

LANGUAGE ANALYSIS IN NEW STUDENTS ADMISSION FLYERS

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ABSTRACT

Attracting and enlisting new students is a difficult task in the cutthroat world of higher education. One of the most important recruitment tools, admission flyers convey the academic offerings, brand identity, and value proposition of an institution. The language used in these flyers has a big impact on how effective they are. A subfield of linguistics called language analysis looks at the pragmatics, semantics, and structure of language. It offers important insights for creating persuasive application materials. This study examines five important language analysis components found in admission flyers: brand consistency, cultural sensitivity, persuasive messaging, semantic precision, and personalization and customization. By utilizing these language strategies, educational institutions can improve their recruitment efforts by making sure their messaging is understood by potential students, which will increase engagement and increase enrollment success.

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1. INTRODUCTION

Language analysis in new student admission flyers involves a detailed examination of the linguistic elements used in the promotional materials to attract prospective students. This analysis can encompass the literal meaning of the text, its structure, and the overall message conveyed. By applying concepts from linguistic research, such as conceptual analysis and object-oriented programming (OOP) Si, Ja, Chon. (1989). Zhao, Guo-dong. (2008)., schools can create flyers that are not only informative but also engaging. Understanding the relationship between language and knowledge is crucial in crafting effective admission flyers that are clear, concise, and appealing to the target audience. By utilizing the principles of language analysis, schools can develop dynamic and flexible admission materials that facilitate easy registration processes for new students Yayuk, Ike, Meilani., Jaka, Purnama. (2023).

Language analysis plays a crucial role in various contexts, including aviation, advertising, and student admissions. In the aviation industry, the ability to speak, write, and understand English is vital, as highlighted in studies analyzing communication errors like the Tenerife air disaster Vasile, Adrian, Stoiculete. (2022). Similarly, in advertising analysis, language plays a key role in understanding and dissecting media messages, as demonstrated in activities aimed at developing critical thinking and English language skills among students Vasile, Adrian, Stoiculete. (2022). Moreover, in the context of predicting new student admissions, language analysis is utilized to determine strategic steps by analyzing data using fuzzy inference systems like the Tsukamoto and Sugeno methods, aiding in decision-making processes for educational institutions Veronika, Tesařová. (2016). Therefore, language analysis is fundamental in various fields, contributing significantly to effective communication, critical thinking, and decision-making processes.

Regulations, software development, standard criteria, and policy analysis are just a few of the elements involved in implementing the zoning system program in new student admissions processes Muzrma, Anzaldi., Hendra, Sukmana. (2022). Sunarti, Amik, Bsi, Jakarta. (2015). Rita, Anggorowati., Aan, Komariah., Eka, Prihatin. (2016). Zakaria. (2021). Cecep, Wahyu, Hoerudin. (2019). In order to guarantee fair access to educational services, eradicate discrimination, and assess the needs for teacher distribution, the Indonesian Ministry of Education has implemented zoning regulations. Nonetheless, issues such as unequal public school distribution, demonstrations against discriminatory zoning laws, and technical difficulties with enforcing policies have been noted. Improving school quality, infrastructure, teacher competency, communication, and coordination between central and local governments are some of the steps being taken to increase the efficacy of new student admissions. In order to effectively communicate policies, procedures, and requirements to prospective students and parents, it can be very helpful to analyze the language used in new student admission flyers. This will help to facilitate the admissions process and improve parents' understanding of the regulations.

Language analysis in new student admission flyers offers several advantages in enhancing the effectiveness of communication and attracting potential students. By utilizing language analysis techniques, such as critical questions for analyzing media messages Yayuk, Ike, Meilani., Jaka, Purnama. (2023), institutions can craft compelling and informative flyers that resonate with the target audience, leading to increased engagement and interest in the admission process. Moreover, the use of language analysis can help in strengthening students' vocabulary, reading, and discussion skills, thereby facilitating a deeper understanding of the admission criteria and requirements Renee, Hobbs., Haixia, He., Michael, Robbgrico. (2015). Additionally, incorporating language analysis in flyers can contribute to making the information more accessible and engaging, ultimately improving the overall effectiveness of the admission campaign and attracting suitable students for future enrollments Nimas, Dian, Fitria., Aji, Prasetya, Wibawa. (2021).

