

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Genre analysis is a branch of discourse study that it provides an approach to explore a deeper analysis of a text by involving the structure and social function both in professional and also academic settings. In genre analysis, the researcher should consider various cross-cultural factors to achieve an in-depth understanding of text-genres. Bhatia (2013) states that every genre is a kind of success in delivering specific communicative purposes because it appears on shared of linguistics knowledge and language standards that are already established within a particular community. Each genre has its own unique in delivering the information. According to Bhatia (2013), to achieve the communicative purposes, it needed to identify the move structure as a framework to find the order of rhetorical patterns in particular genre because one genre has different structure with another genre. The study of genre discusses about the structures to organize a text that called as move structure.

According to Bhatia (2013), move structure is a highly-structured format in a genre that is shaped and agreed by a particular member of community both in professional and also academic settings. Based on Swales (1990), a genre is shaped by a schematic structure that appear in a community, where it gives impact on the choice of content and style of language. Particular genre has its own structure that different with another genre. For instance, a business report has different structure with academic report. According to Yu, D & Bondi, M. (2017), analysis of the move structure of CSR reports shows how the reports are

rhetorically organized and improves comprehension of the genre. Yu, D & Bondi, M. (2017) also states that move structure has important role in revealing the communicative purposes and the smaller communicative unit of move is called as step. According to Bhatia (2013), move structure of a text refers to how human brain logically processes information and organizes the text in specific ways in order to achieve specific communicative purposes.

According to Swales (1990), communicative purpose appears from a particular community that it has their own communicative event to be shared through a text and contains some goals. According to Nuha, A. (2016), communicative purposes is an important feature in identifying and shaping a genre. A specialist community has their uniqueness on writing a text that is influenced from their goals to produce the information into a genre.

One of professional settings in genre is business field where language has important role in communication. According to Bhatia (2014), genre appears because shaping of discourse theory into the specific area that contain on the specific genre where language is used in educational, academic or professional settings. Both written and spoken language as a foundation for people who wants to build a business as a first step in maintain a good communication for successful practice. Based on Abro, M. et. al (2025) in recent years, economy is one of the crucial issues of human life. Each company has its own specification and uniqueness from others to catch the stakeholders and costumers' attention to their company. Bhatia (2014) said that in the field of business especially in corporate, from the previous years, it increases the number of competitions until today. The competition might occur between companies through the programs such as corporate social responsibility (CSR).

Corporate Social Responsibility (CSR) is one of the big programs that can be run by some companies in this world as a kind of company's participation on giving positive impact to the social, economy and environment. Sulaiman, A. N. and Muhamad, R. (2017) have mentioned that some kinds of CSR program can be implemented by the company as a contribution to the society such as conducting business class, training the customer about a job, giving the facilitation for education and other related activities. Those programs can help society to improve the financial condition, the educational quality, and the positive impact to build the sustainability activities. According to Satjharuthai, K. and Lakkhongkha, K. (2023), they states that a good program that run by the company should fulfill the requirement such as the advanced of technology, the adaptability, the ability to analyze future needed and planning, the sustainable practices, and also it set focus on people deeply (it involves the human resources, employees, customers or stakeholders).

In every sustainability program (CSR), there will be a report to show the company's profile, the progress of the program until the result of the programs. According to Bhatia (2014), a kind of genre to inform the readers as an annual report that shows the facts of the program, tracking and reporting of the financial growth, the recognitions and achievement, the strength, weaknesses, opportunity, and threat (SWOT) of the last program as objective performance indicators. According to Nofryanti (2020), for each company that has contributed on environment and society, the company is demanded to be responsible by running the CSR program, creating and also publishing a non-financial report of CSR program. Hys, K. and Hawrysz, L. (2012) state that the content of CSR report contains some information about the environmental issues and also includes both financial and non-financial data from company management.

