SHALL YOU BE 'UNMARRIED' TO GET A JOB IN INDONESIA? CRITICAL DISCOURSE ANALYSIS OF JOB RECRUITMENT PROCESS IN INDONESIA

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ABSTRACT

In this article, I look into four job vacancy advertisements published by two state owned enterprise and two private companies. Using critical discourse analysis (CDA), this article focuses on the text implicit discrimination shown in the usage of the term "unmarried" or the synonyms which are often shown in the text for job vacancy in Indonesia. In order to keep the validity of the data, the job vacancy ads were taken directly from the companies' websites. This study uses Fairclough (1995) framework on the technologization of the discourse. There are three arguments to be proven in this paper: (1) advertisers' ideology supporting the discrimination of marital status, (2) advertisers' perception toward societies' ignorance in the ideology, and (3) to show the existence of anti-mainstream ideology similar to technologization of discourse.

Keywords: critical discourse analysis, discrimination, ideology

1. INTRODUCTION

Critical Discourse Analysis is a strong and appropriate tool to analyze discrimination taking place in our society. For example, Mills (2004: 69) believe that there is a systematic discrimination against women within our society. By discrimination, there are cases where the discriminated parties are not always aware of the treatment. In other instance, Fairclough (1995: 130) have argued that universities nowadays are similar with market place. They are run for profit generation and have gone astray from their original purposes. Here, the students with low economic power are discriminated by the university administration system. I try to relate the studies above and other studies alike to my personal experience in the past. I noticed that back when I was younger and looking for jobs, most job vacancies in Indonesia discriminate the applicants based on their marital status. Without any fear of legal punishment and

social punishment, the job advertisers put the word 'unmarried' or alike to filter the applicants. This paper aims to show the ideology from the creator of said job vacancy and also the tendency from Indonesian people supporting such requirement.

2. THEORETICAL FRAMEWORK

2.1 Critical Discourse Analysis

Critical discourse analysis is a combination of theories of critical dialectic and phenomenological-hermeneutic. Apparently, there is no consistent guideline to undertake critical discourse analysis (Weiss & Wodak, 2003: 5). According to Chouliaraki & Fairclough in Weiss & Wodak (2003: 7), Critical Discourse Analysis is a product of mediation between social science and linguistics. In another analysis, Fairclough and Wodak (1997) mention that Critical Discourse Analysis is a social practice. Woffit (2005) regard Critical Discourse Analysis is a study which analyzes how social and political discrimination are manifested and reproduced in the form of discourse.

From a number of concepts offered by different experts, I personally think that Fairclough (1995) approach to CDA is the most feasible theory to be applied for multidisciplinary approach in critical discourse analysis. Fairclough takes different position from Van Dijk who prefers structure or grammar as the main cognitive factor in understanding a text. Consequently, I choose Fairclough theory for this paper because of its flexibility. There are two Fairclough's schemes that will be applied in this article: (1) language and ideology (Fairclough, 1995: 70) and (2) technologization of discourse (Fairclough, 1995: 104).

2.2 Language and Ideology

In the view of relationship between language and ideology, Fairclough (1995: 71-73) elaborates that there are some important concepts:

a. Ideology's location: the location for ideology in a text can be found in (1) text's structure including past or present form and (2) within the event of the discourse itself.

b. Three elements forming discourse: (1) social practice, (2) discourse practice (production, distribution and consumption) and (3) text.

c. There is always a hegemony behind a discourse. Hegemony is a stream that dominates people's various aspect of life.