Language analysis poses challenges and weaknesses in new student admissions processes due to varying levels of language proficiency among applicants and the potential for misinterpretation. While standardized English proficiency tests like TOEFL and IELTS are used to assess academic English skills and predict academic success [Tina, Cambier-Langeveld. (2007)], the reliance on these tests alone can be problematic. Admissions officers need a certain level of language assessment literacy to effectively interpret test scores and make informed decisions [Samuel, D., Ihlenfeldt., Joseph, A., Rios. (2022)]. Additionally, the use of language analysis in determining the language background of asylum seekers highlights the importance of qualified linguists and native speakers in the process to ensure accuracy and authenticity [Jesús, B., Alonso., María, L., Barragán, Pulido. (2019)]. These

challenges underscore the need for a comprehensive approach that considers multiple factors beyond just language analysis when evaluating new student admissions applications.

In order to prepare educational institutions adequately for incoming students, language analysis plays a critical role in the admissions process for new students. It helps predict retention patterns Mitsunori, Ogiwara., Geng, Ren. (2017). , comprehend the socialization experiences of international students in academic settings Lena, Ozman. (2022). and forecast the number of incoming students 3 Suhardi, Suhardi., Tri, Widyastuti., Bisri, Bisri., Wahyudi, Prabowo. (2019). Siti, Abidah, Stmik, Banjarbaru. (2016).

In many facets of teaching English as a second language, including new student admission flyers for English education departments, language analysis is essential. Predicting students' success in language programs requires an understanding of their language proficiency as measured by assessments such as the English Admission Test (EAT) Zanyar, Nathir, Ghafar. (2023). Discourse analysis (DA), which emphasizes social and real-world contexts for successful language learning, can also improve language instruction Nurlaily, Nurlaily. (2023). Furthermore, as demonstrated by microteaching lessons that concentrate on grammar teaching skills, teaching grammar within the framework of Second Language Acquisition (SLA) necessitates a combination of product and process approaches Atalya, Agustin. (2017). Educational practitioners can guarantee that students receive a thorough and efficient language education by integrating various language conceptions, such as language as interaction and as a political flag, into the English language curriculum Burak, Asma., F., Özlem, Saka. (2022).

2. METHODS

The form of research used in this work is qualitative research in analyzing the language on new student admission flyers. This research focuses on how the use of certain language can attract prospective new students. But sometimes the use of certain language is not able to attract readers. So, the researcher conducted interviews with several informants regarding their perceptions of the use of language in new student admission flyers.

The data used in this study are the results of interviews conducted by students from various campuses in Riau Province. Data were collected by conducting observations and interviews. Data collection in discourse analysis is by collecting the results of message texts related to the problem under study, and interviews with several sources to find out the effect of the use of certain language in new student admission leaflets on the sources.

3. FINDINGS AND DISCUSSION

3.1 FINDING

Language analysis is important for new student admission flyers because it shapes prospective students' perceptions of the school and what it offers.

3.1.1 How do prospective students interpret the tone and style of language used in the admission brochure?

Prospective students can interpret the tone and style of language used in admission materials in different ways. Prospective students can interpret the tone and style of language used in admission materials in different ways based on their personal perspectives, values and goals.

The flyers that will be analyzed are as follows:

Flyer 1 : Original Version



Student Perspective PK : "As a student at Muhammadiyah University of Riau (UMRI), I believe that the campus's core values are truly reflected in the SMART slogan, which stands for Spiritual, Mobility, Accountable, Responsive, and Togetherness. This catchphrase not only directs us toward academic success, but it also helps to develop our integrity as people. While mobility inspires us to keep going and be adaptable to change, spiritual values direct us to always uphold morals and ethics. Togetherness highlights the value of cooperation and solidarity, responsiveness keeps us constantly aware of the needs of people around us, and accountability guarantees that we take responsibility for every action. All things considered, SMART serves as a guide that prepares us for upcoming challenges and helps us become holistic learners. "

Flyer 2 : Original Version



English Translate : "To a superior campus"

Student Perspective MR :The phrase "Towards a Superior Campus" at the Pelita Indonesia Institute of Business and Technology, in my opinion, refers to a vision that the school is prepared to produce graduates who are not only highly qualified academics but also possess a spirit of leadership, are creative, and are competitive on a global scale. This vision is to become a center of excellence in education, research, and innovation.

