

Rhetorical Structure of University Promotional Brochures Written by Indonesians at Undergraduate and Graduate Programs

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Abstract. The purposes of this research were to know the rhetorical structures of university brochures of undergraduate and graduate program and the differences of them in term of moves and steps. This research was qualitative and quantitative in nature; in other words, it employed mixed method. Qualitative data was taken in the forms of university brochures communicative purposes narrations, whereas quantitative data in the form of move and step frequency and percentage. The rhetorical structure are as follows: service Provider Overview, presenting academic service, Internationalism, presenting university achievement, presenting student life, Presenting the location of the service, Validating the effectiveness of service provided, Special notes. From those moves and steps structures, all the moves proposed by Barabas are found where service provider, presenting academic, presenting students life, presenting service location, and special notes are 100% obligatory for undergraduate level; service provider, presenting academic, special notes are 100% obligatory. For steps, university names, university emblems, university departments, academic programs, procedure applications, contact information are 100% obligatory in undergraduate and university names, university emblems, brochure titles, university departments, academic programs are 100% obligatory. The differences between undergraduate and graduate promotional brochures are on the move of validating the effectiveness of service provided, from steps numbers on respective moves, the status obligatory or optional of moves and steps.

Key words: Rhetorical Structure, brochures, undergraduate, postgraduate

Introduction

During decades of the 1960s and 1970s, there were some types of text analysis which focused on the frequency of verb uses and they emphasized a lot on words and sentences. Subsequently, genre analysis or rhetorical structure analysis emerged and offered better way to understand the contents of text especially on writers' purposes (Assyita, purwati & anam, 2023). John M. Swales (1990) developed this study to characterize the rhetorical structure of research articles introduction sections (RA). According to Tocalo (2021), a rhetorical structure is a method by which a writer or speaker arranges communicative ideas in a text. These notions serve particular communication purposes. Since its inception, genre analysis has been frequently used to explore cross discipline and cross-cultural texts. Rhetorical structure analysis has been used by scholars to analyze some genres as done by Lestary and kawati (2023) toward online promotion tourism websites, Warsidi et. al (2024) on IELTS speaking tests, Hajimia et al. (2022) on newspaper reports, Geubrina (2022) on business emails, Usman, rizki, & samad. (2019) on political posters, Wijayanti (2017) on Indonesian Application letters, Loa & Pramoolsook (2015) on method chapters of Vietnamese master students, etc.

One text genre which attracts investigators' attention is advertisement. Ads become attentions of several studies because they exist in people's daily lives and are encountered in many locations. They are used by producers to communicate their products and services to their target consumers. To get people attentions, the advertisements are designed creatively by combining exciting language elements, endorsements, and patterns of layout. The forms of advertisement are also various such as printed, sounds, and combinations of sounds and motions pictures. In addition, in this advanced technology era, advertisements are more easily found through communication applications in people personal computers or mobile devices (Chaidet, 2021). One figure who contributes a lot on advertisement rhetorical structure analysis is Vijay K Bhatia. He began his study on sales promotion letters and found that there are seven moves and some steps of the genre. The structure of sales promotion letters contain of establishing credentials, introducing the offer, offering incentives, enclosing documents, soliciting response, using pressure tactics, and ending politely (Bhatia , 2013; Chaidet, 2021). Subsequently, other studies on advertisement followed as carried out by Yongqing (2013) on Hotel advertisement, Russel (2022) to fast food advertisements, Alali & Ali (2019) on travel guide ads, and Khan et al. (2022) to Pakistani English Newspapers, Luo & Huang (2015) on American tourism brochures, etc.

One example of advertisements is university brochure. A university brochure is a printed document consisting several pages. It is published for specific organization or public and for specific purpose. Examples of brochures are such as booklet, flier, leaflet, and pamphlet (Kim & Uhm; 2017; p.96). Brochure can be classified as a promotion genre and its communicative purpose is to promote something. In case of university brochure, the communicative purpose is to promote university and its education programs to target students nationally and internationally. This practice is called marketization in education. In this business, universities try to get students as many as possible and it can help to sustain the university operation. Universities do not only teach education courses but sell them. They also decorate their promotion and advertising materials with nice designs, texts, and visuals.

