

Conference Paper

Projection Analysis of Business Text in *The Jakarta Post*

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Abstract

This research aimed to find out kinds of projection relation and to explain how the most dominant projection relation is used in business texts in *The Jakarta Post*. This research was conducted by using the descriptive method with a qualitative approach. The data were taken from clause complexes in some business text articles such as “RI Asks India to Cut Palm Oil Tariffs” (Text A), “Dumai refinery to cut costs by 25%” (Text B) and “NTT exports octopus to China” (Text C). As a result, both projected locution and projected idea were obtained. In terms of projection relation analysis, it is found that two kinds of projection relation were used in Text A, Text B, and Text C. The kinds that were not found in the three articles of business texts in *The Jakarta Post* were hypotactic idea and paratactic idea. The kind of projection relation which dominantly occurred in the three articles of business texts in the paper of *The Jakarta Post* was hypotactic locution with the frequency reaching to 61,54% while the frequency of paratactic locution was only 38,46 %.

Keywords: Projection relation, the Jakarta Post, business texts.

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1. Introduction

Language plays an important role to convey opinions, messages, thoughts, and feelings. The language used in the written language such as letters, memos, proposals, magazines, newspapers, and reports while oral languages such as speech, dialogue, instructions, and commands. According to Martin and Rose (2007), there are exactly “three general functions of language in social contexts, there are to enact our relationships, to represent our experience, and to organize discourse as meaningful text” (p. 4, 7). Those three general functions are called metafunctions, there included ideational, interpersonal, and textual metafunction. According to Eggins (2004) “metafunction of language represents the purpose of language” (p. 11); It means language to make meaning. The linguistic in texts make a number of meanings simultaneously. Halliday and Matthiessen (2004) suggested that “metafunction is making sense of our experience, and acting out our social relationships. It is clear that language construing them into things and typically then construe human experience”. (p. 29)

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The language used in business text is a text that provides all information that is beneficial to the community wherein a business text presents information about capital markets, banking, insurance, finance, trade, small to medium businesses, financing, infrastructure, property, information technology, agribusiness, mining and energy, tourism, transportation, etc. This is very important for people's lives. With information about this business, the public will know the developments that occur every day in the business field. Business texts can be found in various mass media, available one of which is a newspaper. Newspaper is one of the media information providers. The advantage of newspapers compared to other information media is that they are easy to obtain, relatively affordable and easy to carry around. Newspapers have different characteristics, based on the time of publication of newspapers divided into two, namely morning newspapers and evening newspapers. While based on the coverage of the news, it can be classified as a local newspaper and a national newspaper. In more detail, the newspaper can also be divided based on the contents of the news, such as general newspapers containing news in general and economic newspapers whose contents more specifically present economic news. Today the newspaper publishing industry is enlivened by various brands of newspapers that offer various advantages of product attributes. A large number of choices make consumers able to choose freely according to their needs and desires, but for marketers, it is certainly a big challenge so that their products can compete to attract the hearts of consumers. In the country itself, there are many types of newspapers with their respective characters, one of which is the Jakarta Post newspaper. It is the only media that has a daily by raising news or domestic issues in English in Indonesia that provide informative, neutral and quality news.

This article takes newspaper texts as the object of the study. The choice is due to two reasons. The first reason is that the language of newspaper is very different from other texts. It delivers the message or information about the events of the day. The second reason is that the newspaper also presents newsworthy information about any topics including business news. In the language of the newspaper, the language that used is not too formal and the impression is to provide updated information about the business. The reason to use The Jakarta Post is that it is a product of the Indonesian National newspaper.

Based on the background presented above, the research problems which are identified are of two points: 1). what is the structure of projection relation of business texts in The Jakarta Post? 2). How are projection relations are used of business texts in The Jakarta Post?

The choice of projection is meant to analyze the text to see the relation of one clause to another clause. Thus, it is interesting to analyze the business texts by using projection analysis in order to find out how the reader can know the relation of the clause in order to get the meaning of information in a text so the reader can get a better understanding about the information especially the information of business texts.

2. Literature Review

2.1. Business and its structure

Business text can be defined as clause or passage in spoken or written form which is a concept of giving information or explaining about business. Business means here as an organization that provides goods and services to others who want or need them. Actually, when we do a business we want to have such profits.

The business text here gathers from The Jakarta Post Newspaper. Emery et. al (2000, p. 33) state that a newspaper is a publication containing news, information, and advertising General interest newspaper often happen on the articles of political events, crime, business, art or entertainment, society, and sports.

2.2. Projection

Projection is the second type of logico-semantic relations. The kind of relationship in the clause complex can be in the form of projecting. Halliday stated that Projection is the secondary clause projected through the primary clause, which instates it as locution or an idea (Halliday, 1985, p. 196)

For examples:

(1) John said he was running away (Halliday, 1985, p. 197).