There are two big companies from different countries in ASEAN that have implemented the CSR program. For this research, the author analyzes a CSR report from Indonesia and Malaysia. According to Fadila, B. N et al., (2024) Indonesia and Malaysia have the unique on cultural, economic and also regulations that make the business field of these countries capable to run the CSR. Not all countries in this world can produce a high number of palm plantations. According to Iskandar, M. J et.al., (2018) Indonesia and Malaysia are the two top largest countries in oil-palm production in the world where it achieved in 85% of oil palm production. Indonesia and Malaysia have a large number of palm plantations. Because of that Indonesia and Malaysia can give the high palm oil selling prices. Sugino, T et al., (2015) found that in Indonesia, especially most of companies that operating in oil-palm sector has shown their seriousness and commitment to contribute in environment and society through running the CSR program. Based on Othman, R. and Ameer, R. (2010), they stated that the oil-palm companies in Malaysia have the opportunity to explore more regarding the current condition of environment by considering the environmental protection and it will be disclosed through the company's annual report. Those companies are Sinar Mas from Indonesia and Sime Darby from Malaysia. These two different companies have the same program in oil palm production. The following are the examples of the content of CSR reports in Environment section:

The sample is from Sinar Mas Land (2023)

We are committed to reducing our reliance on municipal water by utilising alternative water sources. (SML, 2023, p. 33)

The sample is from Sime Darby Property (2023)

As a leading property developer, we recognise our pivotal role in confronting this crisis... (SDP, 2023, p.42)

Sinar Mas Land and Sime Darby Property are two of some companies in ASEAN who have run the CSR program. These company is the top companies on each country; Sime Darby Property is the top oil-palm company from Malaysia. Information from TradeImeX.com (2024), Sime Darby Property is the largest exporter for oil-palm from Malaysia with the total revenue on 2024 is \$4.7 billion. The top oil-palm company from Indonesia is Sinar Mas Land. Based on information from seair.com, Sinar Mas Land has the largest land until 470.000 hectare and this company strives for sustainability of oil-palm production.

Previous researches have discussed related to CSR report in case of based on Bhatia, A (2012) the analysis characteristics of the CSR reports from Chinese and US corporations. The previous study from Ismaeel, M. and Zakaria, Z (2024) also discussed about the CSR reporting in Arab Countries by looking for the response of institutional for corporate social responsibility (CSR) reports. Although the object of CSR report has been discussed and has become a current interest of study. The gap of study for this research is focusing on two different countries, Indonesia and Malaysia with the same field of business is oil-palm company.

It is an interesting topic that the researcher will bring for this study because this topic is related to nowadays' globalization issues where the language and economy sectors have an important role in society and also for the sustainability of the environment or known as Sustainable Development Goals (SDGs). The researcher will use a genre analysis theory in the professional field by Bhatia (2013) and also supported by Nuha (2016) and Swales (1990) for analyzing the moves structure and communicative purposes of some CSR programs in

environmental sections from two CSR reports. The CSR report functions as a kind of annual report that will be published in public after the company runs the program and it also as the evaluation for the company and the proofment to the society.

1.2 Research Questions

Talking about genre analysis, this theory concerns on two discussions regarding the structure of a text and the communicative goals that can be found from the text. This study is conducted to identify the move structure that occurs on all CSR programs in environmental section from CSR reports and also to analyze the communicative purposes that are released from the move. The researcher focuses on the two research questions as stated below:

1. What are the move structures of the CSR reports in the environmental section of the two companies?
2. What are the communicative purposes of the moves from the two CSR reports?

1.3 Research Objectives

The objective of this study is to identify the move structure and also to analyze the communicative purposes on CSR programs in environment section by using the Genre Analysis theory. The aims of this study are mentioned as follows:

1. To identify the move structures of the CSR reports in the environmental section of the two companies.
2. To analyze the communicative purposes of the moves on the two CSR reports.

1.4 Focus of the Research

This research will be conducted by using the theory of genre analysis in the professional field with the data that will be collecting from two CSR reports that were published in 2023. The reports can be accessed through the company's website; Sinar Mas Land: Sustainability Report from Indonesia and Sime Darby Property: Sustainability Report 2023 from Malaysia. This research focuses on the move structures of environmental section that used by the companies in creating the CSR reports and it also focuses on the communicative purposes that include on the reports from the company on their specific intention. From this research can help the readers to have deeper understanding of how CSR reports are constructed and how the companies contribute to the environment through their program.

1.5 Method of the Research

This research uses a qualitative approach. The method is conducted by including the data collection and data analysis by exploring the CSR reports from each company deeply. The specific steps of this method are presented on the next following point of this part.