There are some researchers about university brochures. Firstly, Zhang (2017; pp.68) investigated five university homepages in China and discovered there are 11 moves and some steps. From those moves, there were two moves which are obligatory and the rests are optional. Secondly, Barabas (2018; 371-384) found there were 8 moves and some steps on some higher

education institutions in the Philippines. Some moves were obligatory and the rest were optional. Thirdly, an attempt to compare between university brochures from two countries was made by Kim & Uhm (2017; 98). They found that brochures' moves made by three South Korean universities were similar with three American universities. Those universities produced six obligatory moves with some variation of steps. Besides, there were also some optional moves.

Based on the backgrounds above, researchers realize that there is no investigation on universities brochures in Indonesia yet especially which discuss the distinctions of undergraduate and graduate program. Researcher also really believes that the ways of undergraduate and graduate promotional brochures written are not similar and they also must use different linguistics features. From his glance observations, researcher noticed there are some moves that undergraduate have but native graduate program do not. It pushes the researcher to conduct a research which can open the differences of undergraduate and graduate program techniques in delivering their communicative purposes on university brochures.

Method

Design

This research was both qualitative and quantitative in nature; in other words, it employed mixed method. Qualitative data was collected in the forms of university brochures communicative purposes narrations, whereas quantitative data in the form of move and step frequency and percentage. The researcher read the university brochures and then identified the eight types of move structure and other possible ones. As mentioned before that this investigation used qualitative research and quantitative, so in qualitative process, the researcher was the instrument of the research. In addition, he employed taxonomy of university brochures proposed by Barabas (2018; pp.371-384) based on Swales and Bhatia genre analysis to collect the data of moves, steps.

Corpus

Ten university brochures consisting of five undergraduate and five graduate programs were selected for the analysis. The university brochures were obtained from university themselves, from e-mails, and from university websites. The brochures that contained one or two moves had been excluded from the selection. The undergraduate brochures were taken from langlang Buana University, Undiksha University, UMS Surakarta University, Pakuan University, and UII Yogyakarta. Meanwhile, graduate brochures were collected from Jember University, UNY University, Untirta University, Malang State University, and Undiksha.

The researcher read the university brochures and then identified the eight types of move structure. To avoid bias, in-coder procedure employed. This technique was used to get reliable data by doing twice analysis. If the results are the same, it means the data were reliable. If they are different, the results are considered not reliable (Martono, 2010, pp.104). To get reliable data, so the analysis or coding must be repeated until correct data are found.

Data analysis

After collecting ten promotional brochures of undergraduate and graduate programs in Indonesia, researcher carefully read these brochures to seek rhetorical moves, steps and based on the former work of Barnabas. The next step was to calculate the percentage of moves and steps frequency. After that, the researcher conducted an in-coder procedure. To calculate the percentage of move or step, the following formula was employed:

$\frac{\text{Number of brochures contain a particular move or step}}{\text{The total number of brochures}} \times 100$

Findings & Discussion

Findings

This part explains about the findings that researchers got after analyzing the data and then compares the findings with previous researches. This section explains the obtained data about moves and steps structure of undergraduate and postgraduate programmers from ten universities brochures in Indonesia.

Move and steps structure of undergraduate program

University	Moves and steps	F	Percentage	Status
1. Undiksha	1.Service Provider Overview	5	100%	Obligator
2. UII				y
3. UMS	• Name of University	5	100%	
4. Unpak	• Slogan or Motto of University	3	60%	Obligator
5. Unla		2	40%	y
	• University Brief History	0	0	Optional
	• Vision and Mission	0	0	Optional
	• Welcoming Message			-
	• Management and Religious Affiliation	0	0	-
	• University Emblem (New)	5	100%	-
	• Brochures title (new)	4	80%	Obligator
				y
				Optional
	2.Presenting academic service	5	100%	Obligator
	• Departments Overview	5	100%	y
	• Academic Program	5	100%	Obligator
	• Teaching learning approaches and Philosophy	0	0	y
	• .Description of Faculty Credentials	0	0	Obligator
	• Academic System and Policy	0	0	-
	• Research Cultures and Areas	0	0	-
				-
	3. Internationalism	2	40%	Optional
	• Global Connection	2	40%	Optional
	• International Students	0	0	-
	4. Presenting university achievement	3	60%	Optional
	• Accreditation Status	2	40%	Optional
	• National and International ranking position	2	40%	Optional
	• Program and Department award	0	0	-
		0	0	-