d. Behind a hegemony, there is a "victim" of hegemony

For point b, the relationship between social practice, discourse practice and text can be seen in the following picture.
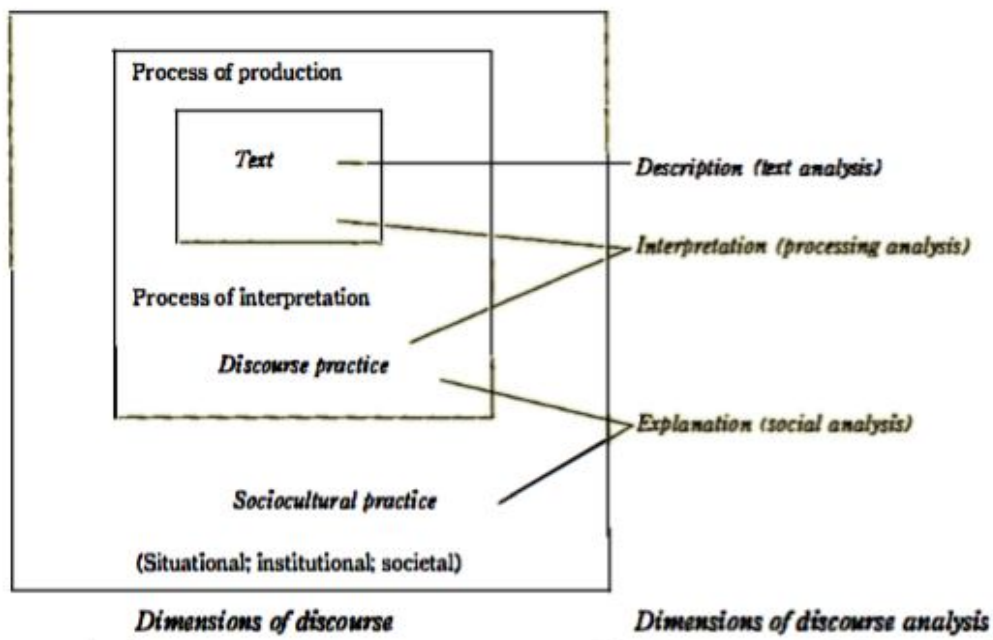
Picture 1. Relationship between text, discourse practice and sociocultural practice.

Fairclough sees three dimensions for analyzing the development of discourse and its representation in a text. The first analysis can explicitly be seen in the **text.** Generally, surface analysis is in the form of syntax, semantics and pragmatics. On the second level, there is analysis of discourse practice: text production, text distribution and text consumption. The third level of analysis is sociocultural practice. It is an analysis of the community affected by the discussed discourse. Those three analyses are the main tools to investigate the main problem in this paper.

2.3 Technologization of Discourse

To create balance of existing ideology and hegemony, Fairclough brings forward a theory saying that there will always be resistance in the form of technologization of discourse trying to change the *status quo*. It is marked with:

a. The emergence of technocrats in discourse,

b. The shift in discourse practice policy,

c. Planning and projection of free context discourse technique,

d. Motivated simulation for discourse strategy, and

e. Pressure to standardize the discourse practice.

The presence of those five signs is a strong evidence for technologization of discourse. Quite different from what Fairclough explained, Scollon (2001) believes that technologization of discourse is done by both: (1) ruler of hegemony and (2) opponent of hegemony.

3. RESEARCH METHOD

The research started by gathering data from companies' website. Those data, then, were analyzed based on two points: (1) theories of language and ideology and;(2) technologization of discourse by Fairclough (1995).

4. ANALYSIS

Before starting the analysis I would like to present the excerpt of job requirements from a state owned enterprise and a private company which I believe containing discrimination based on marital status. The following text would be analyzed using interrelation between texts, discourse practice and sociocultural practice. The following is the translation of the original text.

> ---------------------------
> *Requirements*
> 1) **Unmarried** *and* **capable to maintain the status** *during employment training and education;*
> 2) **Male is preferred***;*
> 3) *S1/DIV graduate or D.III with age limit: a) S1/DJV: born 1990 and after b) D.III: born in 1992 and after;*
> 4) *Grade Points Average (GPA): Major Code for Grade Points Average (GPA) (in scale 4) S1/IND, D.III/MAN IPK ≥ 3.00 S1/ELE, S1/ALE, D.III/ELE, D.III/ALE IPK ≥ 2.75. Application consists of: a. Copy of Birth Certificate; b. Legalized copy of Graduation Certificate / Letter of Graduation ; c. Legalized copy of transcript; can be sent to PO BOX 1001 YKBS – YOGYAKARTA 55281. The files should be compiled in a folder (blue for S1/D.IV and red for D.III) with name, phone number, email address and major code written on the top right corner. If there is incongruity of data found, the participants will be disqualified.*
> 5) *Each participant is only allowed to choose 1 (one) Field/Major according to his level of study/major. Applicants cannot apply to the degree that is not the same as their graduation certificate.*
> 6) *Applicants are not listed as participants of PLN recruitment.*
> 7) *Applicants who do not fulfill the requirements must not send their application.*
> 8) *The announcement for the result of each phase of recruitment will only be posted on the official website wwww.pln.co.id.*
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Excerpt 1: The Advertisement of Job Vacancy for PT. PLN Persero (Text 1)

4.1 Language and Ideology Analysis

The analysis starts with the realization of the structure of the text of the mentioned advertisement. The following line becomes the main focus of analysis.

