JOB VACANCY DISCOURSE: Seeking an Opportunity for English Department Alumni in Newspapers

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Abstrak

Penelitian ini bertujuan untuk menganalisis wacana iklan lowongan baru dikoran dan berusaha untuk kesempatan kerja bagi alumni departemen bahasa Inggris. Penelitian ini juga bermaksud mengidentifikasi tertinggi sering dari posisi pekerjaan dan persyaratan. Pengumpulan data berdasarkan 7,381 iklan lowongan selama Maret-2015 di dua surat kabar terbesar di Provinsi Riau. Metode penelitian menggunakan analisis Konten di daerah analisis wacana sebagai kerangka kerja, penelitian ini mengungkapkan jumlah yang berbeda dari iklan yang ditemukan baik dalam kategori pengajaran dan non-pengajaran memberi kesempatan kepada alumni. Penelitian ini menunjukkan kesempatan bagi alumni departemen bahasa Inggris dalam kategori non-mengajar (33,9%) dan kategori mengajar (3,03%) dari total iklan JV. Studi ini juga menemukan tertinggi sering posisi yang ditawarkan sebagai guru bahasa Inggris di beberapa lembaga dan kategori non-mengajar dan 10 tertinggi sering persyaratan untuk melamar posisi.

Kata Kunci: analisis wacana, lowongan pekerjaan, surat kabar, alumni

Abstract

This study aims to analyze the discourse of recent job vacancy ads in the newspaper and seeks for the opportunity of employment for the English departments' alumni. This study also tries to identify the highest frequently of job positions and requirements. The data collection based on 7.381 job vacancy ads during March- 2015 in 2 largest newspapers in Riau Province. Using Content analysis in discourse analysis area as the framework, this study reveals the different quantities of ads found both in teaching and non-teaching category offered an opportunity for the alumni. This study indicates an opportunity for the English departments' alumni in a non-teaching category (33.9%) and teaching category (3.03%) from the total JV ads. This study also found the highest frequently of positions offered as English teachers in several institutions and non-teaching categories and the 10 highest frequently requirements to apply for the positions.

Keywords: discourse analysis, job vacancy, newspaper, alumni

Introduction

'Where do we go after graduate?', is a question with a big question mark in student's mind at the end of their study time. Many recent studies showing that the majority of the students in Indonesia who just completed their studies tend to feel anxious or confused in determining their future especially if they don't have any spe-

cific plan what to do after their convocation.

Become a high-educated unemployed after the long journey of studying in university's level seems too frightening for the majority of alumni in many countries including Indonesia. However, the trend of high educated unemployment in many developing countries such as Indonesia increased from time to time. This trend usually associated with varieties of problems. There are three things that make this trend increased every year; (1) due to the lack of students' competency; (2) the students prefer to be *job seekers* rather than *job creators* and (3) the number of jobs in Indonesia is not much and very competitive, Martono in Hamuddin (2015:1)

Regarding the third point above, this study sees a fact that the number of job vacancies (henceforth: JV) in Indonesia is not much and very competitive, so it needs a smart analysis in mapping the JV. The mapping analysis should identify the prospected JV for alumni and the users' perspectives (needs) as well. These two things can be found easily in the newspaper through their JV ads. Therefore, this study analyzed JV-ads from two reputable and largest spread newspapers in Riau province where this study took place.

JV ads commonly found in almost every newspaper, we can see it every day posted. The JV simply designed as a meeting point between the users and the job seeker. The users advertise a job vacancy and expecting it can be seen and read by the job seeker. Moreover, the most prospected to be a job seeker is the alumni. After graduating from school, institution or university, these alumni including English Education Departments' alumni will look for a job and somehow newspaper becomes the target to look for an opportunity of employment. It can not be denied even when the technology becomes more advanced day by day where everyone almost brings gadget everywhere, job vacancies in the newspaper still one of the users' favorite to advertise JV and job seekers target to read.

