THEMATIC PROGRESSION ANALYSIS
IN BUSINESS COLUMN OF *THE JAKARTA POST* NEWSPAPER

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Abstract

This study deals with thematic progression analysis in business column especially in a newspaper. The objectives of this study are to investigate the pattern of thematic progression in business column and to find out the most dominant used of thematic progression in business column in delivering the message. Thematic progression is used by the writer for linking the themes and rhemes in a clause in order to make the reader understand the message well. Theme is the point of departure for what the speaker is going to say. Meanwhile, rheme is the reminder of the message, the part in which the theme is misleading (Halliday, 1994: 37-38). This study was conducted by using descriptive qualitative study (Miles & Hubberman, 2014). The data of this study were taken from *The Jakarta Post* Newspaper especially the business column. Based on the analysis, it was found that the four types of thematic progression were used in delivering the message in different occurrences. Constant theme was used 11 times with the percentage 33,3%; linear theme was used 19 times with the percentage 57,6%; split rheme was used 2 times with the percentage 6,06% and derived pattern was used only once with the percentage 3%. From the analysis also found that the most thematic progression that used was linear theme pattern. The results of this study are to help the journalist in composing a coherent and cohesive business text and to make the reader easier to grasp the meaning of the business text.

Keywords*: thematic progression, business text, theme, thematic progression pattern.

Introduction

Language that used in business is different with the other field of language such as language in politics, laws, physics, etc. The differences occur because of the different context. The texts in business are read by many readers but it does not mean that the meaning of the information business text can be comprehended by all the readers. Sometimes the readers do not aware about the information given, they just read it since they understand or get the meaning. The problem of the complexity of business language and some of the terminologies makes difficulties in understanding the language and makes misunderstand in knowing the information in business text.

In this case, language plays an important role in delivering the message. As it has already known that language is divided into two types, namely: written language and spoken language. Written language is defined as language that conveyed through writing such as: letters, memos, emails, etc. meanwhile, spoken language is the language that delivered orally, such as giving speeches, convey instructions or commands, etc.

This article, focuses the analysis on the written language that used in business text especially that written in a newspaper. The fact shows that the development of business nowadays is very fast. This makes people do not want to miss about the information of business due to business benefit. Therefore, people always want to know about the business development that occurred today. As one way to find out the information about business is by reading newspaper which provides much information about business. The newspaper that was chosen in this article was *The Jakarta Post*. It was chosen for some reasons, there were: *The Jakarta Post* is a daily newspaper that written in English in delivering the message or the information, then this newspaper also presents the information about business; this newspaper is also a product of local Indonesian newspaper.

Thus, thematic progression is needed in delivering a message in a text. It gives crucial contribution to the flow of information in one text. Paltridge (2006: 148) said that thematic progression is a term which refers to "the way in which the theme of clause may pick up, or repeat, a meaning from a preceding theme or rheme". Thematic progression refers in effect to the conversion of new into given material through the repetition or transformation of elements in other themes and rhemes (Hawes, 2010).

There are such analyses about thematic progression, (Yang, 2008; Hawes, 2010; Patpong, 2013; Marfuaty, 2015; Shakeh, 2016). From those analysis there is a gap to analyze thematic progression especially on business texts in a newspaper in order to see how the business text develop in delivering the information to the readers and also in maintaining the cohesion and the coherence of a text.

Literature Review
Theme and Rheme
Theme and rheme are the realization of our experiences in delivering the message or in organizing the sentences. Halliday (2014:89) states that theme is the element that serves as the point of departure of the message; it is that which locates and orients the clause within its context. Meanwhile, rheme is the remainder of the message, the part in which the theme is developed.

Thus, theme is the starting point of the message, point of departure or local context of the clause as a piece of text. The theme is functionally occupied by the first element of transitivity system of clause. In English and other languages the choices of the first element in the clause is very crucial since it is the first element that determines the next choice. As Halliday (2014:89) states that the speaker chooses the theme as his or her point of departure to guide the addressee in developing an interpretation of the

message; by making part of the message prominent as theme, the speaker enables to addressee to process the message. In this way, the selection of the first element or theme in a clause is decisive to the next succession of words in a clause. In simple term, a clause begins with the realization of a theme then followed by rheme, which is the rest of the message. Theme and rheme can be seen as the following examples:

No	Theme	Rheme
1	Richard	is playing game at his house
2	He	saw a lion yesterday
3	Yesterday	he saw a lion
4	The children	are studying maths at Rani's house

The relationship between theme and rheme also show how the message develops as seen from the examples above. Besides that, theme and rheme show the thematic progression of a text in delivering a message in a clause. As Halliday (2014:88) states that in all languages the clause has the character of a message, or quantum of information in the flow of discourse. Eggins (1994) also said that a theme contains of given information which has already been mentioned somewhere in the text meanwhile a rheme contains of new information. The pattern of theme and rheme used to guide the readers in understanding the message through the texts. That is why the writer needs to control the thematic progression in delivering the message in order to make the readers understand the text easily.

