A Comparison of Mode Analysis in Press Releases Between
Grand Swiss-Belhotel Medan and
The Ritz-Carlton Jakarta
(A Systemic Functional Linguistics Study)

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THESIS
Submitted as a Partial Fulfillment of Requirement
For Sarjana Humaniora Degree at the English Department
Faculty of Cultural Sciences
Sebelas Maret University

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ENGLISH DEPARTMENT
FACULTY OF CULTURAL SCIENCES
SEBELAS MARET UNIVERSITY
2015
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I stated wholeheartedly that this thesis entitled *A Comparison of Mode Analysis in Press Releases Between Grand Swiss-Belhotel Medan and The Ritz-Carlton Jakarta (A Systemic Functional Linguistics Study)* is not a plagiarism of other’s works. The things related to the other people’s work are written in quotation and included within bibliography.

If it is proven that this pronouncement is incorrect, I am ready to take the responsibility.

Surakarta, July 2015

Mifta Muriska Isya
MOTTOS

“And when My servants ask you, [O, Muhammad], concerning Me - indeed I am near. I respond to the invocation of the supplicant when he calls upon Me. So let them respond to Me [by obedience] and believe in Me that they may be [rightly] guided.”

Al Baqarah: 186

Mifta Muriska Isya

“You only live once. But if you do it right, once is enough.”

Mae West

“Success is stumbling from failure to failure with no loss of enthusiasm.”

Winston S. Churchill
DEDICATION

This thesis is honestly and wholeheartedly dedicated to:

1. Alloh Subhanahuwata’ala

2. My Beloved Parents
   Dr. H. Supana, M. Hum., & Dra. Dyah Murtiatin

3. My Lovely Brother and Sister
   Kikis Trigora Azhari & Fauzia Aristalindra

4. My Inspiring Friends in
   “Forum Silaturahmi Pengajian Anak Kadipiro”

5. All Friends in My Life
ACKNOWLEDGEMENT

Bismillahirrahmaanirrahim... In the name of Alloh, the Entirely Merciful, the Especially Merciful. All praise is to Alloh, Lord of the Worlds. I also give my highest gratitude to the One and Only, Alloh Subhaanahuwata’ala for His blessing and protection whenever and wherever I am.

This thesis is my very great fight and struggle. Although I have ever postponed due to a work, I can finish it. I do hope I can get my brighter future after finishing my thesis. I do realize this thesis will never be made without assistance, attention, pray, motivation and spirit from many people. I would like to express my highest praise for those who have helped me accomplish this thesis. They who deserve my appreciations are:

1. Prof. Drs. Riyadi Santosa, M.Ed., Ph.D., The Dean of Faculty of Cultural Sciences, for knowledge and approving my thesis

2. Drs. Agus Hari Wibowo, M.A, Ph.D., The Head of English Department, for motivation, support and permission in finishing my thesis

3. Dr. Tri Wiratno, M. A., my thesis consultant, for guidance and advice in accomplishing my thesis

4. Prof. Dr. Djatmika, M. A., my academic adviser, for attention and assistance when guiding during my study in English Department

5. Lecturers of English Department, for their precious knowledge and the official staffs of ILC (Independent Learning Centre), for good service

commit to user
6. My beloved parents, Dr. H. Supana, M. Hum., and Dra. Dyah Murtiati for your love, motivation, spirit, pray, attention, affection and understanding.

7. My lovely brother, Kikis Trigora Azhari, for your love, pray and care; My lovely sister, Fauzia Aristalindra, for your useful griping.

8. My adorable friends in Forum Silaturahmi Pengajian Anak Kadipiro (Mbak Henrika, Mbak Linda, Hanifah, Miftah, Adi, Mas Ridho, Mas Husein, Diki and others whom I can’t mention one by one), for feeding me on spiritual needs, supporting and cheering me up when I am restless. I am glad and honoured to be part of you. I have to learn about life more from all of you. You inspire me! Bunch thanks!

9. My best mates in university (Aya’, Erwin, Rifan, Iska, Putri, Ajeng, Culayla, Fajar and Intan) for making my university life more colorful, valuable and crazy. I am nothing without you, girls 😊 Thanks for everything. You all are like my family in English Department.

10. My best friends in Delapan D (Jeng Ifah, Jeng Yassie, Ruci, Pakdhe Fathul, Dhani and Ario), for our endless friendship since senior high school.

11. My team in Solo International Performing Arts Community (Bunda Irawati Kusumorasri, Mbak Mimi, Mbak Rofi, Mbak Tyas, Fery, Koko, Aya, Mas Fauzan, Mbak Eni and others) for worth knowledge and friendship.

12. My best ever partners in English Department Community (Muthia, Rahma, Mahardhika, Widya, Dephek and others), for being the craziest partner in handling this organization. commit to user
13. All friends in English Department 2010, for an amazing friendship.

Learning with all of you is an exciting moment.

Surakarta, July 2015

Mifta Muriska Isya
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ABSTRACT


This research was conducted by using qualitative research applying descriptive and comparative method. It aimed to analyze channel and medium through the description of lexicogrammar, cohesion system, text structure and genre. The sources of data were taken from press releases of Grand Swiss-Belhotel Medan and The Ritz-Carlton Jakarta, Pacific Place in each official website on November 11, 2014. I applied content-analysis method and total sampling due there are two different kinds of data and both were taken as the sampling.

According to the data analysis, it shows that both texts used between spoken and written channel. It is proved by the dominance of complex clause, dominance of simplex nominal group in text I and text II, common and familiar technicalities used in both texts, less metaphor and low number of lexical density for each. Moreover, there is no reference found in both texts. Those texts are dominated by repetitions. Text I applied external conjunction and and or while text II applied external conjunction and. Both texts are arranged by recount genre.

There are some similarities found in the mode of these texts. These texts used the same channel, spoken and written channel. It is proved by the analysis of lexicogrammar, cohesion system, text structure and genre. The medium, which is their official website- Swiss-Belhotel International and The Ritz-Carlton, is also appropriate with the spoken and written language used in the texts. However, I did not find any differences in both texts.