

ABSTRAK

Apriliani, Elisabet Diamonda Nasarena. 2021. “Topik Dan Struktur Wacana Iklan Baris Lowongan Kerja Dalam Surat Kabar Harian *Kompas* Edisi 01-15 Juni 2021”. Skripsi. Yogyakarta: Program Studi Sastra Indonesia, Fakultas Sastra, Universitas Sanata Dharma.

Skripsi ini membahas topik dan struktur wacana iklan baris lowongan kerja dalam surat kabar harian *Kompas* edisi 01-15 Juni 2021. Tujuan dari penelitian ini yakni (i) Mendeskripsikan jenis-jenis topik wacana iklan baris lowongan kerja dalam surat kabar harian *Kompas* edisi 01-15 Juni 2021. (ii) Menjelaskan struktur wacana iklan baris lowongan kerja dalam surat kabar harian *Kompas* edisi 01-15 Juni 2021.

Objek penelitian ini adalah topik dan struktur wacana. Penelitian ini dilalui tiga tahap, yakni tahap pengumpulan data, tahap analisis data, dan tahap penyajian data. Data penelitian diperoleh melalui sumber tertulis. Tahap pengumpulan data dilakukan dengan metode simak. Tahap analisis data dilakukan dengan menggunakan metode agih. Tahap penyajian data disajikan menggunakan metode informal atau verbal.

Pertama, jenis topik iklan baris lowongan kerja dalam surat kabar harian *Kompas* edisi 01-15 Juni 2021 yaitu, (1) Iklan baris lowongan kerja bertopik sopir, (2) Iklan baris lowongan kerja bertopik sales, (3) Iklan baris lowongan kerja bertopik administrasi, (4) Iklan baris lowongan kerja bertopik *accounting*, (5) Iklan baris lowongan kerja bertopik kasir, (6) Iklan baris lowongan kerja bertopik gudang, (7) Iklan baris lowongan kerja bertopik karyawan, (8) Iklan baris lowongan kerja bertopik baker, (9) Iklan baris lowongan kerja bertopik juru masak/koki, (10) Iklan baris lowongan kerja bertopik *marketing*, (11) Iklan baris lowongan kerja bertopik kepala produksi, (12) Iklan baris lowongan kerja bertopik admin dan sales, (13) Iklan baris lowongan kerja bertopik Kepala Sekolah, dan (14) Iklan baris lowongan kerja bertopik SPA Salon.

Kedua, struktur wacana iklan baris lowongan kerja dalam surat kabar harian *Kompas* edisi 01-15 Juni 2021 memiliki satu variasi struktur: awal, tengah, dan akhir.

Kata Kunci: jenis topik, struktur wacana, iklan baris lowongan kerja

ABSTRACT

Apriliani, Elisabet Diamonda Nasarena. 2021. "Topic and Discussion Structure Of Vacancy Line Advertising Work In Compass Daily Newspaper Edition 01-15 June 2021". Essay. Yogyakarta: Indonesian Literature Study Program, Faculty of Letters, Sanata Dharma University.

This thesis discusses the topic and structure of the discourse on job vacancies in the Kompas daily newspaper edition 01-15 June 2021. The aims of this study are (i) Describe the types of topics for the discourse on job vacancies classifieds in the Kompas daily newspaper edition 01-15. June 2021. (ii) Explaining the discourse structure of job vacancies in the Kompas daily newspaper edition 01-15 June 2021.

The object of this research is the topic and structure of the discourse. This research went through three stages, namely the data collection stage, the data analysis stage, and the data presentation stage. Research data obtained through written sources. The data collection stage was carried out using the listen method. The data analysis stage was carried out using the agih method. The data presentation stage is presented using informal or verbal methods.

First, the types of topic classifieds for job vacancies in the Kompas daily newspaper edition 01-15 June 2021, namely, (1) classified job vacancies with the topic of drivers, (2) classifieds for job vacancies with the topic of sales, (3) classifieds for job vacancies with the topic of administration. , (4) classifieds for accounting jobs, (5) classifieds for cashiers, (6) classifieds for warehouses, (7) classifieds for employees, (8) classifieds for bakers, (9) classifieds for job vacancies with the topic of cooks/chefs, (10) classifieds for marketing-related job vacancies, (11) classifieds for job vacancies with the topic of production head, (12) classifieds for job vacancies with the topic of admin and sales, (13) classified job vacancies for principals, and (14) classified job vacancies with the topic of SPA Salon.

Second, the discourse structure of job vacancies classifieds in the Kompas daily newspaper edition 01-15 June 2021 has one structural variation: the beginning, the middle, and the end.

Keywords: types of topics, discourse structure, job vacancies classifieds