The JV-ads in two largest newspapers in Riau province namely; Riau Pos and Tribun Pekanbaru, is a rich resource to analyze regarding the opportunity offered for the English alumni. In analyzing the opportunity of English alumni as well as user needs, this study seeing JVs as a discourse with rich information in its content. Through JV-ads in the newspaper, the information regarding the job offers including its requirements can be seen like a crystal clear. So, this study focuses on seeing the opportunity for English department's alumni in Riau from this certain point of view. Hopefully, this study can give a brief picture of what alumni should see regarding what JV-ads offers and what policy should make by the faculty to construct their students in order to fit with the *working world's* needs.

There are many ways that job seekers can do to gain more information regarding employment opportunity. The usual ways they have done is reading JV-ads in a newspaper. Nowadays, a newspaper is still an effective media to seek for information such as job vacancy. Huge numbers of JV-ads in a specific period of time in newspaper seem interesting to set as the corpus to analyze in discourse analysis perspectives.

Advertisement, according to Kasali (1992:9) is a part of promotion mix, where promotion mix was a part of a marketing mix. Therefore, the advertisement can be defined as a message offering a 'something' addressed to the society or specific readers through a media. Furthermore, as a part of marketing mix communication, it has a different aim from others aim in marketing mix which is the part of communicating mix about employments offered to public from a certain company. In a day, there could be hundreds or thousands of job advertisements posted in the newspapers. Yet, the quantity seems not enough to covers the job seekers. It is more because the numbers of job seekers higher than the vacancies offered or the specific vacancy that needs specific competencies and this is only can seek by limited numbers of job seekers.

In sociological perspectives, the advertisement shared various information such

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as a position of working was offered or needed. If we explore more, we can see the numbers of advertisements, we will see another information such as requirements or the qualification education (degree, major, GPA), skills or others additional qualification. Nevertheless, provisions, salary, and others either it addressed to certain society/ specific readers or are offered to the public. The most important thing regarding this study is many of it, clearly seeks for the candidate who knows English.

Nowadays, people who are able to speak English is increased, this is more because the world getting globally and English become more important to everyone. Therefore, the demanding of the employee who can communicate in English rises time to time as the consequences. Almost everyday company or institutions either state or private through JV ads in newspaper seek for the employee who able to speak English fluent both oral and written.

In this study, JV-ads that seeks for English teacher (teaching) or someone who can speak English but working in a non-academic sector (non-teaching) become the corpus of this study. In the non-education sector, the ads usually clearly stated employee who can speak English fluently. e.g; "fluent in English spoken and written" or "knows how to communicate in English", this kind of ads listed, categorized and analyzed in this study

Method

This present study employs Content Analysis (CA) framework in the quantitative form of discourse analysis setting toward opportunity offered through JV-ads in two local newspapers in Riau Province, they are Riau Pos and Tribun Pekanbaru. The data collected with certain criteria used to minimize the corpus into ideal numbers. Moreover, content analysis (CA) used to classify the two main categories of JVs namely; teaching and non-teaching category. Moreover, CA also helped to knows ten (10) highest frequencies of job offers in the newspapers either in teaching or in the non-teaching category as well as the ten

(10) highest frequencies requirements to apply for the positions.

The corpus of this research consists of "Job Vacancy Advertisements" from March to May 2015 (3 months) that indicates offering a position for English alumni. The data collection listed 91 editions from each newspaper during the period. In total, this study collected 182 editions on newspapers and coding 7.281 JV-ads into three main classifications namely, teaching, non-teaching and others.

Teaching JV ads

Selected criterion: explicitly needs an English teacher, tutor, and instructor. This kind of JV-ads is the domain for teaching and can be can be fulfilled by the fresh graduate of English department alumni from Faculty of Education and teacher training.

Non-teaching JV ads

Selected criterion: JV-ads offering employment opportunity for all majors and with criteria that can be applied to the fresh graduate of English department (excluding; working experience). This study also limited to the JV-ads who offered an ideal salary, (the salary should above regional payment) and positions that have a reputable status in the society.

