

CHAPTER I

INTRODUCTION

1.1 Background of the study

Communication is the process of transferring information from someone who processes it to someone who needs it. Information can be transferred in many ways by talking, writing, or the other. It's all to prove that the communication process is entangled at least two parties, for example: sender and receiver.

Weisman and Herman M. (1980 : 11)states, “The communication means is used in the processing of the giving and receiving of the information, signals or messages by talking, gesturing, writing”. The messages by talking, it means that the process or receiving or sending ideas messages by talking, it means that the process or receiving or sending ideas through our mouth. The messages by gesturing, it means that the process of receiving or sending ideas through hand motions, shake of head or eyes. And the messages by writing means that the process of receiving or sending ideas in writing form, through letter, magazine, newspaper, etc.

Weisman and Herman (1980 : 20), state that:

There are three basic elements in human communication : 1) The sources or sender may be a person speaking, writing, typing, drawing and gesturing, it may be a communication organization such as magazine, book publisher, radio or television station or motion picture studio, 2) The message, symbol, or signal, maybe in the form of writing, Braille, printed character, diagram pictures, sound wave, electrical impulses a gestures, or a grimace, light bells, flags, smoke signals or any form of signal capable of meaningful interpretation, 3) The destination maybe reading or perceiving by any of the senses.

The above quotation states that there are many communication forms, speaking, writing, drawing or gesturing, symbl¹ : signal, etc. but in this time the writer only discusses on writing form, printing media, such as magazine and book published.

In this thesis the writer takes the newspaper, with reason that newspaper looks like magazines and it is printed media too. Newspaper is printed media. And there are many advertisements in it is used to reveal and depict the information, in a interesting way.

Concerning with statement above, job vacancy is also advertisement. Job vacancy advertisement can be viewed as one of the communication, whose message can be found by the audiences or reader through various media including newspaper, radio, magazines, etc. Job vacancy advertisements tries to assist the readers in understanding about the company and select it more rapidly according to the qualifications of the applicant that are needed by the company. Meanwhile Sudiana (1986:9) say that, “Job Vacancy Advertisement consists of some elements such as background performance, purpose, language, approach, characteristic, etc. there are three kinds or creative approach, i.e. dogmatic approach, reason why approach and emotional approach.” Furthermore sentences are:

1. Dogmatic approach is used to promote the object or source used direct proposition. In other words, the advertiser promotes the company directly.
2. Reason why approach is the approach used to promote the products, show the reason, and give the facts and argumentation.
3. And the emotional approach used for every object promoted appeals and senses of fear. The messages are conveyed in job vacancy advertisements that have strong influence toward the reader.

From the description above, in this thesis the writer wants to know clearly about creative approach used in job vacancy advertisement, especially in Java Post. It is the name of the newspaper that is published in Indonesian. The researcher takes the advertisements in Java Post because it has many job vacancy advertisements, especially in English language.

1.2 Problem of the study

As the purpose of the job vacancy advertisement itself is to give information about job vacancy, the messages must be clear, concise and informative.

Based on the reason above, so the problems of this study are:

- 1.2.1 What are the forms of the words/sentences showing the creative approach?
- 1.2.2 What kinds of creative approach are used in job vacancy advertisement in Java Post?

1.3 Purpose of the study

According to the statement of the problem, the purposes of this study are:

- 1.3.1 To describe the forms of the words / sentences showing the creative approach.
- 1.3.2 To describe kinds of creative approach are used in job vacancy advertisement in Java Post.

1.4 Assumption

The researching based on the following assumption that the language in job vacancy advertisements may use certain approach, because the aim of the job vacancy advertisement is to persuade applicant to joint with the company.

1.5 Significance of the study

The result of this study is expected to be useful for the students of English Department in teacher training and education faculty at Muhammadiyah University of Surabaya who wants to know and make further research about the creative approach of language used in job vacancy advertisement or any other advertisements. In addition, this study gives information about the creative approach of language used in Java Post. That study also useful in the filled or social linguistics, which has relationship with the speakers, messages and readers.

1.6 Limitation of the study

The researches take others media in collecting data expect the job vacancy advertisements in Java Pos daily newspaper. East Java edition 25 March 2006 and 29 April 2005. Although magazine also includes advertisement.

1.7 Definition of the key term

In order to avoid misunderstanding and misinterpretation of the concept that is used in this study, it is important for research to give the following definition of key term used in these researches.

1.7.1 Language is an instrument to make communication or use for conveying information or system of sign symbols, pattern used for conveying information, W. Nelson Francis (1958:14)

1.7.2 Approach refers to the selection of linguistics form convey social artistic effect. Approach is also the way of dealing or doing something. Creative approach is the approach that is used in written advertisement to convey the message, Sudiana (1986:9)

1.7.3 Advertisement is tool of selling ideas, goods, or services to a group (Walter a Gaw, 1961:9). It means that advertisement is used for advertising things, such as products or information about the position vacancy in the company.

1.7.4 Job advertisement is a form of communication that is used to inform the position vacancy with some qualifications that the company need, Sudiana (1986:1)