

**TATARAN PADA TUTURAN AWAL PENGISI WACANA, VARIASI DAN  
JUMLAH KALIMAT, SERTA PENANDA ELIPSIS PADA IKLAN LOWONGAN  
PEKERJAAN**

***THE LEVEL OF INITIAL UTTERANCE OF DISCOURSE, PATTERN  
VARIATIONS AND THE SUM OF SENTENCES, AND ELLIPTICAL MARKERS  
ON ADVERTISEMENTS OF JOB VACANCY***

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***ABSTRACT***

The study aims at describing the level of initial utterance of advertisement discourse of job vacancy in printed mass medias, stating their sentence variations, stating the sum of sentences in each discourse, and stating elliptical markers on the advertisement discourse formation of the job vacancy.

The analyzed method used are, first, referencial equivalent method was used to describe the level of initial utterance of discourse title pn the advertisements. Secondly, marked-read technique was used to express the variaton and sum of sentences or syntactical markers on the discourse. Thirdly, the researcher uses paraphrasing technique of distributional method to state elliptical markers on the discourse formation. The paraphrase technique was used to produce paraphrasal utterance forms grammatically and they are acceptable meaningfully (Sudaryanto, 1993: 84)

The research results show that the advertisement discourse are in the forms of words and phrases when they have titles. On the other hand, when they have no ones, the initial constital of the discourse, both in words and phrases, the function as P of the discourse body. The use capital letters does not indicate that the constituents function as the title. The found sentence variations are declaratives and imperatives that are appropriate with the authors' intentions. They are informing and requesting. Each discourse consists of two to ten (2-10) sentences. The first or second constituent contains applicants' qualifications in detail. Finally, elliptical markers vary. They are deletion of coma, point, exlamation mark, affix, word, frase, and clause. By paraphrasing –replacing their markers- the sentence variations both declarative and imperatives and the sum of sentences (2-10) can be describe.

Key words: discourse, advertisement, sentences, and ellipses.