"**Status belum menikah** dan bersedia tidak menikah selama menjalani Diklat Prajabatan;"

"**Have not married** [-sic] and capable to maintain the status during employment training and education"

4.1.1 First Level Analysis: Text Analysis

Semantic analysis was done by first choosing the lexical item. In this case the choice of word *'belum'* or *have not* is followed by the word *'menikah'* or married. Using semantics analysis, the word *'belum'* has an implication that everyone is obliged to get married. The word *'belum'* or not yet has a predisposition on culture and specific ideology of marriage concept especially in Indonesia.

Pragmatically, we can analyze the presupposition of the structure of the utterance. *"Status belum menikah..."* (have not married) or unmarried is written as the requirement because there is a preconcieved notion that unmarried people have certain qualities which cannot be fulfiled by married people. The implicature is that the company chooses more qualified applicants who are identified as unmarried.

"Bersedia tidak menikah..." or "Able not to get married ..." is a combination between instruction and suggestion. In pragmatic analysis, that combination is included in a directive speech act (Searle, 1969).

4.1.2 Second Level of Analysis: Discourse Practice Analysis

Based on the language structure, the analysis goes to production, distribution and consumption of text.

1) Production: the text was created by HRD team in a company. HRD team might write the requirements based on self-experience, guideline, formal education, or the customs in the company.

2) Distribution: the text was announced in the company's official website. It might also be spread through mass media or other sites.

3) Consumption: job seekers and public had the chance to get the advertisement via official website or other kinds of media.

4.1.3 Third Level Analysis: Sociocultural Practice Analysis

The fact that the advertisement was spread widely implying that the advertiser assumed that the text did not contradict the pre-existing social values. The fact that there is no protest or objection toward this kind of advertisements gives impression that most people in Indonesia do not think that the requirement is risky, discriminatory and/or illegal.

At this stage, the creator's ideology and assumption can be deduced from the text. The creator of the text thinks that assessing applicants based on their marital status is normal and beneficial for the company. There is no discrimination intended. Similarly, the examiners also believe that by including such requirement, there will be positive effect gained by the company such as: flexibility to work overtime, no maternity leave, no family allowance etc. Through inversion analysis, text creators believe that the 'unmarried' status is the anti-thesis for the mentioned advantages.

The job ad above was taken from a state owned enterprise in which the same requirement is commonly applied by attorney office and military recruitment. We tend to believe that only the state owned institutions are prone to such ideology. To balance the analysis, a sample text from a private company also shows the same tendency. The following excerpt was taken from a job vacancy advertisement from a private company with the similar requirement:

BCA prepares the Relationship Officer candidates by means of a year training program called Relationship Officer Program. This program's graduates will be accepted to become permanent employee in BCA branch office. During the training, participants are eligible for daily allowances, health insurance, holiday allowances, end year allowances and qualified knowledge from BCA.
Requirements:
- *S1 graduates with GPA minimum 2,75 (4.00 scale)*
- *Maximum 25 years old*

- *Have good interpersonal skills*
- *Love customers' related job*
- *Attractive with proportional weight and height*
- *To be assigned for BCA branch office*
- *Willing to be unmarried during one year training*
- *Willing to commit to company after training*

Excerpt 2: taken from job vacancy advertisement from national private company (Text 2)

The text shows that even in a private company, the sub-ideology that being 'unmarried' is desirable comes to the surface.

In order to find the social explanation of this phenomenon, we can track it from the demography analysis in Indonesia. Fortunately according to Fairclough, the explanation of social phenomenon is allowed in critical discourse analysis. According to Osotimenhin (2015), Indonesia has a big population with a wide range of demography. In Indonesia, approximately 65 million people are 10-24 years old. This number indicates that there is ample availability of productive worker candidates. Thus, the number of job seekers is overwhelming. It is different from European countries which have limited human resources. Those countries are forced to employ people from different ages and statuses. In Indonesia, the stock of labours is so abundant that the employers may be 'choosy' and the applicants tend to despair to accept whatever terms offered by the employers.

