

MACRO AND MICRO LEVEL ANALYSIS OF INDONESIAN BUSINESS E-MAILS WRITTEN BY MINANGKABAU AND JAVANESE SPEAKERS

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Abstract

The comparison of the approach totally different individuals with different language backgrounds adopt the Indonesian in their e-mails will yield useful findings and may illuminate the extent to that the e-mail messages or influenced by the interlingual and intercultural transfer. This analysis aims to explain the interrelatedness among genre analysis of Indonesian business e-mails written by Minangkabau and Javanese Speakers. The method used descriptive qualitative. The information was obtained from ten business e-mails written by Minangkabau (five business e-mails) and Javanese Speaker (five business e-mails) and analyzed those supported 2 major stages, namely: macro-level and micro-level analysis consistent with Santos (2002). The results obtained from this analysis were Minangkabau speaker had additional complete structure than Javanese speaker. Because, in business e-mails written by Minangkabau had additional complete in move than Javanese speakers. And in lexico-grammatical options, the Javanese prefer to use proper noun, and therefore the Minangkabau prefer to use function word “you”.

Keywords: Genre Analysis, Business E-mails, Intercultural Transfer

I. Introduction

Communication is a process of sending and receiving the messages or meaning through the media to inform, change attitudes, opinions, or behavior, either directly or indirectly. Communication has existed since ancient times even since humans were born, communication has existed. In the past, humans communicated using symbols such as using smoke from burning, stacking stones and even shouting from one hill to another. As time goes by and the development of communication, the technique of sending messages has begun to vary, ranging from the use of codes such as Morse code, telegram, radio, to the use of mass media and internet networks that make it easier for humans to communicate which is not limited in space and time.

The basic needs of humans today may not only be clothing, food and shelter, but there are additional needs, namely the need for the internet. Today, humans may no longer be able to live without the internet; today's dependence on the internet is very high. Starting from morning to evening activities and even 24 hours, the internet plays an important role in human life which is used for all aspects of life.

A popular tool of communication around the world with the spread of the internet is Electronic mail or sometimes written as e-mail. It is a system for receiving, sending, and storing

electronic text, files, images, or other attachments to a specified individual or group of individuals and business communication.

E-mail is gradually replacing more traditional oral and written ways of communication, and it is quickly becoming the world's primary means of communication. As the usage of e-mails has grown in popularity, it has become increasingly vital to understand the nature of this relatively new medium and how it serves distinct communication objectives in distinct discourse communities.

The primary criterion for classifying a group of communication events as a genre is genre analysis as the shared communicative goal. Each genre is made up of units known as "moves." In a written or spoken discourse, move is a rhetorical unit that performs a cohesive communicative function. Genre studies are useful because they provide a foundational understanding of formal and content schemata, making it easier to investigate generic conventions and the language resources that support their implementation.

As Santos (2002) conducted a genre analysis of business letters that then looked at a specific corpus of commercial letters known as "Business Letters of Negotiation" (LNs) in which all of the letters served the purpose of giving and/or asking for information and drew out a four-move model and the common linguistic choices that were used to realize each identified move. As a significant unit, it is expressed in the form of language (lexico-grammatical) and is related to the communicative purpose of the activities in which the members of the community participate.

Therefore, comparing how different people with different language backgrounds use Indonesian in their emails can produce useful results and clarify the extent to which emails are affected by cross-language and cross-cultural transfers.

This research focuses on comparative genre analysis of Indonesian business E-mails written by Minangkabau and Javanese Speakers. This research involves "A Comparative Genre Analysis of Indonesian Business E-Mails Written by Minangkabau and Javanese Speakers". The aim of the study is to describe the interrelationship between: Genre Analysis Business E-Mails, Minangkabau and Javanese Speakers.

The problems of the research are formulated as following: (a) Is there any difference between the macro structures of business e-mails written by Minangkabau and Javanese speakers? and (b) Is there any significant difference between the typical lexico-grammatical features of Indonesian business e-mails written by Minangkabau and Javanese speakers?

II. Method of Research

The researcher collects the data according to these two steps, namely (a) Collect ten business e-mails written by Minangkabau (five business e-mails) and Javanese Speaker (five business e-mails) and (b) Determine the genre. After collecting the data, the researcher analyzed the data according to two main stages: macro analysis and micro analysis. The two main stages can be described as follows:

(1) Macro-Level Analysis: Move Analysis

The first step of the system is to check emails; it is implemented to identify movements and steps in communication events to understand their frequency and sequence.

Once the motion scheme of each corpus is extracted and the number of repetitions of each motion/step is calculated, the chi-square test is performed on each motion and step independently to find out whether the comparison between parallel motions and steps in the two corpora is indeed worth noting.

