

Using Content Analysis (CA) in Seeking the Opportunities for Alumni of English Department in Newspapers

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Abstract: This present study is designed to analyze a discourse of recent job vacancies in media. It aims to help and gives a perspective regarding of the opportunity offered by media on their job vacancy pages. The data of this study based its collection of 4.973 job vacancy ads in 2 largest newspapers in Riau Province from March to April 2015. Using Content analysis in discourse analysis area as the framework this study tries to answer a question in alumni's mind "*Where do we go after graduate?*". The analysis of this study reveals that the alumni must see the opportunities offered both in non-teaching and the teaching category after they graduated from university. This study shows that teaching category offers 149 (3%) positions and non-teaching category offers more opportunities 1.668 (44%) positions from the total collections of 4.973 JV ads. The data also found the 10 most frequently jobs and the requirements posted in newspaper either in teaching or non-teaching category.

Key words: discourse, content-analysis, media, job vacancy, alumni

1. Introduction

'Where do we go after graduate?', is a big question often appears on alumni's mind in the end of their study time or even when they already graduated from university. 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 about their future especially if they don't have any specific plan what to do after their convocation.

Become an unemployed after finishing study seems frightening enough for most 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. According Martono (2010: 3) 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.

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 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 everyday 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 job seeker. Moreover, the most prospected to be a job seeker is the alumni. After graduate 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 become more advanced day by day where everyone almost brings gadget everywhere, job vacancies that posted in newspaper still become one of the users' favorite advertisement and job seekers target to read.

The JV Ads in two largest newspapers in Riau province namely; Riau Pos and Tribun Pekanbaru, was 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 news paper, the information regarding to 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 from this certain point of view. Hopefully this study of can give a brief picture on what alumni should see regarding to what JV ads offers and what policy should made by the faculty to construct their students in order to fit with the *working worlds* needs.

2. Defining: Job Vacancies

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 newspaper. Nowadays, newspaper is still an effective media to seek for many information such job vacancy. A huge numbers of JV

advertisements in a specific period of time in newspaper seem interesting as 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 marketing mix. Therefore, advertisement can be defined as a message offering a product 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 certain company.

In a day, there could be hundreds or thousands of job advertisements posted in the newspapers. However, this is still not enough to covers the job seekers. It is more because the quantity of job seekers higher than the vacancies offered or the specific vacancy that needs specific competencies and this is only can seeks by a limited numbers of job seekers. In sociological perspectives, we can see the advertisement, shared various information such as position of working was offered or needed. If we explore more, we can see the numbers of advertisements, we will see the 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 public. The most important thing regarding to this study is many of it, clearly seeks for candidate who knows English.

Nowadays, people who are able to speak English are increased, this is more because the world getting globally, therefore English become more important to everyone. The demanding of employee who can communicate in English rises time to time as the consequences. Almost everyday JV advertisements in newspaper seeks for employee required candidate who able to speak English fluent both oral and written. This kind of ads posted by users (e.g; company, institution, either state or private) when they looking for employee, officers, teachers, lecturers, etc. however the ads might have other different requirements based on their needs.

In this study, JV advertisements that seeks for English teacher (teaching) or someone who can speak English but working in non-academic sector (non-teaching) become the corpus of this study. In non-education sector, the ads usually clearly stated employee who can talk in 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

3. Research Design

This present study using Content Analysis framework in 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 corpus of this research consists of "Job Vacancy Advertisements" from March to April 2015 (2 months) that indicated offering a position for English alumni. It was listed 61 editions from each newspaper during the period. In total, this study collected 122 editions on both newspapers and coding 4.973 job vacancy ads.

The data collection is documented through three main classification namely, teaching, non-teaching and others. The documentation techniques to simplify this study, however it does not decrease the "opportunity" of the alumni. The content analysis (CA) used with main to classify the categories of JVs namely; teaching and non-teaching category. Moreover CA also helped to knows ten (10) common jobs that offers in both newspapers both in teaching or in non-teaching category as well as ten most important requirements needed by users in that every category.

To limit the huge numbers of job advertisements during the period of data collection onto ideal numbers of corpus. Thus, this research applied various criteria of JV ads selection. Each advertisement that offered job vacancy selected into three (3) JV ads criteria.

3.1 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 fresh graduate of English department alumni from Faculty of Education and teacher training.

3.2 Non-teaching JV ads

Selected criterion: JV ads that offers employment opportunity for all majors and with a criteria that can be apply by fresh graduate of English department (not required for a working experience). This study also limited to the JV ads who offered an ideal salary, (the salary should above regional payment) and a positions that has a nice status in the society.

3.3 Others

Selected criterion: JV ads that offers an employment opportunity in the newspaper. however, only for specific major, community or need a special competencies that cannot fulfill or never being taught in the 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; Need a working experiences; low salary or low status.

4. Findings and Discussion

Regarding to the JV ads that seems very interest to explore, this study presented the findings and discussion on JV ads taken from two local largest

newspapers namely Riau Pos newspaper (henceforth: RP) and Tribun Pekanbaru (henceforth: TP) in Riau province.

