

CHAPTER II

REVIEW OF LITERATURE

This chapter discusses the definition of communication, kind of communication, elements of communication, media of communication, and job vacancy of advertisement.

2.1 Definition of Communication

Communication theorists have never completely agreed on single definition of communication. It has some definition from experts. Leary L. Barker (1984 : 5) state that, “Communication as a process of interrelated elements working together to achieve or goal”. Another writer, Warren (1987 : 29) states that communication is the process of transferring from someone who possesses it to someone who needs it. Another opining is given by Burgoon and Ruffner (1978 : 18) states that, “Communication is a symbolic behavior that occurs between two or more participation individuals”,.

In conclusion, communication is the process of interrelated elements working or transferring information between two or more participation individuals to achieve a desired outcome or goal.

2.2 Kind of Communication

Gamble (198- : 6,7) says that, “Communication can be divided into three parts: oral, written and both oral and written communication. They will be explained in the statements below.

Oral communication: the process of receiving or sending ideas through our mouth, also involves gestures, ears, pronunciations, but it is not really but it not really influenced by writing norms. 2. Written communication : the process of receiving or sending ideas in writing form, which has to suitable with writing norms, such as, structure of sentences, punctuation, context, etc. 3. Oral and written communication : the process of receiving or sending ideas through our mouth and in writing forms, such as the presenter brings the news by reading the manuscript, and manuscript it self the form writing norms.

In conclusion, there are three parts of communication i.e. oral, written, and both oral and written communication. In this study, the write takes the written communication.

2.3 Elements of Communication

The process of communication can be created if there are speakers, the spoken. Concerning the statement, Gamble (1980 : 4,5) states that communication involves people who send and receive messages, sometimes simultaneously, and also messages are the content of a communication act. Furthermore, Weisman (1984 : 12) gives the reason that there are three basic elements in human communication :

The source or sender maybe a person's speaking, writing, typing, drawing or gesturing. It is maybe a communication organization such as magazines, book publishers, radio, television stations, or motion picture studios. 2. The messages, symbols or signals may be in the form of writing, Braille, printed, characters, diagrams, pictures, sound waves, electrical impulses, a gesture of grimace, lights, bells, flags, smoke signals or any form or signals capable of meaningful interpretation. 3. The destination or receiver maybe a person listening, watching, reading or perceiving by any the senses.

In conclusion, there are three basics of communication: three sources or sender, the receiver messages and the destination.

2.4 Media of Communication

According to Wursanto (1987 : 83) media of communication consist of:

- Printed media, i.e. everything of printed like newspaper, magazine, - Bulletins, brochures and pamphlets. Visual media, i.e. media that can be seen like television, films, photos painting, magazines, and bulletins, - Audible media, i.e. the media that can be seen and heard like television, films, and videos.

In conclusion, media of communication is very important for us, to get information.

Easily, to help us to solve something unknown, to look for the truth of news, etc. all the media will help us to understand what occurs when a source of communication communicates messages or information to receiver, especially in advertising function. Media of communication will have effects on the readers or person who use it.

2.5 Advertisements

Advertising in this study represents the form of persuasive discourse. Realizing the importance of persuasion in the advertisements, Whittier (1955:324, 326) mentions that:

“Persuasion serves as ‘understand’ for the complete pyramid known as the advertising business. It means that persuasion is a mixture of anything. It may consist in a part of writer’s attitude toward his audience, in the importance of word, in quality of writing, in the degree of interest in the product and in the persuasion’s knees should buckle, the collateral and contributive services would collapse”.

In conclusion, Advertisement, especially job vacancy advertisement is a form in important communication media that is distinguished from other forms of communications which the advertise pays the media to deliver the messages and can select the particular issues of newspaper or magazines the significant point is that, through the institution of job vacancy advertisement, people who look for a job can be helped their understanding of the companies, service, and the benefits to be derived for them.

2.5.1 Messages in Advertisement

Now days, we are very familiar with job vacancy advertisement in our daily life. Since the messages in job vacancy advertisement are addressed to the audience that is presented by the advertiser, there messages must attract the audience’s attention. A job vacancy advertisement’s writer must find some ways to attract the attention of an interest audience. Therefore, a good of job vacancy advertisement’s writer must know how to writer

his messages in word so that people will be used and understanding it. Meanwhile Gamble (1984 : 5) says that:

“Message it the content of communication act. In this case the advertiser has the reasons to create messages that will by interpreted what they want of satisfying of his companies in terms of the reader’s wants. The advertiser message becomes a connecting link between the producer with satisfying goods and the consumers or readers will be satisfied”.

Actually, the first rule of job vacancy advertisement is to make it interesting. A job vacancy advertisement that fails to interest will in its entire mission. In order that the advertising messages can influence the readers, the advertiser tries to attract readers, attention with interesting messages.

Albert and Norman in Sudiana “Komunikasi periklanan Cetak” (1986 : 9) says that : the messages can be described in understanding approach of variety language consist of three element :

1. Dogmatic Approach, to promote the company the object or source used direct propositions. In other words, the advertiser promotes the company directly. So the readers would be interested to send application as soon as possible.
2. Reason Why Approach, to promote the products, show the reasons, give the fact and argumentation. In this study, this approach used to offer the position vacancy and the qualification that the company needs. The advertiser tries to explain about why company offers the position vacancy to the applicants. So the readers would understand easily.
3. Emotional Approach, used for every product that has senses appeals and sense a fear influence toward the readers. It shows the promises, which are given by the company for example, about the salary packages, facilities that prepared by the company, etc.