Aside from the demographic explanation, there is also a sociocultural explanation. First, discrimination has never been a serious issue among Indonesian people. Majority of people often raise a protest when the minority tries to build places of worship (Poskota, 2016). People of major religion sometimes evict people of minority religion from their homes (PPN, 2016). Secondly, Indonesian people have not been familiarized with merit-based system at the workplace. They are more familiar

with gender preference, seniority, closeness, title etc. Combination of both factors results in permissive ideology towards discrimination.

That is why discrimination of marital status is easily followed by other discriminations within the same. An example can be taken from the text above such as: 'male is preferred' and 'having proportional height and weight'. Creator's sub-ideology is revealed through those phrases. Apparently, Indonesian people are somehow permissive towards such advertisement so that it becomes the mainstream ideology.

4.2 Technologization of Discourse Analysis

If we take Scollon's point of view of hegemony (2001), both ruling class and opposing class have efforts on technologization of discourse. On the first view, ruling class, the efforts on technologization of discourse for the term 'unmarried' has been there for some times. The advertisement has been widely spread for decades.

In this paper, it would be more interesting if I propose an advertisement created by the opposing point of view. The following example is taken from National Business Entity and a private company which show that they do not follow the same stream.

- *Analyst Financing Planning & Evaluation (All Major)*

Job Description
1. *Administer document verification process for third party*
2. *Prepare the documents for loan funds/grant withdrawal under working condition*
3. *Deliver the documents for loan funds withdrawal to Financial Function PT Pertamina (persero)*
4. *Monitor the process until it is granted to the third party by coordinating with Finance PT Pertamina (persero), Ministry of Finance Directorate General of Treasury (Directorate of Management Investment System, Office Service and Treasury VI) and lender*
5. *Administer the accounting of balance and loan and grant usage complete with the cost based on loan agreement*

Job Requirement
1. *Minimum degree is Bachelor of Economy (Accounting/Management)*

2. *Proficient in oral and written English*
3. *TOEFL Score: 500*
4. *Having minimum 5 years working experience in Finance*
Closing date for application is July, 9ᵗʰ 2015

Excerpt 3: Alternative State Owned Enterprise (Text 3)

Requirements:

- *Male/female*
- *Minimum S1 graduate*
- *GPA min. 3.20 for S1 and 3.50 for S2*
- *Attractive*
- *Have knowledge of law in Indonesia*
- *Have good communication skill*
- *Able to operate computer*
- *Able to communicate in English*
- *Able to work individually and in a team*
- *Highly motivated*
- *Ready to be assigned in any place in Indonesia*

Excerpt 4: Job vacancy advertisement from an private company

As mentioned before, Fairclough reckons that opposing ideology will do some efforts of technologization of discourse. The text above does not mention marital status such as 'unmarried' or 'married'. Since the company presumably opposes the whole package of ideology, it also does not mention lexis option such as 'proportional weight' or 'male preferred'. Unfortunately, based on Fairclough signs of technologization efforts, the samples above have not performed the technologization of discourse completely. There are only three out of five signs appear in the text:

(1) The emergence of discourse technocrat (there are text creators)

(2) Shift of policy on discourse practice (Companies who made text 3 and text 4 have different policy from companies who made text 1 and text 3)

(3) Planning and projection of free context discourse technique (no particular scheme used to spread this ideology)

(4) Motivated simulation for discourse strategy (there is motivation by omitting discriminating requirements)

(5) Pressure to standardize the discourse practice (there is no string of pressure for the policy maker. The efforts are still sporadic)

5. CONCLUSION

There are some conclusions that can be made from the analysis and discussion:

(1) Text 1 and text 2 provided in the analysis, show that creators' ideology relating to their belief that 'unmarried' is beneficial for job recruitment.

(2) Analysis text 1 and text 2 also shows that the society has no apparent effort of opposing the idea of discrimination based on marital status.

(3) Analysis of text 3 and text 4 shows the emergence of opposing ideology of 'unmarried' in the form of technologization of discourse. However, the efforts have not fulfilled all prerequisites proposed by Fairclough (1995).