Others

Selected criterion: JV-ads that offering employment opportunity in the newspaper. however, only for specific major, community or needs a special competency that cannot fulfill or never be taught in the English department. This kind of JV ads, such as A job that needs specialized skill or particular major (like petroleum, engineering, IT, etc.); a job that needs a certain vehicle; The needs of working experiences; low salary or less-reputable status.

Findings

This study presents the analysis results of 7.381 corpora from two local largest newspapers in Riau Provence namely Riau Pos newspaper (henceforth: RP) and Tribun Pekanbaru (henceforth: TP) in Riau province.

Total of JV-ads

The analysis reveals from 7.381 JVs advertised

from March to May 2015 in these newspapers. It was listed 3.862 JV-ads advertised from RP newspaper while TP advertised 3.519 JV-ads, this means, even though the quantities of JV-ads in RP higher than in TP, however, both newspaper RP and TP can be used as references in seeking for employment opportunity due to the huge numbers of JV-ads posted in these two newspaper. It can be seen from the diagram below:

The data collection consists of 7.381 JV-ads from March-May 2015 advertised by two newspapers. The data showed that there

JV-Ads During March-May 2015

■ Riau Pos: 3.862   ■ Tribun Pekanbaru: 3.519
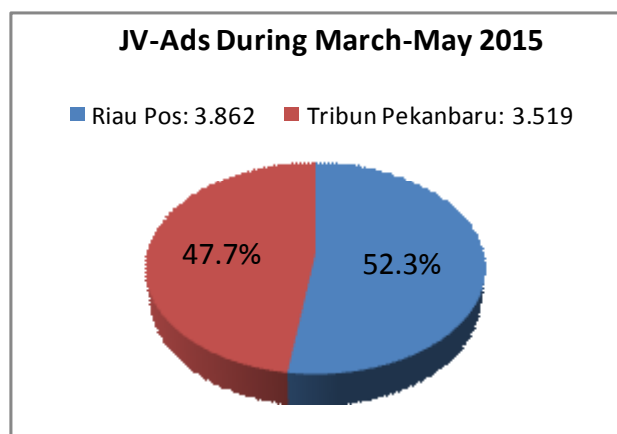
were 52.3% JV-ads posted in RP and 47.7% by TP. It means that both RP and TP can be used as a reference to see job opportunities in Riau Province.

It was found not all JV-ads offering an employment opportunity to the English alumni. The majority of JV-ads explicitly mention the requirement for a specific community or it needs a specific skill that somehow can not fulfill by English alumni (others category JVs). The diagram 4.2 below presented the quantity and percentage. The data shows only 224 (3%) from total 7.381 total job vacancy found an *ideal job* (English teacher) as an English Departments' alumni. The orientation with linearity to be a teacher or the core a faculty that produce a future teacher seems so limited. This research also reveals the big quantity of JV-ads (63.50%) indicated not suitable for English graduate

because of some reasons (specific category, or other specific skill needs).

JV-Ads Categories

■ Teaching: 224   ■ Non-Teaching: 2.502   ■ Others: 4.655
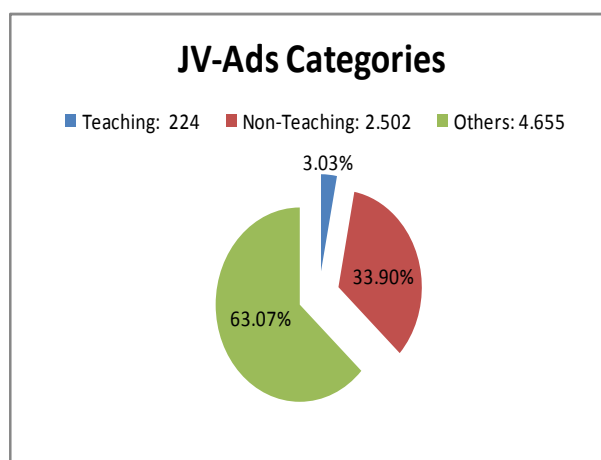
However, this study also found that there is still an opportunity in a nonteaching category. The number of the job vacancies in this category is quite big enough (33.50%) as an alternative choice for English department alumni of FKIP especially if the opportunity in teaching category was so competitive and limited. This opportunity perhaps can be viewed by the alumni of English department when they looking for employment due to the huge positions offers.