Based on the description above, the study wants to know clearly about creative approach used in job vacancy advertisement in the Java Post.

2.5.2 Language in Advertisement

Gleason (1961 : 60) states that, “Language has many interrelationship” with various aspect of human life that it can be studied from numerous point of “view”. Moreover, Bolinger and Sears (1987 : 134, 135) states that, “Language is the spoken means where by through is communicated and its is only that thought generated in their own sphere and then

formulated in language. Every argument is in some measure an attempt to influence thinking through language”.

In relation to this study, especially the language used in written advertisement, Leary and Smith (1995 : 230) explained that:

“Most of language forms used in job vacancy advertisement are the language of persuasion. The advertiser seeks to have other people see and do things as they see and do it. However, the emotional power of gives it a special strength. At the same time this power creates difficulties for writers and readers or speakers and listeners”. Realizing the importance of persuasion serves, as “understander” for the complete pyramid known as the advertising business. It means that persuasion is a mixture of anything. It may consist in part of writer’s attitude toward his audience, in the importance of words, in quality of writing, in the degree of interest in the product and in the persuasion’s knees should buckle, the collateral and contributive service would collapse”.

According to the question above, in this study the writer used to analysis kind of creative approach used in job vacancy advertisement in Java Post.

2.5.3 Kind of Advertisement

Muslich (1990 : 33) states that, advertisement can be divided into:

1. Notification advertisement.
2. Request advertisement.
3. Offer advertisement.
4. Advertisement that use found of praising their wares which is advertised.
5. Advertisement that gets use out of another certain situation which is becomes attention.
6. Job vacancy advertisement.

In this study, the research analysis job vacancy advertisement.

2.6 Job Vacancy Advertisement

Job vacancy advertisement is multidimensional. It can be viewed as a form of communication, as a component of an economic system, as a means of financing the mass media. As a form of communication, job vacancy advertisement are used to look for employees for their companies, to influence public opinions, to advance a particular cause, or to elicit some other responses desired by the advertisement.

As a component of an economic system, job vacancy advertisement have been most highly developed in countries a free market system. The companies competing for people

who look for a job by using advertisement to influence those decisions by informing which companies that they are needed, also what position in the company that vacancy in the qualification that they are needed.

Sudiana (1986 : 1) states that, advertisement is a form of communication that consist of information and ideas about that products (the companies) that are proposed to the society in order to get a good image. Advertisement tries to give information, persuades and to make sure something that is advertised. According to William M. W. (1979 : 13), “Advertising is communication that provides generally useful, relevant, and pertinent information upon which the consumer either-acts immediately or stores for later references, application and use”.

Related the opinion above, we can say that a form of advertisement can be divided into two parts, written and oral advertisement involves the human body to express the advertiser ideas or feeling for instance, gestures, voices or motions. In written advertisement, besides the advertiser must use clear and understandable words, heals shows a good picture or setting to persuade and influences the audiences.

2.6.1 Written Advertisement

There are two written advertisements that are discussed below. They are newspaper and magazines.

2.6.1.1 Newspaper

Newspaper is printing media or a form of written advertisements that used to reveal and depict the event on the world, in firm way, including advertisement. Similarly McQuail (1992 : 41) states that, “the newspaper is a forum for the free interchange of information and options”. Newspapers are economic and social phenomena of our society (John R. Brittner,

1972 : 22). They are a major force in forming public opinion the world over and thus might be affect national and international efforts toward economic progress and global understanding.

Meanwhile William M. W. (1984 : 281) says that “The primary appeal of newspaper is that they deliver news promptly and in detail. Successful newspapers identify the information needs of those whom they set out to “serve. Thus, successful newspaper deliver that blend of local, national, sports, homemaking, financial, and other news that appeals to their readers plus those features, such as syndicated columnist and comics, that seem to have greatest acceptance among their readers. To be successful, the newspaper must have broad appeal within the community that it serves. It must generate high interest across economic, educational, and social lines”.

In order to catch the information on newspaper easily, so Leary and Smith (1955 : 288) say that, “One of the first essentials of good newspaper is a good writing. It should be clear and succinct, and whenever possible lightened by a sense of humor. It favors a more colloquial approach, using short, vivid words and calling spade. Whenever possible a newspaper story should be told as narrative, enriched by physical and emotions, and drive it as possible, the news should be told, whenever feasible, in the term of people who make the news and those who read it”.

2.6.1.2 Magazines

Magazines are the types of features include such items as a once a week food and recipe sections, seasonal fashion, preview with celebrities or an artistic or literary personality, and that deal with matters of domestic interest home management handicraft, leisure, gardens, health, travels or family. (short, 1980 : 80).

2.6.2 Purpose of Job

In general, the communication function of advertising should serve to assist consumer or readers in their for good or services to satisfy their needs and wants. It means that it should be guide to buy or to send their applications, to help the consumer / readers on guiding them in their search for satisfaction, it should be informative, educational, and persuasive.

Furthermore, Sandage (1971 : 52) states that, Job vacancy advertisement should tell the applicant / readers of :

1. The existence of satisfying product and service.
2. The existences of information about the position vacancy in the company.
3. Where they can be obtained.
4. The qualities processed, expressed in term that will enable the applicants to make intelligent choices.

Meanwhile, Albert and Norman in Sudiana (1986 : 6) states that Advertisement is the media used go give information about a product or information about the company that is looking for some new employees or built up realization of brand awareness, brand images, cooperate images, try to persuade people to send the application to the company are offered, etc.”

In conclusion, purpose of job vacancy advertisement are to help the consumers / readers in guiding to send their applications and try to persuade people to send the application to the company that are offered, etc.