3.1.2 How does it affect their perception of the institution?

The way an institution improves its quality and is able to address the problems that students need is able to change the perceptions of prospective new students.

Flyer 3 : Original Version

Rincian Biaya Masuk	
• Daftar Ulang & PKMB	Rp. 600.000,-
• Pakaian Seragam	Rp. 1.750.000,-
• Uang Pembangunan*	Rp. 3.000.000,-
• Biaya Kuliah Semester 1	Rp. 3.520.000,-
Total Biaya Masuk	Rp. 8.870.000,-

Cost is a major consideration for many students when choosing a university. Because the tuition was so low, one of the students chose to attend UMRI. He will be able to save money and concentrate more on finishing his education. Additionally, some students decide to enroll at UMRI due to the wide range of scholarships offered by the campus, including KIP Kuliah, Bidikmisi, and other scholarships.

Flyer 4: Original Version



English Translate: "Ready to achieve a brilliant future"

Student perspective LS : "Universitas Riau, situated in Pekanbaru City, Riau, is one of the state universities in Indonesia. UNRI has made significant progress in both academic and extracurricular domains. The national higher education accreditation body (BAN-PT) has granted UNRI an A accreditation in academics for a number of study programs. UNRI has state-of-the-art facilities that support student development in academic and entrepreneurial fields. These facilities include libraries, career development centers, and business incubators. There are a wide range of responses at UNRI regarding

UKT. Since it lessens the financial strain on the family, many students find it beneficial to modify their UKT based on their economic capabilities. On the other hand, some believe that in order to guarantee equity and openness in the process of assigning UKT groups, this system still needs to be improved in terms of implementation. "

3.2 DISCUSSION

Based on the results of our analysis of Language Analysis in New Student Admission Flyers we found that the selection of certain language can attract readers to enroll in certain universities especially on the use of language that they think suits their personal needs, values, and goals. "PK" one of the UMRI students said that "he feels that the SMART slogan (Spiritual, Mobility, Accountable, Responsive, Together) really reflects the values of our campus", not only that "PK" added that "This slogan is not only a guideline for us in achieving academic achievement, but also shapes our character". Yayuk, Ike, Meilani, Jaka, Purnama. (2023). Stating that understanding the relationship between language and knowledge is essential in creating an effective, clear, concise, and attractive enrollment brochure for the target audience. By utilizing the principles of language analysis, schools can develop dynamic and flexible admission materials that facilitate an easy enrollment process for new students. Not only on the use of interesting and visionary language on new student admission flyers, we found that there was an influence on new student admission flyers that also included details of tuition fees. The results of our interview with one UMRI student "AS" said that he decided to enter UMRI because of the very cheap fee offer. Thus he can save money and focus on completing his studies better. It turns out that the presentation of the details of the costs that must be incurred on the flyer is enough to influence the interest of the students to enroll in the institution.

4. CONCLUSION

Based on the results of research and discussion of Language Analysis in New Student Admission Flyers conducted by researchers, it shows that there is an influence between the use of certain language and the interest of prospective new students. But not only that, it turns out that researchers find that there are other factors that can influence the interest of prospective new students to register in addition to the use of interesting language, namely the explanation of the details of tuition fees contained in the new student admission flyers. This is in accordance with the statement of "AS", one of the UMRI students, he enrolled in the college on the grounds of affordable tuition fees. Based on the results of this study, it can be concluded that there is indeed an influence on the use of certain languages to attract prospective new students, but the presentation of details of the entrance fee on the new student admission flyers is also one of the determining factors for prospective new students to register. From the analysis of the results of research on language analysis in new student admission flyers, with the limitations that the author has in conducting studies on language analysis in new student admission flyers, it is necessary to conduct further research by expanding the research study itself. In this case, it is not only limited to the use of language contained in the flyer but also related to the content listed on the flyer such as details of tuition fees, and can conduct a broader study related to the quality of the institution itself to attract new students. It is hoped that through further research can find other things that can affect the interest of new students.

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