(2) John thought he would run away (Halliday, 1985, p. 197).

The first example, the secondary clause *he was running away* is projecting of primary clause *John said*. The locution is marked by verb "say". The second example, the secondary clause *he would run away* is projecting of primary clause *John thought*. The idea is marked by verb "think".

Projection clauses can be grouped into two types, i.e. (1) locution, and (2) idea. Locution is a clause that is projected through the other clause which presents it as a locution or construction of wording (Halliday, 1994a, p. 219). Locution is quoted or reported speech. The symbol (") is used to signal locution. The locution is projected

from a verbal process such as say, tell, ask, answer, reply, insist, complain, cry, shouted, boast, murmur, grumble, declare, comment, speak, state, mention, describe, act, report, explain, promise, agree, reveal and urge. The idea is a clause that is projected through the other clause which presents it as an idea or construction of meaning (Halliday, 1994, p. 219). The idea is quoted or reported thought. The locution is presented by the symbol ('). Quoted or reported thought is projected from a mental process such as think, imagine, plan, consider, intend, desire, mean, believe, hope, seem, note, observe, write, regard, wish, want, know, hear, and see. (Suhadi, 2012).

3. Research Method

This study used a qualitative study (Miles & Hubberman, 2014) in order to understand how the information in business text deliver by the writer in The Jakarta Post Newspaper that published daily in Indonesia. The data for the study were taken from the three texts of business text from The Jakarta Post that published on February 25, 2019. Each of the text broken down into clauses then the clauses of each sentence was analyzed to find out the using of projection relation in delivering the message.

According to Miles and Huberman (2014, p. 31-33) there are some important process, they are: 1) data collection, 2) data condensation, 3) data display, 4) conclusion: drawing and verifying. The process of analyzing data figured by Miles and Huberman (2104) in the form of cycle. The cycle can be seen in the following figure:

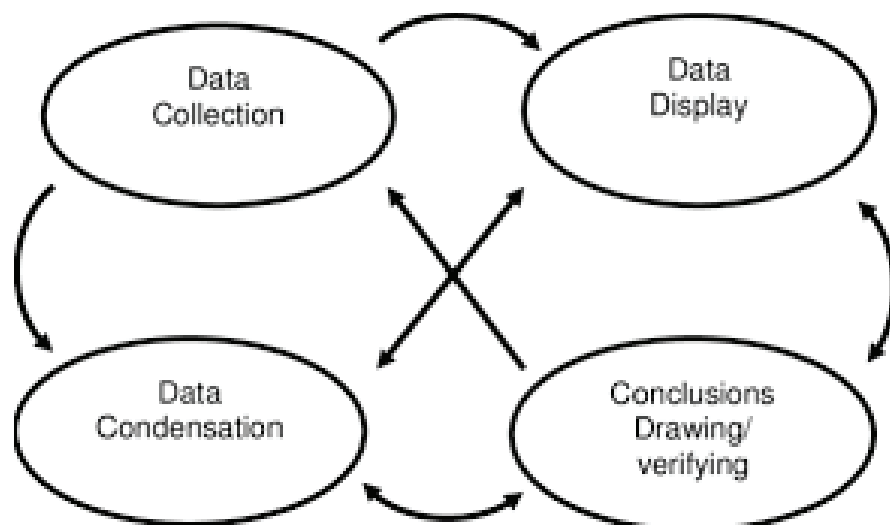


Figure 1: Component of Interactive Data Analysis.

4. Result and Discussion

4.1. Result

4.1.1. The analysis of paratactic locution

The relation of clauses in paratactic locution indicates that two clauses or more are in equal status. Paratactic locution is coded by (1"2). Basically, the primary clause projects the secondary clause by using verbal process. Verbal process includes of say, tell, ask, announce, report, etc. In business text of The Jakarta Post, paratactic locution was occurred 5 times: 1(Text A), 2 (Text B) and 2 (Text C). The sample of paratactic locution in business text of The Jakarta Post can be presented as follows.