Business Texts
Business text defined as clause of passage in spoken or written form which is concepted of giving information or explaining about business. Business means here as an organization that provides goods and services to others who want or need them. Actually, someone do business in order to have such profits. The business texts here are from *The Jakarta Post* Newspaper. Emery (2000:33) states that a newspaper is a publication containing news, information, and advertising. By reading newspaper gives us much information from many fields, such as: business, sports, politics, criminal, etc.

Thematic Progression
Thematic progression is used to see how the messages deliver by the writer or the speaker in dealing with theme and rheme. In some ways, given and new information have parallel equivalence between theme and given, and also between rheme and new. Given information is defined as representing what the sentence is about which is called as theme. Meanwhile, new information represents the rheme that pushes the message forward. Bloor & Bloor (1995:66) states that shared information that usually found at the beginning of a clause is called as given information, while new information is information that is the focus of the speaker's message. These two elements together make up an information unit within a text as called theme and rheme. Theme and rheme become the methods of information development or thematic progression in a text because those two elements work together as a message of structure. According to Bloor & Bloor (1995: 89-92) there are four types of thematic progression, as follows:
Constant Theme Pattern

Theme is shared by each clause and this theme equates with given information. In constant theme pattern, the theme is repeated in the next clause. Constant pattern emphasizes theme as the point of departure. Rheme or new information is not used to develop the following information. The pattern is presented in the following diagram:
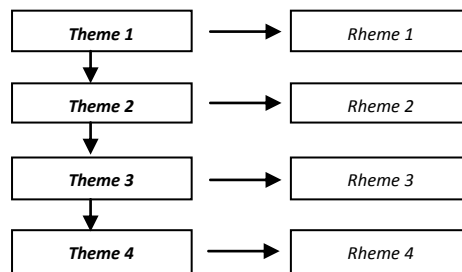

Figure 1. Constant Theme Pattern

Example: Hendra was born in Siantar and work in a bank. *His father* is a doctor. *He* is very interested in learning English. *He* has a dream to go to abroad once day.

Linear Theme Pattern

In linear theme pattern, the rheme in one clause is taken up as the theme of the subsequence clause. Each rheme becomes the theme for the next clause. Linear theme pattern emphasizes new information (rheme) in giving the information. The pattern is presented in the following diagram:
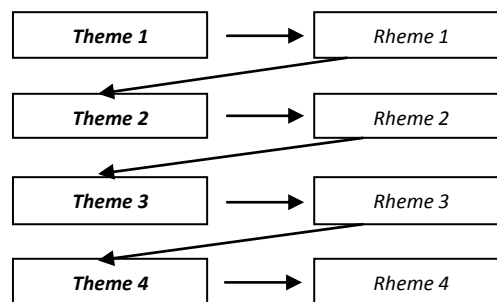

Figure 2. Linear Theme Pattern

Example: The stomach produces *gastric juice*, *which contain* dilute hydrochloric *acid*. *The acid* kills most of the bacteria in the *food*. The partly digested *food* passes next into the duodenum, the first part of the small intestine.

Split Rheme Pattern

This pattern occurs when the rheme of a clause has two components, each of which is taken in turn as the theme of a subsequent clause. The first rheme be the theme in the next clause and the second rheme be the next theme in the next following clause. The pattern is presented in the following diagram:
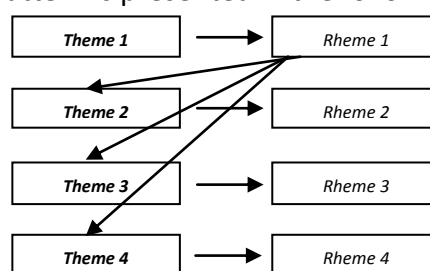

Figure 3. Split Theme Pattern

Example:

(1) *Jack* has two little brothers, *Hendra and Ricky.*

Hendra is a lecture. *Ricky* is a doctor.

(2) *The only other considerable region of dense population in the word lies* in *Japan*.

This country shows remarkable fusion of both densely populated rural and urban communities.

Japanese peasant farmers practice a typical monsoon Asian subsistence economy.

Derived Themes Pattern

Derived theme is more complex than the others. Rheme deals with more than two components. These structures serve as a way of introducing new information or rheme, which can be taken up as rheme of subsequences clauses. This pattern is usually found in long text with many topics. The pattern is presented in the following diagram:
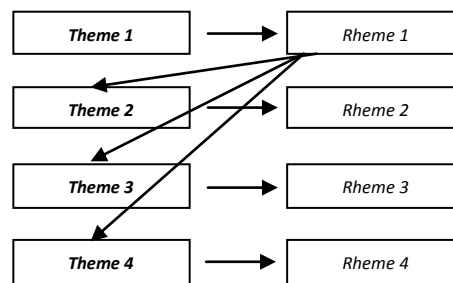

Figure 4. Rheme Theme Pattern

Example:

His father has three children namely: *Jane, David, and John. Jane* works as a manager in a bank, *David* woks as a doctor at Pirngadi Hospital and *John* is a college student at University of Sumatera Utara.