The analysis of the preparatory actions of the two corpora found that the graph of four actions proposed by Santos (2002) is relevant and important for the information collected for the program.

In both corpora, four mandatory moves are recognized, such as those performed in the Santos study. These required moves are as follows:

Move 1: Establishing the negotiation chain

Move 2: Providing information/answers

Move 3: Requesting information/ action/ service/favors

Move 4: Ending

(2) Micro-Level Analysis: Lexico Grammatical Analysis

Each action has typical morphological features and the most frequent language realization of the action.

This research explores the salient vocabulary and grammatical options and methods that characterize each outstanding action, as well as the basic reasons for such choices. The study of Santos (2002) was used as a reference sample, and highlighted the use of subject pronouns and three syntactic structures (Imperative, Interrogative, and Declarative), and selected specific words and expressions to perform each step for inspection.

III. Research Findings

For confidentiality, the email address to which the message was sent (after To :) and the email address to which the message was sent (after From :) have been changed.

Two fake email addresses were used instead of real email addresses, namely: (1) Javanese@gmail.co.jv and (2) Minangkabau@gmail.co.mg. These fictitious email addresses reveal the country of origin (or in some cases, the destination).

(1) Macro-Level Analysis: Move Analysis

The following sections specifically discuss each action in detail, highlighting the similarities and differences between Minangkabau and Java commercial emails, recording and explaining the results of the significance test, and the possible root causes are discussed.

a) Move 1: Establishing the negotiation chain

The center of Move 1 was the act of welcoming and thanking the recipient. These two functions are performed at relatively similar frequencies in the two bodies; the greeting function is performed in five Javanese, for example: *Dear Ms. Tria, Good Morning*, and five Minangkabau e-mails, such as: *Hello Mr Agus*, and the function of thanking appeared in 3 Javanese such as: *Thanks a lot* and 4 e-mails in Minangkabau such as: *Thanks for your inquire*.

b) Move 2: Providing information/answers

Along with the third move, move 2- Provide information / responses: control the actual content of the message. Describe one aspect of the ultimate goal of stimulating communication: knowledge sharing. Describe one aspect of the ultimate goal of stimulating communication: knowledge sharing.

The move providing information is achieved through two main steps in Javanese and Minangkabau corpus. There are three information provided in Javanese and four information provided in Minangkabau.

c) Move 3: Requesting information/action/favor

Move 2 and 3 both constitute the body of the email, and therefore contain the main proposition of the message. The frequency of the third movement is two Javanese corpus and three Minangkabau corpus.

d) Move 4: Ending

Ending, in business email, this is the last step informing at the end of the publication. This movement was the most frequent movement used both in Java and in Minangkabau corpora. Move 4 appeared twice in the Javanese corpus and five times in the non-native Minangkabau corpus, for a total of ten times.

It is possible to conclude that the structure of Minangkabau speakers is more complete than that of Javanese speakers. Some of these changes are caused by a linguistic phenomenon called "transfer", which exposes the influence of cultural variables on the organization of knowledge and thought in e-mail.

(2) Micro-Level Analysis: Lexico-Grammatical Analysis

In addition to the general structure, the most prominent and common vocabulary grammar options and strategies that characterize move 3 and 4 (the key part of the e-mail message proposition content) were checked, and the two corpora of Javanese and Minangkabau were examined and compared in this regard. The results of this analysis are presented in this section.

In this exploration just broke down the utilization of pronoun. Lexico-syntactic highlights in Move 2.

An in-depth review of the second move, Providing Information/Answers, demonstrated that specific phonetic attributes supported in the acknowledgment of this logical element. The main finding was with respect to the selection of members.

Javanese people prefer to use proper names, for example, *Rin, terlampir adalah brosur paket kesetaraan, silahkan di buka ya. Setiap siswa melalui Rini, dengan pembayaran tanpa markdown Rini akan dapat advertising charge Rp250.000 per siswa.* In addition, the Minangkabau people like to use pronoun "you, for example, *You will actually want to withdraw or change your subtleties whenever. In the event that you have gotten this email in blunder and don't mean to join our rundown, no further activity is needed on your part. You won't be added to any rundowns or acquire some other subtleties until you affirm your membership above.*

IV. Conclusion

To summarize, the existence of communication media, such as those that are now emerging, really helps the communication process related to work. Email is one of the most popular media and can give a professional and official impression. Minangkabau speaker have more complete structure than Javanese speaker. Because, in business e-mails written by

Minangkabau have more complete in move than Javanese speakers. And in lexico-grammatical features, the Javanese like to use proper name, and the Minangkabau prefer to use pronoun “you”.

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