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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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

“Confidence delivers the eternal success”

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 Subhaanahuwata’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
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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.