Those four types of thematic progression are used to see how the information develops in a text of business texts and to show the variety of thematic development from theme to theme, rheme to rheme, theme to rheme in order to form the coherence and cohesive text. In developing information, the organization in texts is determined by the progression in the ordering of utterance theme and their rheme. The relationship between theme and rheme becomes the point of communicative communication; therefore, the development of information structure, theme choices, and theme development are important in arranging ideas to convey communicative information.

Research Method

This study used a qualitative sudy (Miles & Hubberman, 2014) in oder to understand how the information in business text deliver by the writer in The Jakarta Post Newspaper that published daily in Indonesia. The data for the study were taken from the six texts of business text from www.thejakartpost.com that published on February 2018. Each of the text broken down into clauses then the clauses of each sentences were analyzed to find out the using of thematic progression in delivering the message. According to Miles and Huberman (2014) there are some important process, they are: 1) data collection, 2) data condensation, 3) data display, 4) conclusion: drawing and

verifying. The process of analysis data which figured by Miles and Huberman (2104) in form of cycle. The cycle can be seen in the following figure:
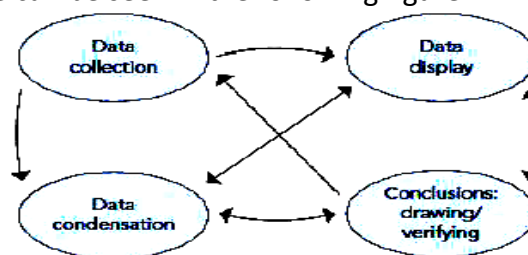

Figure 5. Component of Interactive Data Analysis

Discussion

After collecting the data that were taken from www.thejakartapost.com especially the six text of business column and identifying the data it was found some that the four types of thematic progressions based on Bloor & Bloor (1995) were used in delivering the message in business text column. The using of each type of thematic progressions was different in each business texts as shown as the following table:

Table 1. Occurrences of Types of Thematic Progressions

No	Types of Thematic Progression	Business Texts						Total Occurrences	Percentage
		Text 1	Text 2	Text 3	Text 4	Text 5	Text 6		
1	Constant Theme	1	0	2	2	3	3	11	33,3%
2	Linear Theme	3	5	2	1	6	2	19	57,6%
3	Split Rheme	0	1	0	0	0	1	2	6,1%
4	Derived Theme	0	0	0	1	0	0	1	3%
									100%

Constant theme was not found in business text 2. Meanwhile, in business text 1, business text 3, business text 4, business text 5 and business text 6 constant theme was used by the writer in delivering the message. Business text 1 used constant theme only once time, business text 3 and business text 4 used constant theme twice. Business text 5 and business text 6 used constant theme 3 times. So, the occurrences of constant theme progression are 11 in total with the percentage is 33,3%. In constant theme pattern, the theme is used for the next clauses. It is mean that the message that delivered concern to the theme as the starting point of the message. Some of the evidences of constant theme pattern that used in business texts.

a) BI payment system policy department head *Onny* Widjanarko // said Indonesia had not decided on when to start a pilot project for the digital rupiah, as the central bank was still considering many aspects, particularly the negative impacts of the issuance of digital currency.
   Onny // explained that BI needed to prepare a number of applications before deciding further steps on the issuance of digital currency to prevent any negative impacts that could destabilize monetary, financial and payment systems. (*From business text 4*)

b) *Cai //* said more than 600 potential buyers had preordered the Cortez models since the company's initial announcement on Jan. 8.
   She added // that the company expected to sell 30,000 units of the Wuling Cortez and Wuling Confero, which were manufactured at its Cikarang factory in West Java. (*From business text 6*)

Linear theme was used for all those the six of business texts. In business text 1, the occurrences of linear theme were 3 times. In business text 2, the occurrences of linear theme were 5 times. In business text 3, the occurrences of linear theme were 2 times. In business text 4, the linear theme pattern was used only once. In business text 5, the occurrences of linear theme were 6 times. Last, in business text 6 the occurrences of business text were 2 times. Therefore, the total of linear theme occurrences are 19 times with the percentage is 57,6%. In linear theme pattern, each rheme becomes the theme for the next clause. Some of the evidences of constant theme pattern that used in business texts.

