CHAPTER III

THE DESCRIPTION OF THE TOPIC

3.1 Introduction

3.1.1 Explanation

Essay is short writing that contains the writer's argument about a topic. Essay in mass media should use understandable language by a reader's common language and there are few strategies in writing essay in mass media. Fandy Hutari describes few strategies in writing essay in mass media, as follow: (1) Choose the topic (2) Make writing frame (3) Write your opinion (4) Choose points that your explain and make sub theme (5) Develop sub theme (6) Write introduction in first paragraph (7) Writing a conclusion (in write conclusion the present writer should write a sentence that a reader can take take benefit from essay.

3.1.2 Analysis

STRATEGY I

Choosing the topic

Write an essay in mass media has to be interesting and up to date phenomena. So the present writer must choice topic that interesting. During job training in *Balai Bahasa Provinsi Jawa Barat* the present writer is given a task to write contemporary topics for mass media to full fill the task, the present writer observes the phenomena in mass media. Based on the observation, it is found out that mass media often uses uptake language, for example the usage of word *actress*. Word *actress* is uptake word from English to Indonesia. In Indonesia the word *actress*

becomes *aktris*. There is change letters in *c* become *k.* But when it is written in mass media, they often use *artis* than *aktris.* It happens because they write the way they say it.

The present writer collects the data from reading a book about uptake language, observing or surfing over the internet about uptake language. The present writer chooses the topic because many people often use the uptake language in daily life. People use to pronounce pronoun the uptake language different from the original word, that is why the present writer is interested to discuss the uptake language. Thus the title of the essay is actress, *aktirs*, *artis*.

STRATEGY II

Make a frame

After choose the topic, to make a qualified essay the present writer should make a frame. To make frame or outline, it should be more directional and structured. In making the writing frame, it has to contain:

- Introduction

To make an introduction in mass media, there are few steps that the present writer does. First the present writer elaborates the phenomenon of uptake language Indonesian daily life. Which focuses on a change of *aktris* to *artis* in the written form.

Then in first paragraph, the present writer tells about reason of the topic. A first paragraph should attract attention of reader to make them want to continue reading. Therefore, the present writer writes opinion phenomena uptake language nowadays in Indonesia. To write the introduction, the present writer should be uses language that is unique and reader understands it. So the reader keeps on reading an essay. This is an example about sentence of introduction:

Bahasa yang digunakan oleh masyarakat Indonesia sering mengandung kata serapan dari bahasa asing. Contoh yang sering diucapkan oleh masyarakat kita adalah kata *artis* dan *aktris*.

- Content

Content is the body of the essay. In the content, there should be a sub theme that is used to explain the topic chosen. A sub theme is used to develop a topic sentence in each paragraph. Alice Oshima and Ann Hogue (1991:93) explain how to write content in essay: *The body of an essay discusses your subdivide topics, one by one. It contains as many paragraphs as necessary to explain the controlling ideas in the thesis statement.*

Based on the explanation above, the present writer makes content by choosing the points to be explained first and develop it into topic sentence. After that, choose the supporting statement that supports the topic sentence. The steps above describe as follow:

1. The differences between writing and pronunciation *aktris* and *artis*

- Aktris is used in writing whereas *artis* is used as pronunciation.
- In some article many author use *artis.*
- *Aktris* and *artis* is different meaning.

2. The reason why Indonesian use uptake language

- Indonesian is ex-colonize country
- They cannot different *aktris* and *artis.*

- Conclusion

Conclusion is summarize in topic discuss. Alice Oshima and Ann Hogue (1991:98) explain how to write conclusion in essay: *"Summarize the essay by restating what the process are, what the purpose of the process is, how to it operates, and why it is important. In other words, the conclusion repeats the information given in the body of the essay, without going to specific details."*

Thus, in the conclusion the present writer will give a summary that explain and give solution of the phenomenon in Indonesia.

STRATEGY III

Write your opinion

After make a frame, the present writer should write her opinion. The opinion should make the reader convince to the information given. The opinion is based on the subtheme that has been chosen. In this article the present writer chooses two sub themes, first the differences of *Aktris* and artis and the second the reason of Indonesian society uses up take language. Based on the first subtheme, there are three argument that are: *Aktris* is used in writing whereas *artis* is used as pronunciation, In some article many author use *artis, Aktris* and *artis* is different meaning. The differences of them are Actress and *aktris* have same meaning that is a woman who performs on the stage example on television or in films or movies, the difference of them is only in writing. Whereas *artis* is art expert means artiste (singer, performer in film, painter and performer in drama).

In the second subtheme the present writer finds that Indonesian often imitates words from what they read and listen. Therefore, they write the same way they say it. The example of opinion is as follow:

> Dalam kehidupan sehari-hari masyarakat Indonesia sering menggunakan kata *artis* ketika membicarakan aktris atau memanggil aktris. Padahal terdapat perbedaan antara arti kata *aktris* dan *artis*
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> Kesalahan pelafalan dapat terjadi karena sifat masyarakat yang instan dan tidak kritis. Ataukah lidah masyarakat Indonesia mau menggunakan yang sederhana saja atau tidak mau susah?
>
> Negara Indonesia mempunyai keaneka ragaman bahasa jadi hal ini memang bisa terjadi. Keanekaragaman bahasa terlihat dari logat bahasa daerah yang berbeda-beda. Dengan demikian, satu kata serapan asing yang sulit diucapkan bisa berubah penulisan dan tentunya pengucapan.

STRATEGY IV

Writing a conclusion

The conclusion is a summary of the elaboration of the phenomena of up take language. In the conclusion, the present writer should make sure that all the important points of the phenomena is discussed. The chosen word should be easy and readable so the reader can understand and get the benefit from it. In addition, the present writer also chooses the word that can convince the reader. Below is example of the conclusion:

> Kosa kata yang diserap dari bahasa asing mungkin mengalami perubahan, entah karena budaya, dan logat bahas.

3.2 Problem and Solutions

During job training, the present writer found issue about the strategy to write essay in mass media. The issues are:

1. The present writer get difficulty in making an essay
2. The present writer has problem in choosing contemporary topic;
3. The present writer get difficulty in choosing language that reader understands it.

Based on the problem, the solutions are:

1. The present writer learn the strategy in making an essay
2. The present writer tries to find the update news from many sources.
3. The present writer learns the appropriate language from the dictionary.