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Teks 1

PT PLN (PERSERO)
Electricity for a better Life

3. **Persyaratan :**
   1) Status **belum menikah** dan bersedia **tidak menikah selama menjalani Diklat Prajabatan**;
   2) Diutamakan **Pria**;
   3) Lulus S1/D.IV atau D.III dengan batas usia :
      a) **S1/D.IV** : Kelahiran **1990** dan sesudahnya
      b) **D.III** : Kelahiran **1992** dan sesudahnya
   4) Indeks Prestasi Komulatif (IPK) :

Kode Jurusan	Indeks Prestasi Komulatif (IPK) (Dalam Skala 4)
S1/IND, D.III/MAN	IPK ≥ 3.00
S1/ELE, S1/ALE, D.III/ELE, D.III/ALE	IPK ≥ 2.75

4. Melakukan pendaftaran dengan mengirimkan tiga berkas berikut ke PO BOX 1001 YKBS - YOGYAKARTA 55281:
   a. Copy akta kelahiran;
   b. Copy Ijazah / Surat Keterangan Lulus yang dilegalisasi;
   c. Copy transkrip nilai terakhir yang dilegalisasi;
   Tiga berkas tersebut dimasukkan ke dalam map (warna biru untuk S1 / D.IV dan warna merah untuk D.III) dengan menuliskan nama, no. Handphone, alamat email dan kode jurusan yang dilamar pada *cover* map di pojok kanan atas.
   Selama proses seleksi, apabila terdapat ketidaksesuaian data, peserta dinyatakan **GUGUR**.

Accessed from http://www.pln.co.id/kaltim/?p=2180

Valid per June 28 2015, 20.00 Western Indonesian Time

Teks 2

Program Relationship Officer (PRO)
Posisi Pekerjaan: **Lulusan Baru (Program)**
Lokasi:
Open Date: **21-10-2015**
Close Date: **31-03-2016**

Gambaran Program:
BCA percaya bahwa salah satu hal yang membuat BCA menjadi bank swasta terbesar di Indonesia adalah nasabah yang memiliki kepercayaan penuh terhadap BCA. Salah satu kunci sukses untuk membangun kepercayaan nasabah adalah dengan memberikan mereka solusi-solusi keuangan yang sesuai dengan kebutuhan mereka. Dengan mendapatkan solusi keuangan yang tepat, maka relasi antara BCA dengan nasabah akan terjalin semakin baik. Dalam hal inilah Relationship Officer BCA berperan, yaitu untuk memastikan nasabah mendapatkan solusi keuangan yang sesuai dengan kebutuhan mereka.
BCA mempersiapkan calon Relationship Officer melalui program pelatihan dengan jangka waktu 1 tahun yang disebut sebagai Program Relationship Officer. Lulusan Program Relationship Officer akan diangkat langsung menjadi karyawan tetap di kantor cabang BCA. Selama pelatihan, peserta akan mendapatkan uang saku, jaminan kesehatan, tunjangan hari raya, tunjangan akhir tahun dan tentunya pelatihan yang berkualitas dari BCA.

Persyaratan :
- Lulusan Sarjana (S1) dengan IPK minimal 2,75 (skala 4,00)
- Usia maksimal 25 tahun
- Memiliki kemampuan interpersonal yang baik
- Menyukai pekerjaan yang berhubungan dengan nasabah
- Berpenampilan menarik dengan tinggi dan berat badan yang proporsional
- Penempatan di Kantor Cabang BCA
- Bersedia tidak menikah selama 1 (satu) tahun pendidikan
- Bersedia menjalani ikatan dinas setelah pendidikan

Tahapan Seleksi :
Seleksi administrasi, Psikotes, Wawancara Rekrutmen, Wawancara User, Tes Kesehatan.

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Valid per June 28 2015, 20.00 Western Indonesian Time

Teks 3

Recruitment Pekerja Berpengalaman Pertamina

PT Pertamina (Persero) mencari individu-individu berbakat dan berpotensi yang mampu mencerminkan tata nilai perusahaan untuk menjadi bagian dari tim yang mengakselerasi pencapaian visi: Menjadi Perusahaan Energi Nasional Kelas Dunia.

Mari kembangkan ide, kreativitas, dan inovasi anda dengan mengikuti seleksi penerimaan pekerja berpengalaman (Experienced Hired) PT Pertamina Geothermal Energy untuk Unit Bisnis :
- **Analyst Financing Planning & Evaluation** (All Major).

