

ISSN: 2088-6799



# PROCEEDINGS

## International Seminar

LANGUAGE MAINTENANCE AND SHIFT V

September 2–3, 2015



Revised Edition

Master Program in Linguistics, Diponegoro University  
in Collaboration with  
Balai Bahasa Provinsi Jawa Tengah



# Proceedings International Seminar Language Maintenance and Shift V

“The Role of Indigenous Languages in Constructing Identity”

September 2—3, 2015

xviii+433 hlm. 21 x 29,7 cm

ISSN: 2088-6799

Revised Edition

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## NOTE

This international seminar on Language Maintenance and Shift V (LAMAS V for short) is a continuation of the previous LAMAS seminars conducted annually by the Master Program in Linguistics, Diponegoro University in cooperation with *Balai Bahasa Provinsi Jawa Tengah*.

We would like to extend our deepest gratitude to the seminar committee for putting together the seminar that gave rise to this compilation of papers. Thanks also go to the Head and the Secretary of the Master Program in Linguistics Diponegoro University, without whom the seminar would not have been possible.

The table of contents lists 92 papers presented at the seminar. Of these papers, 5 papers are presented by invited keynote speakers. They are Prof. Aron Reppmann, Ph.D. (Trinity Christian College, USA), Prof. Yudha Thianto, Ph.D. (Trinity Christian College, USA), Dr. Priyankoo Sarmah, Ph.D. (Indian Institute of Technology Guwahati, India), Helena I.R. Agustien, Ph.D. (Semarang State University, Indonesia), and Dr. M. Suryadi, M.Hum. (Diponegoro University, Indonesia).

In terms of the topic areas, the papers are in sociolinguistics, psycholinguistics, theoretical linguistics, antropolinguistics, pragmatics, applied linguistics, and discourse analysis.



**NOTE FOR REVISED EDITION**

There is a little change in this revised edition, which as the shifting of some parts of the article by Tatan Tawami and Retno Purwani Sari entitled “Sundanese Identity Represented by the Talents of *Ini Talkshow* A Study of Pragmatics” on page 166 to 167. This has an impact on the change of table of contents.



**SCHEDULE OF THE INTERNATIONAL SEMINAR LANGUAGE MAINTENANCE AND SHIFT V  
"The Role of Indigenous Languages in Constructing Identity"**

<b>WEDNESDAY, SEPTEMBER 2, 2015</b>					
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	Prof. Yudha Thianto, Ph.D.	LOAN WORDS AS SHAPERS OF IDENTITY IN SEVENTEENTH-CENTURY MALAY: A HISTORICAL LINGUISTICS STUDY OF CHRISTIAN SONGS INTRODUCED BY THE VOC	19 - 27		
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## THE LANGUAGE STYLE ANALYSIS IN JOB ADVERTISEMENT FOUND IN KOMPAS NEWSPAPER

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### Abstract

In this study the researcher has attempt in studying the written language especially the one that is used in job advertisements. The researcher tries to find out what kinds of existed language styles and the one that is commonly used on the job advertisement.

In this study the researcher used the population of the study from Kompas Newspaper, and there are 15 job advertisements. In conducting this research, the researcher used descriptive research methodology, because the researcher wants to describe the existing phenomena. In taking the sample, the researcher used sampling population.

The result of this study shows that there are 5 types of language style that are used in job advertisements: 1. Inter sentence relationship, 2. Sentence typology and structure, 3. Clause typology and structure, 4. group typology and structure, 5. Word typology and structure. The common language style used dominantly is the language style inter sentence relationship, especially the ellipsis category.

**Keywords:** language styles, job advertisements, kompas

### INTRODUCTION

English becomes the language of global communication, read and heard by so many people in the world from different cultural and nationalities. Therefore, the sentences must be understandable with a good construction of a language, so we can share and spare our thoughts, minds, and ideas to another person straightly to the correct point. In line with these, we can use the spoken language or the written one. Both of them can be found in our daily life, for example : in our daily conversation or in newspaper, magazines, advertisement etc.