Kinds of Job Vacancy Offers

Teaching: It was found offered by RP and TP 224 jobs in teaching category during the period of March-May 2015 that, the details presented in diagram 4.3.
This study found 224 jobs positions in English teaching category. English teaching vacancy is the ideal vacancy for the English department's alumni. Therefore, this job somehow will be attracting English department's alumni to look for. The analysis shows six (6) types of English teacher or teaching English in institutions in this category. The data reveals position as an English teacher for kindergarten was found as the highest position offers (77) and then followed by a position as tutor or instructor of English for course institution or language center (46) during March-May 2015. This study also found a position offers as an English teacher for Junior

Diagram 4.3: Teaching Jobs
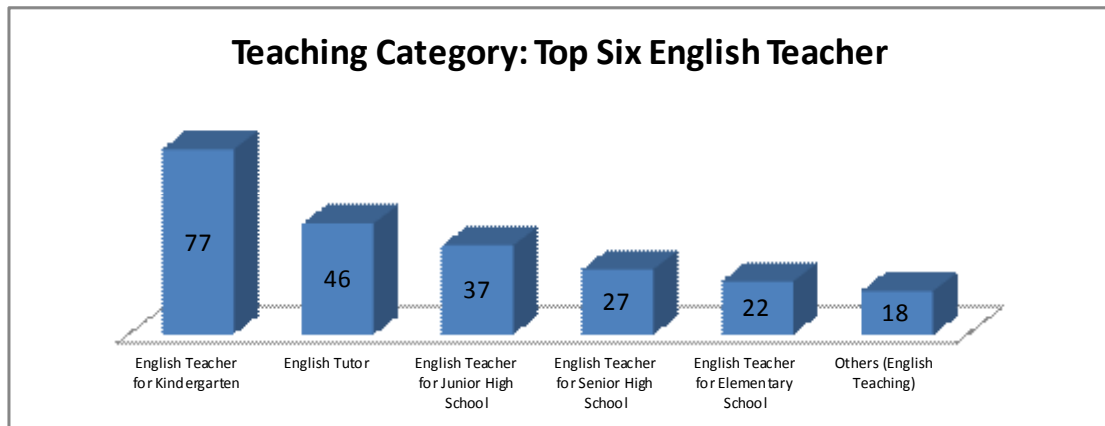

Teaching Category: Top Six English Teacher

High School (37), Senior High School (27), Elementary School (22) and unclear institutions, however, needs for English teacher this study put in others (18) teaching English.

Non-teaching: It was found 2.502 opportunities in a non-teaching category that offers by many companies or institutions. The diagram below explains the ten highest frequencies of employment opportunity offers in a non-teaching category based on the quantity of JV-ads in RP and TP newspapers.

only listed the ten (10) highest frequencies of the position offered during the period of data collection. In non-teaching category only listed JV-ads which explicitly mention seeks for English competencies or open for all majors. It meansan opportunities for everyone too looks for employment. Therefore, all job seekers including the English department alumni can apply. The data indicated JV-ads from this category mentions hundreds of positions, However, this research only listed 10 types of non-teaching