The researcher chooses the qualitative method in this study because the kinds of moves structure and communicative purposes that include in the CSR reports can be analyzed by using the critical thinking and interpretation of the researcher based on the theories and framework that were used to analyze the data of this research. Creswell, J. (2009) stated that qualitative research is a method for conducting research on discussing about social or human issue through a process such as provide questions, conduct participant setting, and then continue to analyze the data through common theme and also the analysis will involve

individual's or group's interpretation (The Three Type of Designs Section). The interpretation of the researcher is supported by the previous studies that are related to the topic of this research by utilizing some library researches. According to Aspers, p. and Corte, U. (2019), in qualitative research, a kind of understanding, interpretation, getting close and then examine a new different finding might be repeatedly conducting or using in the flow of qualitative research by improving the understanding. In this case, the researcher builds a good comprehension of the data (CSR reports), the theories, and the framework that are used in this research. The researcher interprets the data based on the theories and framework, and after that, making the results or findings of the analysis.

Bhatia (2013) depicts 7 steps in analyzing unfamiliar genres. For these steps, it helps the researcher in flow to collect and then analyze the CSR Reports as the genre by paying attention to the purposes of the analysis, the aspect of genre, and the background knowledge of the researcher. These 7 steps will be helpful for researcher to analyze the data. For this research, it will be included 6 steps:

1. Placing the given genre-text in a situational context

To place the genre-text, it can through two parts. The first one is from the researcher own prior experience. The researcher has known the communicative conventions and the researcher knows the usual form that is written for the text. The researcher also has background knowledge of the kind of text from the association or community that the researcher comes from.

For this study, the research will take data from four reports from different companies and countries. This data displays the form of CSR report

with the lexico-grammatical features and also the communicative purposes from each report with private intentions from each company.

2. Surveying existing literature

For this step, the researcher needs to find out some previous literary works related to the topic and the theory of genre analysis to help the process of the analysis. It can also improve the researcher's background of knowledge before examining the data by finding the theory, methodology, or any guidance to process the data.

For this study, the researcher explores some previous literary works on some websites, such as Google Scholar, by using some keywords related to the topic, such as "CSR report in oil palm company", "genre analysis by Bhatia", or "a professional genre analysis AND oil palm company". The researcher collected on an Excel file and conducted a literature review.

3. Refining the situational/contextual analysis

On this step, the researcher will think critically after conducting literature review of the related topic. The researcher should be able to identify the situational context for this research. The researcher can utilize their understanding and prior experience and also supporting prior literature to conduct a mini observation such as survey some news regarding the current issues that the community faces, what solutions can be implemented for the issues, or the impact of this study to society.

For this study, the researcher tries to observe the current issue that happens in society that can be solved by the sustainability program from the

company, and the report is an important thing for the company to report their contribution action for society. This step will involve an analysis of four CSR reports from different companies and looking at the structure of the report to find out the obligatory moves and the communication purposes of the report.

4. Selecting Corpus

In this step, the researcher should find some variations form of text that can be collected as a corpus. The corpus will consist of distinct types of genres where the researcher can define the type of genre that they want to work on. The sample of text can be investigated to find the existence of some criteria and features.

The researcher will collect some samples of reports, especially on CSR reports. This corpus shows the difference between one report to another report based on its situational context and communication purposes. From this step, the researcher will gain some knowledge about the variation of frames or features of different reports.

5. Studying the Institutional Context

For this step, the researcher should learn and explore the institutional context. The researcher explores how text is used in a particular setting. The text usually will follow the rules or systems that have been applied and agreed by the community on the institution or organization. The researcher should find some information regarding the institution first and know the background of the institutional context on creating the text until it will be published.