(1) "In return, Indonesia is willing to open up market access for raw sugar from India that is needed by our national industry," he said, (Appendix A, Business Text A paragraph 4)

(2) "The diesel fuel could be used for more productive activities," he said in a press statement on Friday (Appendix B, Business Text B paragraph 4)

(3) "PLN has prepared a special measure to provide a stable electricity supply from two main substations in Pelintung and Purnama," said PLN Riau and Riau Islands senior manager Busran la Bintang. (Appendix B, Business Text B paragraph 6)

(4) "The 24 tons of octopus were caught in Flores Island waters and were sent to China through Surabaya," said NTT administration's fish quarantine and quality control station head, Jimmy Elwaren in Kupang on Friday. (Appendix A, Business Text C paragraph 2)

(5) "We have exported 75 tons of seaweed to China that was harvested in Sumba Island waters," he added. (Appendix A, Business Text C paragraph 5)

4.1.2. The analysis of hypotactic locution

Hypotactic locution is coded by (α " β). This category indicates the clause relationship of unequal status. In hypotactic locution, the clauses are to report something. In hypotactic locution, the relations of the clauses are using verbal clauses. The hypotactic locution in business text of The Jakarta Post was occurred 8 times: 5(Text A), 1 (Text B) and 2 (Text C). The sample of the hypotactic locution is presented below.

(1) India responded positively, the minister added (Appendix A, Business Text A paragraph 5)

(2) Indonesia has asked India to cut its tariff on refined palm oil to 45 percent, matching the levy faced by rival producer Malaysia, and has offered market access for Indian

sugar in exchange, the Trade Ministry said on Saturday.(Appendix A, Business Text A paraghrap 1)

(3) Jakarta asked for a 5 percentage point cut in India's import tax to match the tariff of 45 percent New Delhi charges on products from neighboring Malaysia, Enggartiasto said in a statement.(Appendix A, Business Text A paraghrap 3)

(4) Traders said the bulk of Indian palm oil imports usually came from Indonesia, though a difference of 5 percentage points in taxes could increase Malaysia's market share.(Appendix A, Business Text A paraghrap 8)

(5) Indonesia shipped 6.7 million tons of palm oil to India in 2018, its palm producers association said.(Appendix A, Business Text A paraghrap 9)

(6) RU II general manager Nandang Kurnaedi said another benefit of the agreement was the refinery's elimination of the need for Solar branded biodiesel to generate electricity. (Appendix A, Business Text B paraghrap 4)

(7) Octopus was first exported to China in Late 2018, with total export volume of 15,8 tons, he said (Appendix A, Business Text C paraghrap 3)

(8) Jimmy added that the province had also exported other products, such as seaweed, to the country in January (Appendix C, Business Text C paraghrap 4)

4.1.3. The analysis of paratactic idea

Paratactic idea indicates the relation of the clauses by using mental processes. Paratactic idea is coded by (1'2). Paratactic idea was not found in the three business text articles of The Jakarta Post.

4.1.4. The analysis of hypotactic idea

Hypotactic idea indicates the relation of the clauses by using mental processes. Mental processes include such as think, cry, shout, etc. Hypotactic idea is coded by (α ' β). Hypotactic idea was not found in the three business text articles of The Jakarta Post.

4.2. Discussion

Types of Projection analysis that were found in business texts in The Jakarta Post only two types. The wo categories were paratactic locution and hypotactic locution. From the two kinds of projection that meaning that occurred, the higher rank of occurences is hypotactic locution. The most dominantly used of hypotactic locution in business

text implies that the writer of business text wants to convey the message with more detail information. On the other hand, the writer of business text want to enhance the impormation of business text. The using of each type of Projection Analysis was different in each business texts as shown as the following table:

TABLE 1: Occurrences of Types of Projection Analysis.

No.	Types of Projection Analysis	Business Texts			Total Occurrences	Percentage
		Text A	Text B	Text C		
1	Paratactic Locution	1	2	2	5	38,46 %
2	Hypotactic Locution	5	1	2	8	61,54%
3	Paratactic Idea	0	0	0	0	0%
4	Hypotactic Idea	0	0	0	0	0%
						100%

5. Conclusion

Based on the results of the above analysis, it was found that the types of projection relations used in business texts in the paper of *The Jakarta Post* were paratactic locution ($1'2$) and hypotactic locution in the three texts A, B and C, while hypotactic idea ($\alpha'\beta$) and paratactic idea ($1'2$) are not found in the texts A, B or C. Based on the result of analysis, it was found that the frequency of paratactic locution type reached to 20% in Text A, 40% in Text B and 40% in Text C; whereas the frequency of hypotactic locution type with reached to 62,5% in Text A, 12,5% in Text B and 25% in Text C. The kind of projection relation which dominantly occurs in the three articles of business texts in *The Jakarta Post* is hypotactic locution type with the frequency reaching to 61,54% whereas the frequency of paratactic locution type reached to only 38,46 %. It can be concluded that journalists of the three articles who wrote business texts in the newspaper of *The Jakarta Post* prefer to choose the Hypotactic and Paratactic Locution than Hypotactic and Paratactic Idea. It indicates that the journalists prefer to show the facts by expanding the phenomenon that has the sequence of the same experiential information than realize them in the paratactic or hypotactic idea.

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