	• Result of Board Examination			
	5. Presenting student life	5	100%	Obligatory
	• Facilities	3	60%	y
	• Support Service	1	10%	Optional optional
	6. Presenting the location of the service	5	100%	obligatory
	7. Validating the effectiveness of service provided	1	10%	Optional
	• Student Testimonials	0	0%	Optuonal
	• Alumni Stories	0	0	-
	• Career Opportunities	1	10%	optional
	8. Special notes	5	100%	Obligatory
	• Procedure of Application	5	100%	y
	• Scholarship and Financial Need	4	80%	Obligatory
	• Contact Information	5	100%	y
	• School Fee (new)	4	80%	Optional
	• Facts and figures (new)	2	20%	Obligatory
	• Time & place of Application (new)	3	60%	y
				Optional
				Optional
				Optional

Move and steps structure of Graduate program

University	Moves and steps	F	%	Status
1. Unej	1. Service Provider Overview	5	100%	Obligatory
2. UM	• Name of University	5	100%	Obligatory
3. undiksha	• Slogan or Motto of University	4	80%	Optional
4. Untirta	• University Brief History	3	60%	Optional
5. UNY	• Vision and Mission	3	60%	Optional
	• Welcoming Messege	0	0	-
	• Management and Religious Affiliation	0	0	-
	• University emblem (new)	1	10%	Optional
	• Brochure title (new)	5	100%	Obligatory
	2. Presenting academic service	5	100%	Obligatory
	• University/Department Overview	5	100%	Obligatory
	• Academic Program	5		
	• Teaching learning approaches and Philosophy	0	100%	Obligatory
	• .Description of Faculty Credentials	0	0	-
	• Academic System and Policy		0	-
	• Research Cultures and Areas	0	0	-
		0	0	-

3. Internationalism	1	10	Optional
• Global Connection	1	10	Optional
• International Students	0	0	-
4. Presenting university achievement	1	10	Optional
• Accreditation Status	0	0	-
• National and International ranking position	0	0	-
• Program and Department award	0	0	-
• Result of Board Examination	0	0	-
• Reasons to choose university (new)	1	10	Optional
5. Presenting student life	1	10	Optional
• Facilities	1	10	Optional
• Support Service	0	0	-
6. Presenting the location of the service	4	80	Optional
7. Validating the effectiveness of service provided	0	0	-
• Student Testimonials	0	0	-
• Alumni Stories	0	0	-
• Career Opportunities			
8. Special notes	5	100	Obligatory
• Procedure of Application	4	80	Optional
• Scholarship and Financial Need	2	20	Optional
• Contact Information	5	100	Optional
• Tuition fee	4	80	Optional
• Time & place of Application (new)	4	80	Optional

Discussion

The purposes of this research were to know the Rhetorical structures of university brochures of undergraduate and graduate program and the differences between university brochures of undergraduate and graduate program in term of moves and steps. The main findings were presented in the following ways. First, the first findings were the moves and steps found in this research were almost the same with ones in Barabas taxonomy both at graduate and undergraduate program. However, there were some newly found steps at both programs. Second, there would be explanation about the differences about rhetorical structure between undergraduate and graduate programs.

The Rhetorical structure of university brochures at undergraduate and graduate program

The collected data indicate that the rhetorical structures between undergraduate and graduate university promotional brochures in Indonesia were almost similar. The rhetorical

structures of undergraduate brochures consist of service provider overview, presenting academic service, internationalism, presenting university achievement, presenting students life, validating the effectiveness of service provided, and special notes. That rhetorical structure was the same with graduate but there was a little distinction, that was, the move of validating the effectiveness of service provided was absent.

