



**Diah Kristina, M.A., Ph.D.** lahir di Surakarta, 5 Mei 1959. Perempuan yang memiliki NIP 195905051986012001 adalah staf pengajar di Fakultas Sastra dan Seni Rupa UNS. Riwayat pendidikan tinggi yang berhasil ditempuhnya adalah tahun 1985 lulus Sarjana (S-1) pada Prodi Sastra Inggris di Universitas Sebelas Maret, lulus Master (S-2) tahun 1992 di University of Sydney Australia untuk bidang ilmu Applied Linguistics (Tesol), dan tahun 2011 telah berhasil menyelesaikan studi Doktor (S-3) nya di Universiti Utara Malaysia bidang ilmu Applied Linguistics. Judul dan ringkasan Disertasi adalah sebagai berikut.

### **A GENRE ANALYSIS OF SALES PROMOTION LETTERS AND COMPANY PROFILES IN AN INDONESIAN BATIK INDUSTRY**

This study explored company profiles and sales promotion letters of batik from two big batik companies in Solo, Central Java, Indonesia. Data of the research are of two types, the primary and secondary data. The former refers to words, phrases, and clauses taken from the company profiles and sales promotion letters of batik written in Bahasa Indonesia. The latter refers to transcribed data obtained from in-depth interviews with the text producers and buyers. Two batik company profiles and three sales promotion letters were analyzed. Two informants from each batik company representing the text production side were interviewed; they were the marketing and promotion managers from the two batik industries. Likewise, one buyer from each batik company representing the text consumption side was also interviewed.

The research employed theories of genre analysis proposed by Swales (1990) which focused on patterns of rhetorical organization and genre-specific language features. In terms of data collection, the present study also draws on ethno-methodological tradition within the communication framework in an institutionalized socio-cultural context (Lillis, 2008). Ethnographical research primarily uncovers and describes beliefs, values, and attitudes that structure the behavior of a group (Baumgartner & Hensley, 2006).

In terms of data analysis, this study employed the multi-perspective model of analysis advocated by Bhatia (2004) which focuses on textual and socio-cognitive aspects of the texts. The textual aspect explicates the use of text-internal features in embodying values in the context of rhetorical moves, discourse strategies, regularities of organisation, intertextuality and some aspects of interdiscursivity. The socio-cognitive aspect refers to participants' relationship and their contributions to the process of genre construction, interpretation, use and exploitation in the context of professional practices and constraints.

This study has arrived at some conclusions. First, although the most important intention of any kind of business is making a profit, the strong influence of Javanese culture has made the genuine intention of getting the profit to be less explicitly stated. In fact, the profit making notion is transformed into a more social and cultural preservation in orientation. Secondly, writers of batik company profiles seemed to acknowledge the function of these specific business documents as one of the primary image-building components in their promoting efforts. This study also found some varieties in terms of function between the established and less established image-building promotional tool. However, the textual analysis and the in-depth interviews with the text producers supported the view that company profiles of batik had been ideally used to create a

positive and favorable image upon the company through the employment of moral and cultural commitment to batik making, history, vision and mission, new technology in the production processes, organizational structure, and lists of achievements and awards.

Thirdly, the most distinctive feature that differentiated *establishing credentials* in English and that of the Indonesian, especially in the batik business context, had been the use of moral obligation to preserve the native culture and family relation with the national heroes. Writers of the English sales promotion letters, on the contrary, highlighted the needs of future buyers and claimed that their companies were the best to fulfill the needs. Likewise, due to cultural constraints, the sales promotion letters of batik in question did not include the moves of *offering incentives* and *using pressure tactics*. The writers rather used the move of *eliciting response* which is less persuasive and less direct compared to that of the English sales promotion letters.

Fourthly, the chemistry between writers and readers of sales promotion letters and company profiles of batik constructed a strong ground for mutual understanding and thus paved the way to purchase. Finally, this study had shown very clearly how the wider culture and the culture of the discourse community contributed to the framing and formatting of sales promotion letters and company profiles of batik in terms of lexico-grammar, cognitive structuring, intertextuality and interdiscursivity.

In the past, studies done in Bahasa Indonesia to business texts were more oriented to below sentence level phenomena (Kusrianti, 2008; Purnanto, 2002). Thus, the present study contributes to the study of above sentence level phenomena, especially the features and conventions of sales promotion letters and company profiles of batik. Additionally, the present study provides input to writers of sales promotion letters and company profiles to have a direct, persuasive, clear, and systematic promotional text especially for export purposes. Last but not least, the present study has provided a perspective into the written business communication of batik industries drawn from an empirical study.