The following is a discussion on the approach of language used in job vacancy advertisements in Java Post newspaper. The focus of this study is on creative approach on writing job vacancy advertisements. Creative approach tells how

to interpret the message. Related to the statement, the reader will understand the content of the messages which are meant by the advertiser.

According to Albert and Norman (Sudiana : 1986 : 9) : The message can describe creative approach and creative approach consist of three elements as dogmatic approach, reason why approach, and emotional approach. Dogmatic is to promote the object or source used. Reason why is to promote the products, to show, to give the fact and argumentation. Emotional is used for every product that has sense appeals and senses a fear.

Based on the statement stated above, it shows the purpose of the advertiser using three kinds of creative approach in writing job vacancy advertisement that is to make understand the content on the message in the advertisements directly.

The characteristic of dogmatic approach is basically the words are used concise, interesting, sometimes in the form of phrase. The dogmatic approach does not give direction or any explanation about the position vacancy that offered by company, reason or opinion, why the reader should send the application, for whom the application, for male or female, etc. But the dogmatic has to promote the company directly, so the reader would be interesting to send application on the company itself.

The reason why is used to promote the products, to show the reason, to give the facts and argumentation. In this study, this approach is used to offer the position vacancy and qualification that the company needs. The advertiser shows the reason or opinion, give the fact and argumentation. The advertiser shows tries to explain about why the company offers the position vacancy to the applicants. So, the reader would be understand easily, the characteristics

reason why is interesting on the message, arranging words that are needed must be informative and communicative.

The emotional approach is used for every object promoted that senses appeals of consumer. The messages are conveyed in job vacancy advertisements that have strong influence toward the reader. It shows the promises which are given by the company, for example; about the salary packages, facilities prepared by the company, and so on. Beside that, the advertiser tries to give information that will create the news want and need to the reader and to make sense appeals, also sense a fear about losing a change of getting a job. The advertiser also gives the promises about numeration, preparing facilities or the advantages that will get if the applicant joints the company. Combining between messages and the promises will be able to attract the reader attention and emotion.

Related to the explanation above, the language used in writing job vacancy advertisement must be clear, understandable, interesting, informative and communicative. To make a good job vacancy advertisement, the advertiser must consider the creative approach of the language used in writing advertisement. In this case is the written job vacancy advertisement.