These findings were almost similar with the study result of Barabas` study conducted in 2018 on the Philippines higher education institutions. However, there were some differences in steps used in those moves. For example, in the first move of service provider overview, there were some new steps found which were not available in Barabas` previous investigation such as university emblems and brochures` titles. Besides, there were some steps which were discovered by Barabas but absent in this study such as university vision and Mission, university rector welcome speech, and management & religious affiliation.

The percentage of moves and steps structure are different between undergraduate and graduate programs. From 8 moves, undergraduate brochures have 5 obligatory moves, whereas, graduate has only 3. In undergraduate program, moves which are obligatory consist of service provider overview 100% with steps of name of university & university emblems 100%, move presenting academic service 100% with steps of department overview & academic program 100%, move of presenting students life 100%, presenting the location of the service provider 100%, and special notes 100%. For graduate programs, only move of service providers overview 100% with steps of name of university & university emblems 100%, move of presenting academic service 100% with steps of department overview & academic programs 100%, and move of special notes 100%. There were also some optional moves and steps of two programs. For undergraduate programs, move of internationalism 40%, presenting university achievements 60%, and validating the effectiveness 100 with diverse steps percentages. From graduate programs, internationalism 10%, presenting university achievement 10%, presenting students life 10%, presenting location of service provider 80%, and validating the effectiveness of service providers 0% with different steps` percentages.

The differences between university brochures of undergraduate and graduate program in term of moves and steps

The obvious difference between undergraduate and graduate promotional brochures lies on the move of validating the effectiveness of service provided. In undergraduate brochures, this move really existed but it was gone in graduate one. In other words, no brochures attached it as an important move. Other differences can be seen from steps numbers on respective moves where a step may be present in one move but absent in others. For example, in undergraduate brochures move 1 of service provider overview, step 4 vision and mission did not exist but it really emerged in graduate program. Another distinction is the status of moves and steps as either obligatory or optional. The moves and steps which were obligatory in undergraduate brochures could be optional in graduate ones and vice versa. In short, there were various moves and steps in undergraduate and graduate program in terms of types, numbers, and status.

This finding is quite similar to Kim & Umh (2017) study which investigated six university brochures of South Korean and America. The result shows the arrival of variation on the moves and steps between those Korean and American brochures. The variation also occurred in status of obligatory and optional moves and steps. Some moves and steps which were obligatory in American university brochures could be only optional in Korean ones. In line with previous study, Zhang (2017) conducted an analysis on five Chinese university promotional websites. He discovered eight moves such as welcoming, establishing credential, describing administration, attracting attention, offering extra services, locating the service, and soliciting responses. From those moves, establishing credentials and describing administration were

obligatory. Meanwhile, the rests were optional. From two previous studies and this investigation finding, a conclusion could be made that different brochures have different obligatory and optional moves and steps.

Conclusions

Based on the findings and discussions on rhetorical structure of university promotional brochures written by Indonesians at undergraduate and graduate program at previous section, so researcher can take conclusions as follows:

After analyzing the data on previous sections, so a conclusion can be made about the rhetorical structure between undergraduate and graduate program of Indonesian university brochures is almost the same with the absence of validating the effectiveness of service provided and the structure is as follows: Service Provider Overview, Presenting academic service, Internationalism, Presenting university achievement, Presenting student life, Presenting the location of the service, Validating the effectiveness of service provided, Special notes.

The real distinction between undergraduate and graduate promotional brochures is on the move of validating the effectiveness of service provided. In undergraduate brochures, this move really presents but it was absent in graduate ones. In other words, it is considered as an unimportant move. Another difference can be seen from steps numbers on respective moves where it existed in one move but not in other moves. The next distinction is on the status of moves and steps as either obligatory or optional. The moves and steps which were obligatory in undergraduate brochures could be optional in graduate ones and vice versa. In short, there were various moves and steps in undergraduate and graduate program regarding their types, numbers, and status.

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