Diagram. 4.4: Percentage of now- teaching job vacancy

Non-Teaching Category: Top-10 Positions
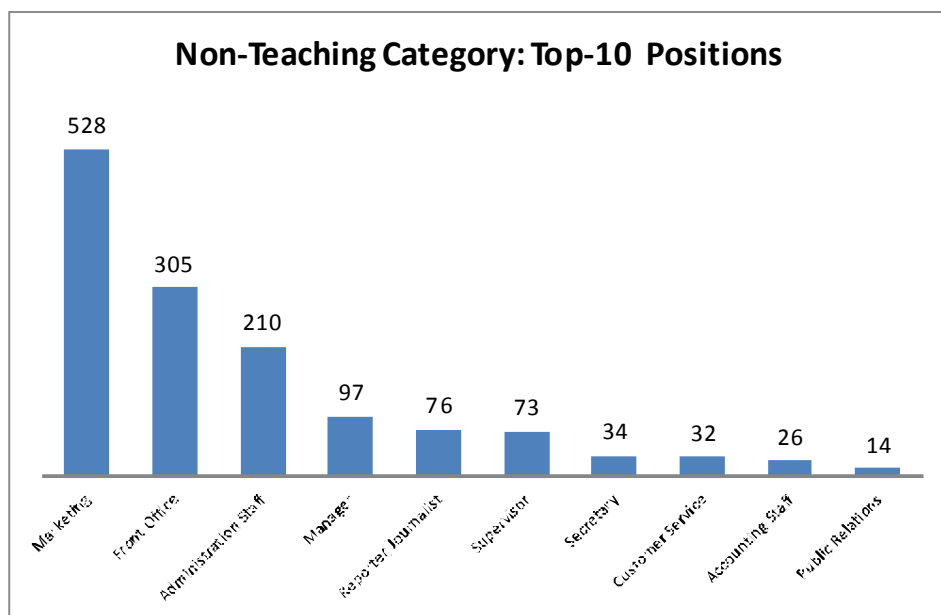
This study found 2.502 jobs positions for a non-teaching category, however, this study jobs seen from the highest quantity from the JV-ads percentage from both of newspapers.

Marketing is the first position with 528 JV-ads. The second is the Front office with 305 position offers and then followed with administration staff with 210 position offers. Moreover, the data reveals JV-ads for positions as Manager (97), Journalist (76), Supervisor (73), and Secretary (34) and then listed also JVs offers a position as Customer Service (32), Accounting staff (26) and public relation (14). The data presented in the diagram above indicate that there is 10 non-teaching jobs could be seen as an alternative reference for English alumni to seek for the working opportunity.
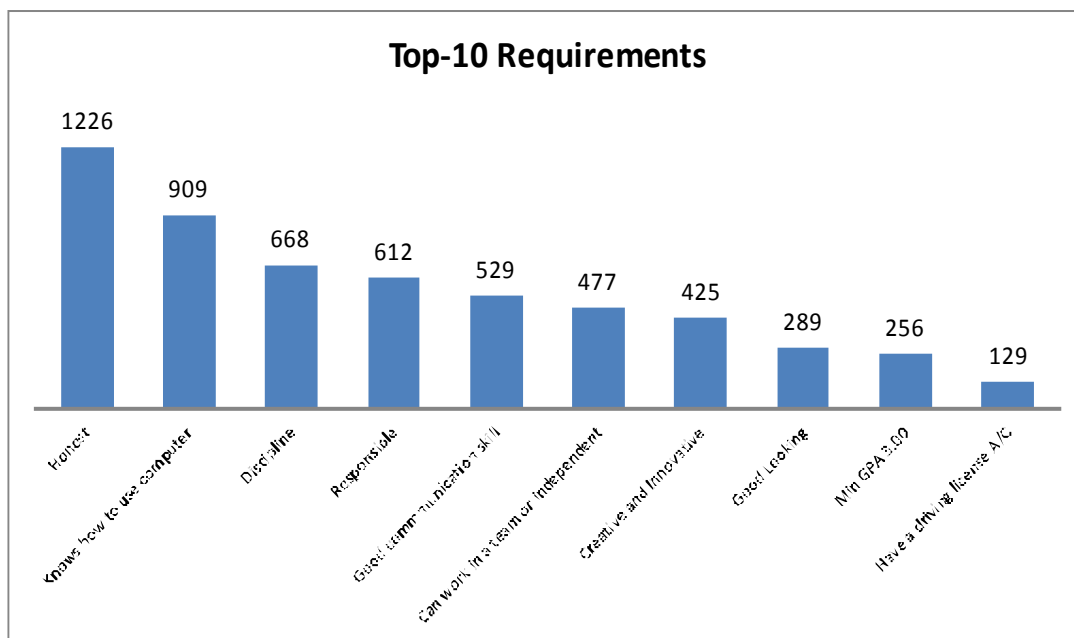
Requirements Wanted.

