CHAPTER I

INTRODUCTION

1.1 Background to the Topic

Job training is an obligation for seventh semester student in English Department. The present writer undertook the job training in *Balai Bahasa Provinsi Jawa Barat* at Sumbawa street No. 11. The function of *Badan Bahasa* office is to develop Indonesia linguistic and literature and to cooperate with the province, city and regency bureaucrat.

Balai Bahasa Provinsi Jawa Barat has five job programs. One of them, couching language and literature program in mass media. The program is a media for society to show their ability in appreciate of literature. Then the function of the program is a media to express the several of modern opinion, the reflection of identity and create of harmony.

The present writer was also assigned as writer in the program. The task of the present writer in the program was writing essay in mass media. The present writer hopes writing essay in mass media can help society to understand linguistic and Indonesian literature. Essay in mass media has a lot of benefit because essay can read widely by the society, so the writing has to use a language understood by the reader.

Writing an essay in mass media is not an easy job. The article should be attentively examined to be sure that the reader can read it easily. Thus, to write an

essay in mass media we have to have a particular strategy to write it. In other words, writing in mass media becomes challenge for writer. It is the reason this topic is interesting to be analyzed.

According to that case, this job training reports entitled “The Strategies to make an Essay in Mass Media”.

1.2 Scope

This paper explains about strategy to write essay in mass media. The data is taken during job training process on July until September.

1.3 Objective

1. To explain about strategy to write essay in mass media in *Balai Bahasa Provinsi Jawa Barat.*
2. To report the job training that had been conducted in *Balai Bahasa Provinsi Jawa Barat.*

1.4 Significant to Knowledge

The present writer expects that this report will give significant benefit in the form of information and experiences, especially for English Department students who want to increase their knowledge in writing an essay. It is also hoped to be a reference for the next researcher.

1.5 The Framework of the Theory

Mass media is use to give information to society, especially for community mass. So in writing an essay, it must use understandable and popular language. Therefore required some strategies that is used in writing in mass media because everyone read mass media.

Therefore in the job training, the present writers explain how the strategy to writing essay in mass media. In e-book *Menulis di Media Massa, Why Not? by* Fandy Hutari (2011:26) it is explained the strategy to write essay in Mass media. They are:

1) *Choosing the topic*; the present writer should choose the specific topic that is interesting and contemporary.
2) *Making the writing frame*; the writer makes an outline from the topic. An outline contains your argument.
3) *Writing your opinion*; the writer gives an opinion to the topic. It should use clear language so the reader understands about the topic.
4) *Choosing points and making sub theme*; choose the point that you will explain and make sub theme so the reader can understands about an idea.
5) *Developing sub theme*; developing the sub theme in order to attract reader's attention to read the essay.
6) *Writing introduction in first paragraph*; the writer should make background from an essay.

7) *Writing a conclusion*: the function of the conclusion is to make the reader understands the main point of the essay.
8) *Writing a sentence that a reader can take benefit from essay*; after reading your essay, the reader should get the benefit from it. So the reader wants to read your writing.

1.6 Research Method

This analysis uses descriptive analysis method. Descriptive analysis is the most basic analysis to describe the general state of the data. According to Sugiyono (2008:5) define descriptive method *"Penelitian deskriptif adalah penelitian yang dilakukan untuk mengetahui nilai variabel mandiri, baik satu variabel atau lebih (independen) tanpa membuat perbandingan, atau menghubungkan dengan variabel lain."*

So the research of descriptive method is a research describes or explain the problem.

1.7 Place and Time

The present writer conducted the job training in *Balai Bahasa Provinsi Jawa Barat* located at Jl. Sumbawa No.11, Bandung. The writer worked in the office for about a month, started on 15 July until 9 September 2013. The present writer started working from 10 am to 3 pm from Monday to Thursday