The style that will be discussed in this research is a way of writing, a manner of expressing one's thought and feelings in words. Style is something ingrained in writing and not stuck, following a man's way of writing and will be expression of his personality and his way looking at life (Crystal, 1993:9). Furthermore, Crystal proposed the language style in terms of :

1. Inter sentence relationship : ellipsis, anaphora
2. Sentence typology and structure : mayor sentence (simple mayor sentence, compound major sentence, complex major sentence, mixed major sentence) and minor sentence (A subordinate structure, An element of clause structure, A combination of element of clause structure other than those allowed in major sentence, A non finite construction)
3. Clause typology and structure
4. Group typology and structure
5. Word typology and structure

Advertisement has a great influence on our way of life. Wells(1992:11) says that advertising is paid non personal communication from an identified sponsor using media to persuade the readers or the audience. Beside, there are eight basic types of advertising : Brand advertising, Retail advertising, Political advertising, Directory advertising, Direct-response advertising, Business to business advertising, Public service advertising, and Institutional advertising.

Job advertisement itself is important too. Nowadays, there is much unemployment in the world. The number of unemployment increases everyday. They cannot get rid from job advertisement in their life.

Kompas as a media that attempts to give information in English was chosen by the researcher because some people who were involved in business activities tried to create a good advertisement, including a good job advertisement in Kompas. As a newspaper, Kompas has many job advertisements, especially in English language. Therefore, a good and interesting form of language and also the style of writing for job advertisement are needed.

Based on the reason above, the researcher tries to investigate the language style analysis of job advertisements found in Kompas Newspaper, and the problem was formulated as follows: What kind of language style are commonly used in job advertisements written in English found in "Kompas" newspapers?

There are some points of view in which the language style can be analyzed. The analysis is based on words, grammar and pronunciation. Besides, it can also be analyzed based on linguistic context, which is divided into word choice, tone, sentence, structure as well as direct and indirect meaning of sentence. In this research, the researcher limited the study on the language style based on grammar.

## RESEARCH METHOD

The design used in this study is descriptive quantitative research. The main purpose was to describe based on the real existence and to tell it what actually happens to the subject or what phenomena that exist at the time when the investigation is conducted. It means that the result in this study is the phenomena of language styles that are used in job advertisements that are found in "Kompas" in the time of investigation. This study also involves description, analysis, interpretation and evaluation of the data that exist without giving any treatment. In this case, job advertisements are described as they are, without any change.

The population of this study was 15 advertisements that were taken from 20 June – 27 June 2015. The existing date was selected because the previous data and the latest data were too many as all population was taken as sample, this research used sample population.

The research instrument is a document analysis. According to Ary (2002, 442) document analysis is a research method to written or visual materials for the purposes of identifying specified characteristics of the material. One of the purposes of document is to analyze types of forms in application letter.

## RESEARCH FINDING

The finding in this study was about the categorization of the language style of the advertisement in terms of their grammatical pattern, which commonly appeared and used based on the categorization by David Crystal.

Sample of ADVERTISING NO.1; DATE 20 JUNE 2015

**KOMPAS**  
SABTU, 20 JUNI 2015

**URGENTLY REQUIRED**

A National leader in food and beverage products is looking for highly motivated candidates to fill up the following positions :

**1. PGA MANAGER (PGAM)**  
**Job Description :**  
 Plan, develop and control Personnel and General Affair Management Systems to ensure availability of competent human resources and to support the smooth operation of the company in order to support the achievement of company objectives  
**Job Qualification :**  
 • Minimum Bachelor Degree in Law  
 • Having 5 years experience at managerial level in food manufacturing industry  
 • Mastering all aspect of personnel & general affair management

**2. PLANT MANAGER (PM)**  
**Job Description :**  
 Plan, develop, control, and evaluate the work program, strategy, and operational plant which includes human resources, process manufacturing, company regulations, administration, procurement of materials, productivity, and distribution to achieve the targets and strategy of the company in realizing its vision, mission and the value of the company.  
**Job Qualification :**  
 • Minimum Bachelor Degree in Mechanical / Industrial Engineering  
 • Having 5 years experience at managerial level in food manufacturing industry  
 • Fluent in Mandarin

**General Requirement :**  
 • Strong leadership, strategic-minded, and excellent communication skills  
 • Having knowledge and experiences in HACCP, GMP, ISO 9001:2008, ISO 22000, & 5R  
 • Having positive attitude, fast learner, and good adjustment

We would like to invite you to apply for the above position by sending your resume with attached photograph to :