The data analysis in this study found the 10 most requested requirements and competencies. This requirement appears in the majority JV ads, it means that this terms and conditions are what the users' (e.g company, an institution in private or state sector) needs. The diagram below gives an overview of what competencies and the rules.

highest third. Then followed with Responsible (612), Good communication skill (529), Able to work in a team or working independently (477). The study also found during the data collection period another requirements and conditions that the user needs such as: Creative and innovative (425) and good looking (289). Moreover, this study also indicates that the job seekers need to have is GPA min-3.0 (256) and has a driving licenseA / C (129)

The ten (10) requirements and terms above showing that these requirements were the essential needs of the working world and it should provide by job seekers that seeking for employment in the institutions or companies. These ten (10) most requirements wanted is the competencies that should know by the faculty to construct their students in order their alumni can be accepted well in the working world. Moreover, these requirements were found explicitly both in teaching or non-teaching and counted into a percentage to shows the needs of

Diagram 4.5 Most requirement wanted

Honest is the first position as the requirements wanted by the users, this was proved by the frequency in JV-ads (1.226). Knows how to operate Computer (909) is the second highest requirement, followed by Discipline (668) as the

the working world. These also indicated that the 10 requirements above

Conclusion

This study based its data from the corpus

which consists of 7.381 JV-ads. These ads advertised from March to May 2015 in Riau Pos (RP) and Tribun Pekanbaru (TP), two largest newspapers in Riau province. RP showed higher in quantity in JV-ads (3.862) than TP (3.519), however, both newspapers can be used as a reference due to many JV-ads posts every day. The collection of data during the period of data collection shows that in a day it can be found around 40- 45 JV-ads offered in each newspaper. However, from 4.973 JV ads, this study only found 224 jobs or only 3.03% of the total corpus. These numbers were shocking as this number showing that the job opportunity in teaching criteria was so small. However, this study also found that there is still a big opportunity in non-teaching that perhaps can be viewed by the alumni of English department. The number of the job vacancies in this category is quite big enough (33.07%) as the alternative choice to seek especially for English department alumni of FKIP if the opportunity in teaching category was so competitive and limited. The rest 63.1% is the types of JV-ads that not seek for English alumni.

The analysis shows 6 types of English teacher positions; English teacher for kindergarten was found as the highest employment (77) and then followed by a position as a tutor or instructor of English for course institution or language center (46) during March-May 2015. This study also found positions offered as an English teacher Junior High School (37), Senior High School (27), Elementary School (22) and unclear institutions, however, need for English teacher this study put in others (18) teaching English.

Furthermore, there were found 2.502 job vacancies for non-teaching. This study listed the ten (10) most jobs offered during the period of data collection seen from the highest quantity from the JV-ads percentage from both of newspapers. Marketing is the first position with 528 JV ads. The second is the Front office with 305 jobs offers and then followed with administration staff with 210 jobs offers. Moreover, the data reveals JV-

ads for positions as Manager (146), Journalist (76), Supervisor (73), and Secretary (34) and then listed also JVs offers a position as Customer Service (32), Accounting staff (26) and public relation (14). The data presented in the diagram above indicate that there is 10 non-teaching jobs could be seen as an alternative reference for English alumni to apply. This means that there still big opportunities for everyone who looks for employment. Therefore, all job seekers including the English department alumni can apply.

This study indicates that to be competitive in seeking job employment both in teaching or non-teaching criteria, there are a lot of competencies and conditions that become requirements. Honest (1226)is the first position as the requirements wanted by the users, then knows how to operate Computer (909) is the second highest requirement, followed by Discipline (668) as the highest third. Then followed with Responsible (612), Good communication skill (529), Able to work in a team or working independently (477). The study also found during the data collection period another requirements and conditions that the user needs such as Creative and innovative (425) and good looking (289). Moreover, this study also indicates that the job seekers need to have are GPA min-3.0 (256) and having a driving license A / C (129).

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