4.1 Total of Job Vacancy

The analysis reveals that there are 4.973 job vacancies advertised from March to April 2015 on these two newspapers. It was listed 2.627 JV ads posted in RP newspaper while TP posted 2.346 JV ads, this means, even though the quantity of JV ads in RP higher than in TP, both newspaper RP and TP can be used as a reference in seeking for employment opportunity due to the huge numbers of JV ads posted in it. It can be seen at the diagram below :

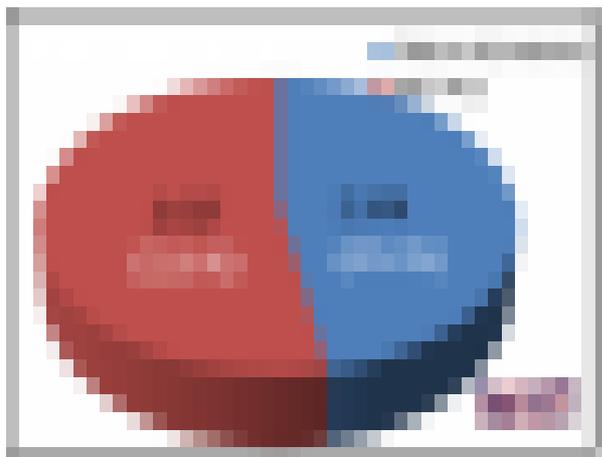


Diagram. 4.1: Total of Job Vacancies from March to April 2015

Diagram 4.1 showed that there were totally 4.973 job vacancies advertised by two different newspapers. This data showed that there was 52.8% JV ads posted in RP and 47.2% by TP. It means both RP and TP can be used as a reference for job seeker to see working opportunities in Riau Province.

The analysis of this research also showed that from period of collecting data (March-April 2015), there were around 4.973 JV ads posted by RP-TP. However not all advertisement which is offered by these two biggest newspaper companies gave a chance and employment opportunity to English alumni because the the majority of JV ads explicitly mention requirement for specific community or it needs a specific skill that can not fulfilled by English alumni (others category JVs).

The diagram below stated that percentage division job area that can neither cannot entered by English graduate.

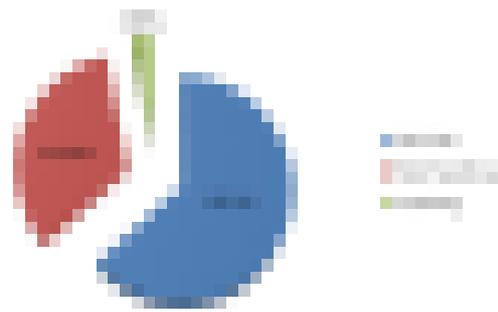


Figure 4.2 JV-ads Percentage

Diagram 4.2 above reveals that only 3% from 4.973 total job vacancy found as an ideal job (teaching English) for English Department alumni. The orientation with linearity to be a teacher or a core of FKIP as a faculty that produce a future teacher seems so minim. This research also reveals the big quantity of JV ads (63.50%) which was not suitable for English graduate because some reasons (specific category, or other specific skill needs). However, this study also found that there is still JV in non teaching that perhaps can be viewed by the alumni of English department. The quantity for 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

4.2 Kinds of Job Vacancy

Teaching: It was found 149 jobs in teaching category during the period of March-April 2015 that offered by RP and TP, the details presented in the diagram below:

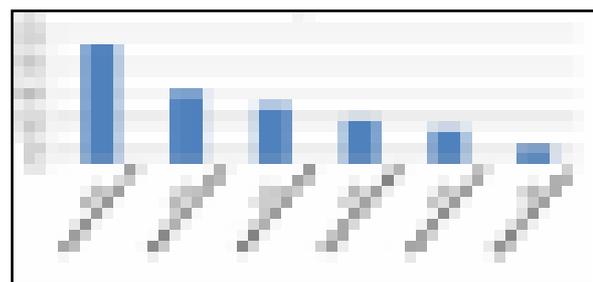


Diagram 4.3 : Teaching Jobs

This study found 149 jobs positions in teaching English. Its an ideal and linearity job with the core competence as the English department's alumni to be a teacher. The analysis shows 6 types of English teacher or teaching institutions in this positions. Moreover, the data shows position as an English teacher for kindergarten was found as the highest offers (51) and then followed by position as tutor or instructor of English for course institution or language center (31) during March-April 2015.

This study also found offers as an English teacher Junior High School (25), Senior High School (19), Elementary School (15) and unclear institutions however needs for English teacher this study put in others (8) teaching English.

Non-teaching: It was found 1.668 jobs at non-teaching category category that offered by many companies or institutions. The diagram below explains the ten highest frequency of employment offers in non-teaching category it based on the quantity of JV ads in RP and TP newspapers.