I. Job Descriptions:
1. Menyelenggarakan proses verifikasi dokumen pihak ketiga
2. Menyiapkan dokumen penarikan dana pinjaman / hibah sesuai ketentuan/ peraturan yang berlaku
3. Menyampaikan dokumen penarikan dana pinjaman ke Fungsi Finance PT Pertamina (Persero)
4. Melakukan monitoring proses penyampaian dokumen penarikan dana pinjaman sampai dengan dana telag ditarik dan dibayar kepada pihak ketiga dengan melakukan koordinasi dengan Finance PT Pertamina (persero), Kementerian Keuangan Direktorat Perbendaharaan (Direktorat Sistem Manajemen Investasi, Kantor Pelayanan dan Perbendaharaan Negara VI) dan lender.
5. Menyelenggarakan pencatatan dan laporan saldo dan penggunaan dana pinjaman dan dana hibah serta mencatat dan melaporkan biaya / beban lain seperti yang tercantum dalam perjanjian pinjaman.

II. Job Requirement
1. Minimal S1 Sarjana Ekonomi (Akuntansi / Manajemen)
2. Mampu berbahasa Inggris lisan dan tertulis
3. TOEFL SCORE : 500
4. Memiliki pengalaman kerja minimal 5 tahun di bidang Keuangan
   pendaftaran akan ditutup pada **09 Juli 2015.**

Untuk detail pendaftaran, klik Recruitment *Berpengalaman* (Experienced Hired). Informasi lebih lanjut dapat menghubungi Pertamina Contact Center (021) 500 000 atau pcc@pertamina.com

Hati-hati dengan penipuan !!!
PT PERTAMINA (PERSERO) tidak pernah meminta uang atau pembayaran dari pelamar dalam setiap tahapan rekrutmen
Apabila menerima email atau telepon panggilan tes yang mencurigakan, mohon konfirmasi segera ke
CONTACT PERTAMINA (021) 500 000.

Accessed from http://www.pertamina.com/company-profile/karir/peluang-karir/lulusan-baru/ContentM

Valid per June 28 2015, 20.00 Western Indonesian Time

Lowongan Kerja Bank HSBC HSBC adalah saah satu grup perbankan terbesar di dunia yang bermarkas di London, Inggris. Anggota pendirinya adalah The Hongkong and Shanghai Banking Corporation Limited, sebuah bank yang dibentuk oleh Thomas Shuterland (Warga Skotlandia) untuk membiayai perdagangan di Timur Jauh pada 1865. Loker Bank HSBC - Pada 2005, HSBC merupakan perusahaan terbesar keempat dalam segi aset, dan termasuk dua terbesar di dunia setelah Citigroup. Di Indonesia HSBC mulai hadir di Jakarta pada tahun 1884, sehingga merupakan salah satu bank tertua di Indonesia. https://id.wikipedia.org/wiki/HSBC Saat ini Bank HSBC membuka Lowongan Kerja Terbaru bagi para talent muda yang memiliki semangat, motivasi tinggi dalam bekerja, kompeten dan berdedikasi tinggi untuk bergabung dan berkarier bersama Bank HSBC untuk posisi : Lowongan Kerja Bank HSBC Indonesia Specialist Development Programme Persyaratan Lamaran : Pria / Wanita Pendidikan minimal S1 IPK min. 3.20 untuk S1 dan 3.50 untuk S2 Berpenampilan menarik Memiliki pengetahuan tentang hukum di Indonesia Memiliki kemampuan berkomunikasi yang baik Menguasai komputer Dapat berbahasa Inggris dengan baik Dapat bekerja dalam tim maupun individu Memiliki motivasi tinggi dalam bekerja Bersedia ditempatkan di seluruh wilayah kerja HSBC di Indonesia Pengajuan Lamaran : Kirim lamaran dan CV Anda ke : muhammad.ibrahim.isa@hsbc.co.id dengan subject : "Application - SDP 2015" Atau via POS ke : Human Resource Department, SDP Application 2015, Gedung World Trade Center I Lt.4, Jl. Jenderal Sudirman Kav.29-31 Jakarta 12920 Informasi lebih lanjut dapat dilihat **di sini**

Url: http://www.idloker.com/2015/08/lowongan-kerja-bank-hsbc.html

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