a. State-owned aircraft company PT Dirgantara Indonesia (PT DI) // has signed *an agreement* with the Aceh provincial administration to establish an assembly line for its N219 planes in the province.
   The agreement was signed by PT DI president director Elfien Goentoro and Aceh Governor Irwandi Yusuf, // as witnessed by State-Owned Enterprises Minister Rini Soemarno, in Singapore on Wednesday. (*From business text 2*)

b. The Central Statistics Agency // has revealed that the Jakarta economy grew 6.22 percent year-on-year (yoy) in 2017, higher than the 5.88 percent recorded in the *previous year*.
   Last year's growth in the capital was also higher than growth at the national level, // which was recorded at 5.07 percent. (*From business text 1*)

Split rheme only used in business text 2 and business text 6. Meanwile, in business text 1, business text 3, business text 4, and business text 5 split rheme patterns was not found. The occurrences of split rheme in business text 2 and business text 6 only used one time. In Split rheme pattern, the first rheme become as the theme in next clause and the second rheme as the theme in next following clause. The evidences of split rheme pattern that used in business text are as follows:

a. The agreement was signed by PT DI president director Elfien Goentoro and Aceh Governor Irwandi Yusuf, // as witnessed by State-Owned Enterprises Minister *Rini Soemarno*, in *Singapore* on Wednesday.
   They were in *Singapore* to attend the opening of the 2018 *Singapore* Airshow, // which involved PT DI and national flag carrier Garuda Indonesia.
   The event // was also attended by Defense Minister Ryamizard Ryacudu and Transportation Minister Budi Karya Sumadi.
   Rini // expressed appreciation toward the Aceh government, which had committed to safeguarding its maritime territory by equipping security officers with airplanes purchased from PT DI.

Derived pattern was used only in business text 4 with occurrences only one time. Meanwhile, in business text 1, business text 2, business text 3, business text 5 and business text 6 derived patterns were found found by the writer in delivering the message. The evidence of derived pattern that used in business text is as follows:

a. "It takes time. It could be one to two years from now," // Agus said, adding that *BI*, along with *central banks* of other countries, was monitoring the development of digital currencies like bitcoin.
Previously, former finance minister Chatib Basri said that, // to counter the circulation of bitcoin and other crypto currencies,
the *central bank* // needed to issue a digital currency as an official payment instrument that could be monitored.
No other *central banks* // across the world had issued such currency so far, but several countries, such as Singapore, Canada and Ecuador, had started pilot projects for digital currency, he added.
BI payment system policy department head Onny Widjanarko // said Indonesia had not decided on when to start a pilot project for the digital rupiah, as the central bank was still considering many aspects, particularly the negative impacts of the issuance of digital currency.

From the analysis it was found that linear theme pattern was most dominantly used in delivering the message. It was because linear theme pattern was used to give more explanation about the information. The theme of a sentence in linear theme is identical with the rheme of the previous sentence, whereas its rheme constitutes the theme of the following sentence. In this pattern, the theme of a certain sentence is the summary of most of the content of the previous sentence and thus makes a new point of departure of the message which further introduces a new rheme. Since the application of the pattern could make readers curious for the next coming information, it is more easily to be regarded as coherent. Meanwhile, constant theme pattern was used to emphasize theme as the point of departure, rheme is not used in the ideas development. This pattern also makes the theme in the first clause become the basis for the theme in the next clause in order can easier to grasp the message of the texts. This condition implied that almost all the sentences in each paragraph tended to emphasize the important information in the first element as the theme. Further, the other theme patterns split rheme pattern and derived theme pattern only found 2 times (split rheme pattern) and 1 time (derived theme pattern) because it were more complex deals with more than two rhemes.

The thematic progression that postulated by Bloor & Bloor (1995) could change depend on how the information develop. This thematic progression could not be used as a criterion that all paragraph would apply all those types of thematic progression in well arrangement. Some of the paragraphs were mixed up or consisted of two or more thematic progression. The way of delivering the information depends on the writer style. If the writer wants to emphasize the theme as the point of the departure of the message, the writer will repeat it many times in theme position. Further, if the writer wants to give more explanation, the writer will use rheme as the theme for the next sentence as it found in linear, split and derived theme pattern.

Conclusions
Thematic progression is very useful to known well by the writer of a newspaper in giving some information especially in business text in order to make the reader

understand the information well. Besides that, thematic progression is also useful to make the sentences become coherent and cohesive. Further, the findings of the investigation of thematic progression for the six texts of business from *The Jakarta Post* Newspaper are: (1) the four types of thematic progression are used in the six texts of business with different occurrences and percentage, (2) from the four types of thematic progression that are used in the six texts of business, the most dominant type of thematic progression that used is linear theme with the occurrences 19 times and the percentage 57,6%. Based on the analysis, the differences of occurrences of types of thematic progression are used to make a variation in delivering a message in a newspaper in order to make reader understand the message more easily.

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