CHAPTER I

INTRODUCTION

A. Research Background

Nowadays most companies are more creative to get trust from society also stakeholders to balance the demands and needs. On that condition, the company uses kinds of strategies to get the society’s satisfaction because it is their priority. One of strategies is keeping or maintaining good image. The division in company which has responsibility to conduct this strategy is Public Relation. It means that Public Relation is one of main parts in company. Public Relation has definitely many activities. They are press release, press event, press journey, media visit, one on one (personal) and media relation. Each tool has itself output in a form of article. Press release still becomes the most popular activity which is used by Public Relation officer when there is routine or incidental event (Kristina, 2010:123). The output of press release is an article on printed mass media or electronic mass media at least a quarter or a half page (ibid).

There are several studies or researches exploring press releases, print- and web-based. Catenaccio (2008) examined the generic features of press release and learns the way in which they organize the different communicative goals. She concluded that press release was the key position along the continuum promotional information. McLaren and Gurau (2005) also studied press release in terms of characteristics key of a company press release as a genre in terms of
linguistics. Other, Martini (2012) compared police and business press release. His study dealt with qualitative content analysis which results that social purpose has a vast impact on linguistics, especially pragmatics, and stylistic structure of a press release. Majority studies press release in terms of communication so that the research on press release analyzed through systemic functional linguistics still seldom to conduct, especially in mode analysis exploring channel and medium. It is because “Systemic Functional Linguistics provides a comprehensive set of how language is used” (Halliday, 1985: xiii).

“Mode refers to which part is playing by language and the expectation of the participant by using that kind of language in certain conditions” (Santosa, 2003: 52). He adds that mode is developing by its function through channel and medium. Channel, or more understand by language style in Santosa (2008), describes, “The texts whether it is spoken or written style and means to textual interpretation of the nature of language which is used in a social process “(Santosa, 2008). Whereas medium is described as, “What kind of medium or media which is used to express the language whether it is spoken, one-way or two-way communication by visual, audio-visual, seminar, greeting, speech and so on, or written, one-way or two-way communication by newspaper, magazine, tabloid and so on” (Santosa, 2008).

“Mode is a part of register which is resulted from a configuration meaning between field, tenor and mode” (Santosa, 2003). Fowler in Santosa (2008) states that, “Register as a style because style also discusses the choice of phonology of graphology, lexicogrammar, cohesion system etc.”.
There are several researches conducted by mode analysis. Such as in Adityas (2007), she describes mode analysis covering channel and medium in the movie review text entitled “Wallace and Gromit” taken from Now Showing and Flick Facts Column in The Jakarta Post Sunday. She analyzed through the lexicogrammar system, cohesion and genre applied in both text. She also discovers whether the language tends to be written or spoken then the medium discusses the appropriateness of the language being used in the medium of the text. Moreover she describes whether both texts are different or similar based on the analysis of lexicogrammar, cohesion, genre and mode analysis in the both text types of the movie review text.

Herlina (2004) examined the mode by describing the lexicogrammar, cohesion and text structure of the text. She also compared the mode consisting of channel and medium of two different wristwatch advertisement texts, namely OMEGA and BLANCPAIN taken from the official websites from both of them, www.omegawatches.com and www.blancpain.com.

Other kinds of text which had been analyzed are advertisement and brochure. For example Permana (2006) and Yulianto (2007) who are focused on advertisement text, Permana (2006) used advertisement text of Ritz-Carlton Bali Resort and Spa and Yulianto (2007) used advertisement text of Honda published by Newsweek Magazine on February 13 and March 13 2006. Although the product of the text is different, the goal of their research is almost the same. Those are to find out how the lexicogrammar, cohesion system and text structure are
realized in the channel and medium of the text also the similarities and differences of mode in both advertisement text.

Different from Permana (2006) and Yulianto (2007), Setyowati (2000) examined carefully on brochure text of *Standard Chartered Bank*. She also looked for the lexicogrammar, cohesion system and text structure designed in the text. All of the three researches above result that the text being between spoken and written so that also effective to be published and spreaded over.

According to the background above, I analyzed the mode in press release entitled: A COMPARISON OF MODE ANALYSIS IN PRESS RELEASES BETWEEN GRAND SWISS-BELHOTEL MEDAN AND THE RITZ CARLTON JAKARTA (A Systemic Functional Linguistics Study).

**B. Problem Statement**

Based on the research background above, the research is arranged to answer the problem statements, as follows:

1. What are cohesion system, text structure and genre of both texts?
2. What are the channel and medium of both texts?
3. What are the similarities and differences of both texts?
4. Can the channel and medium used in the texts be a reference to write a good press release?
C. Research Objectives

Based on the arrangement of the problem statements above, the study is intended:
1. To describe the cohesion, structure and genre in the texts.
2. To find out the channel and medium in the texts.
3. To point out the similarities and differences of both texts.
4. To clarify whether the channel and medium used in the texts can or cannot be a reference to write a good press release.

D. Research Limitation


E. Research Methodology

This research applies descriptive qualitative also comparative method. As proposed by Moelong in Herlina (2004), there is no calculation or inenumeration
in descriptive qualitative method. Moreover Miles and Huberman (1994) state that qualitative research deals with the data in the form of words than numbers.

This research uses comparative method. According to Miles and Huberman (1994) claims that comparative method was conducted by using comparison two things, persons or roles of activities.

F. Research Benefits

This research aims to describe the textual meaning covering the channel and medium in press releases of Grand Swiss-Belhotel Medan and The Ritz Carlton Jakarta. I expect this research can make the readers understand the using of what kind of language and medium in press release. This research can also be a reference for other researchers who use Systemic Functional Linguistics as their approach.

G. Thesis Organization

There are five chapters in this organization of the thesis. Those are arranged as follows.

Chapter I is Introduction. It consists of Research Background, Problem Statements, Research Objectives, Research Limitation, Research Methodology, Research Benefits and Thesis Organization.

Chapter III is Research Methodology. It covers Type of Research, Data and Source Data, Technique of Analyzing Data, Technique of Collecting Data and Research Procedure.

Chapter IV is Findings and Discussion. It consists of Data Description, Data Interpretation, Discussion and The Comparison of Mode in Both Text.

Chapter V is Conclusion and Recommendations. It covers Conclusion from the analysis and discussion on Chapter IV and gives recommendation related to the discussed subject matter.