**PO BOX 4085/SBS/60400**

1. Urgently required
2. A National leader in food and beverage products is looking for highly motivated candidates to fill up the following positions
3. PGA Manager (PGAM)
4. Job Description

5. Plan, develop and control Personnel and General Affair Management Systems to ensure availability of competent human resources and to support the smooth operation of the company in order to support the achievement of company objectives
6. Job Qualification
7. Minimum Bachelor Degree in Law
8. Having 5 years experience at managerial level in foodmanufacturing industry
9. Mastering all aspect of personnel and general affair management
10. Plant Manager (PM)
11. Job Description
12. Plan, develop, controland evaluate the work program, strategy, and operational plant which includes human resources, process manufacturing, company regulations, administration, procurement of materials, productivity, and distribution to achieve the targets and strategy of the company in realizing its vision, mission and the value of the company
13. Job Qualification
14. Minimum Bachelor Degree in Mechanical / Industrial Engineering
15. Having 5 years experience at management level in food manufacturing industry
16. Fluent in Mandarin
17. General Requirement
18. Strong leadership, strategy-minded,and excellent communication skills
19. Having knowledge and experience in HACCP, GMP, ISO 9001: 2008, ISO 22000 and SR
20. Having positive attitude, fast learner, and good adjustment
21. We would like to invite you to apply for the above position by sending your resume with attached photograph to

From the data above, we can see that the language styles, which are used on advertisement number one :

<b>The Language Style Type</b>	<b>Number of advertisement</b>	<b>Frequency</b>
Ellipsis	3,10	2
Anaphora		
Simple major sentence		
Compound major sentence	2	1
Complex major sentence	21	1
Mixed majors sentence		
A sub ordinate (SPCA) structure		
S,P,C,A Voc		
Combination of clause structure	5,12	2
A Non-finite construction		
Clause as subject		
Clause as predicator		
Clause as complement		
Clause as adverbial	7,8,9,14,15,16,18,19,20	9
Vocative as clause		
Pre-modified + head	1,4,6,11,13,17	6
Head + post modified		
Pre-mod + head + post modified		
Frequent compound		
Complex affixation		
<b>TOTAL NUMBER</b>		<b>21</b>

## DISCUSSION

From the fifteen advertisements, we can calculate the number of language style types as follows:

The Language Style Type	Number of advertisement	Frequency
Ellipsis	60	25,42 %
Anaphora		
Simple major sentence	28	11,86 %
Compound major sentence	8	3,38 %
Complex major sentence	10	4,23 %
Mixed majors sentence	11	4,66 %
A sub ordinate (SPCA) structure		
S,P,C,A Voc		
Combination of clause structure	5	2,11 %
A Non-finite construction		
Clause as subject		
Clause as predicator	28	11,86 %
Clause as complement		
Clause as adverbial	71	30,08 %
Vocative as clause		
Pre-modified + head	10	4,23 %
Head + post modified		
Pre-mod + head + post modified		
Frequent compound		
Complex affixation	5	2,11 %
<b>TOTAL NUMBER</b>	<b>236</b>	<b>100 %</b>

The above findings show that the advertisement in Kompas commonly used five types of language style categorization by David Crystal. Those five types are : 1. the language style in terms of inter sentence relationship, 2. the language style in terms of sentence typology and structure, 3. the language style in terms of group typhology and structure, and 5. the language style of word typhology and structure. Among those five types of language style, the most common type used on the advertisements was the " language style in sentence typology and structure", especially the adverbial clause type. Probably, the writer of the advertisements chose such of language style because the sentence belonged to that type was found economize and let the reader grasp the message of the sentence easily.

In this study, the researcher found that the common style used on the advertisement was actually dominant on the appearance of the whole exist advertisement which has been analyzed. It was found 30,00% appearance, which means that it is used 71 times from the existng advertisement.

## CONCLUSION

As stated on the purpose of the study, the writer makes an attempt in finding out the common language style used in the advertisement found in Kompas, in tems of grammatical pattern. The study finds that there are five types of language style applied. Those five types are: inter-sentence relationship, sentence typology and structure, clause typology and structure, group typology and structure and the last one is word typology and structure. Moreover, the result of the study shows that from those above categorization, there is one that has been used dominantly on the existing advertisements than the other types.

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