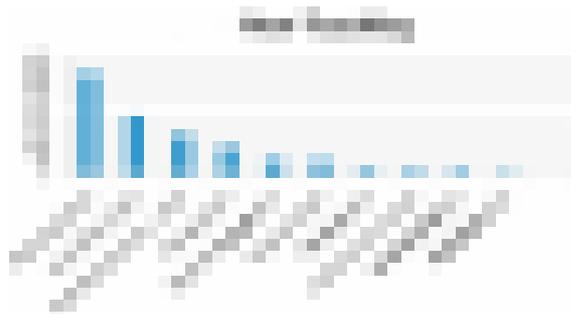


Diagram. 4.4: Percentage of non-teaching job vacancy

This study found 1.668 jobs positions for non-teaching category however, this study only listed the highest jobs offered during the period of data collection. In this category listing the JV ads explicitly mention English competencies or open for all majors. It means that there were an opportunities for everyone who looks for employment. Therefore, all job seekers including the English department alumni can apply. The data shows JV ads from this category were mention hundreds of positions, However this research only listed 10 types of non-teaching jobs seen from the highest quantity from the JV ads percentage from both of newspapers.

Marketing is the first position with 352 JV ads. The second is Front office with 203 jobs offers, and then followed with administration staff with 140 jobs offers. Moreover, the data reveals JV ads for positions as Manager (97), Journalist (51), Supervisor (49), and Secretary (20) and then listed also JVs offers a position as Customer Service (20), Accounting staff (17) and public relation (10). The data presented in the diagram above indicate that there are 10 non-teaching job could be seen as an alternative reference for English alumni to apply.

4.3 Requirements Wanted.

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

The diagram below gives an overview of what competencies and the rules.

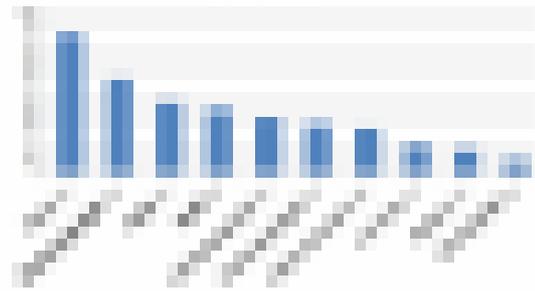


Diagram 4.5 Most requirement wanted

Honest is the first position as the requirement wanted by the users, this was proved by the frequency in JV ads (872). Knows how to operate Computer (594) is the second highest requirement, followed by Discipline (445) as the highest third. Then followed with Responsible (408), Good communication skill (356), Able to work in a team or working independently (318). The study also found during the data collection period another requirements and conditions that the user needs such as Creative and innovative (288) and good looking (179). Moreover, this study also indicate that the job seekers need to have is GPA min-3.0 (151) and has a driving license A / C (86)

The ten (10) requirements and terms above showing that these requirements were the essential needs of the working world and it should provide by a job seekers that seeking for employment in the institutions or companies. These ten (10) most requirement wanted is the competencies that should knows 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 percentage to shows the needs of the working world. These also indicated that the 10 requirements above

5. Conclusion

This study based its data from the corpus which consists of 4.973 JV ads. These was posted in two largest newspaper in Riau province (Riau Pos and Tribun Pekanbaru) from March to April 2015. Riau Pos shown 2.627 higher in advertised JV ads than Tribun Pekanbaru, however both newspaper 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. However, from 4.973 JV ads, this study only found 149 jobs or only 3% from the total corpus. This 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 quantity for the job vacancies in this category is quite big enough (33.50%) as the alternative choice to seeks especially for English department alumni of FKIP if the opportunity in teaching category was so competitive and limited. The rest 63.5% is the types of JV ads that not seeks for English alumni.

The analysis shows 6 types of English teacher; English teacher for kindergarten was found as the highest employment (51) and then followed by position as tutor or instructor of English for course institution or language center (31) during March-April 2015. This study also found offers as an English teacher Junior High School (25), Senior High School (19), Elementary School (15) and unclear institutions however needs for English teacher this study put in others (8) teaching English.

Furthermore, there were found 1.668 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 352 JV ads. The second is Front office with 203 jobs offers, and then followed with administration staff with 140 jobs offers. Moreover, the data reveals JV ads for positions as Manager (97), Journalist (51), Supervisor (49), and Secretary (20) and then listed also JVs offers a position as Customer Service (20), Accounting staff (17) and public relation (10).

The data presented in the diagram above indicate that there are 10 non-teaching job could be seen as an alternative reference for English alumni to apply. This is means that there still a 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 a requirements. Honest is the first position as the requierement wanted by the users, then knows how to operate Computer (594) is the second highest requirement, followed by Discipline (445) as the highest third. Then followed with Responsible (408), Good communication skill (356), Able to work in a team or working independently (318).

The study also found during the data collection period another requirements and conditions that the user needs such as Creative and innovative (288) and good looking (179). Moreover, this study also indicate that the job seekers need to have is GPA min-3.0 (151) and has a driving licenseA / C (86).

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