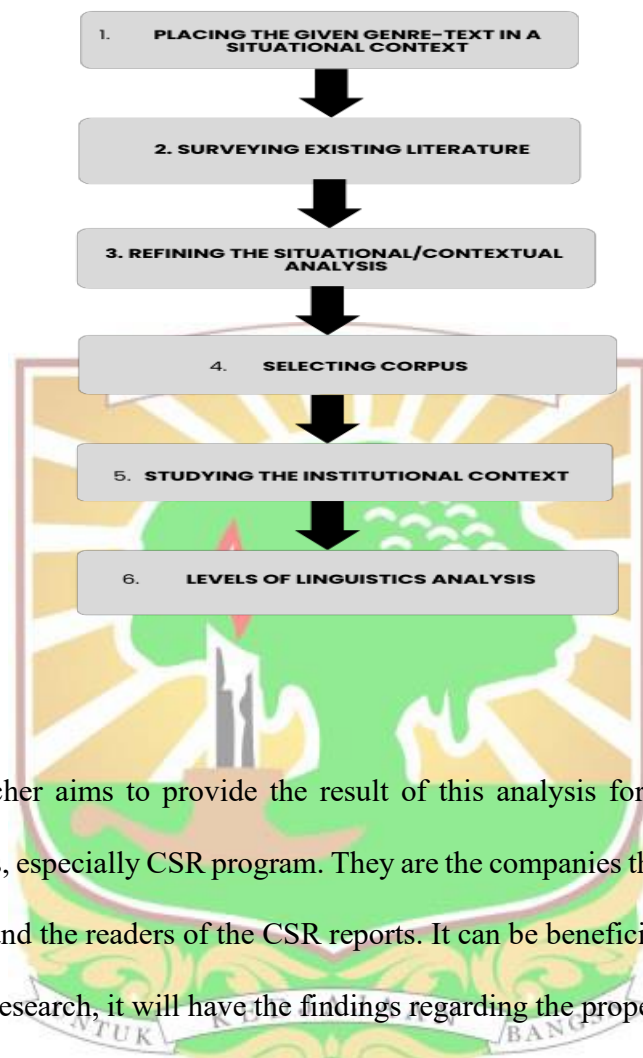
For this study, the researcher will collect some information about each company, do the deep research about the focus of the company, and examine the structure of each report. Each company has its own rules, its focus to highlight on the report. Because of that, the researcher will find out the company's goals or can be called the institutional context on creating the report.

6. Levels of Linguistics Analysis

On this step, the researcher will analyze the linguistics feature that used on the data. The researcher will conduct an analysis of lexico-grammatical features. In this level, the researcher will examine the specific features on the text such as syntactic features. This analysis to find the different grammatical features that used in different genre. It also analyzes the textualization of a genre. This kind level of analysis is to examine each community has its own pattern on aspect of language use. A higher level of linguistics analysis when a particular community is consistent in creating the structural organizing text with a specific message.

For this study, the researcher examines the lexico-grammatical that used on those two CSR reports. It aims to find the language features that construct the move structures. It shows how they organize the structure of the reports in business community in delivering their communicative purposes.

Figure 1. 6 steps diagram of Bhatia (2013)



The researcher aims to provide the result of this analysis for the community that interest on business, especially CSR program. They are the companies that have implemented the CSR program and the readers of the CSR reports. It can be beneficial for the community because from this research, it will have the findings regarding the proper moves that provide complex information about CSR Program that have been done by the company. This research also can help the company to improve the writing of the report. From that, the society can access the report and get the clear information regarding the program from the companies that have given the real contribution for sustainability of the society and environment.

This research will be conducted in a period of times by utilizing some steps and instrument to help this research will be clear and valid. This research will be checked by the

thesis supervisor to ensure the consistency value of the move structures classification and the communicative purposes that appears on each report. This process aims to verified that the classification of moves structures and the communicative purposes of each CSR report by using the theory of Genre Analysis and the utilization of the framework on this research is really consistent and get the same frequencies of moves structure classification and the precise value of the communicative purpose analysis. This process also aims to avoid the bias of the findings by state the real measurement of the findings and the result of the findings has examined and got validation from the thesis supervisor.

1.5.1 Data Collection

The data will be collected from the official website of each company: Sinar Mas Land and Sime Darby Property. The CSR reports for this research will be taken based on the newest year of publication which is 2023. The reports should be written in English and it is open access for public. It is searched by adding some key words such as the name of the company and “CSR report” or “Responsibility report”. It will lead to some sections of the company’s profile and it will display the responsibility reports for each year.

After finding the data, the author will select the specific section is environmental section from each report. On the environmental section, there are 6 CSR programs from SML and 5 CSR programs from SDP with total 11 programs. The researcher counts the total words in those environmental sections of both CSR reports. Then, the specific sections of reports will be moved into excel file in order to filtering the data for this research.

Table 1. The example of objectives of company in CSR report

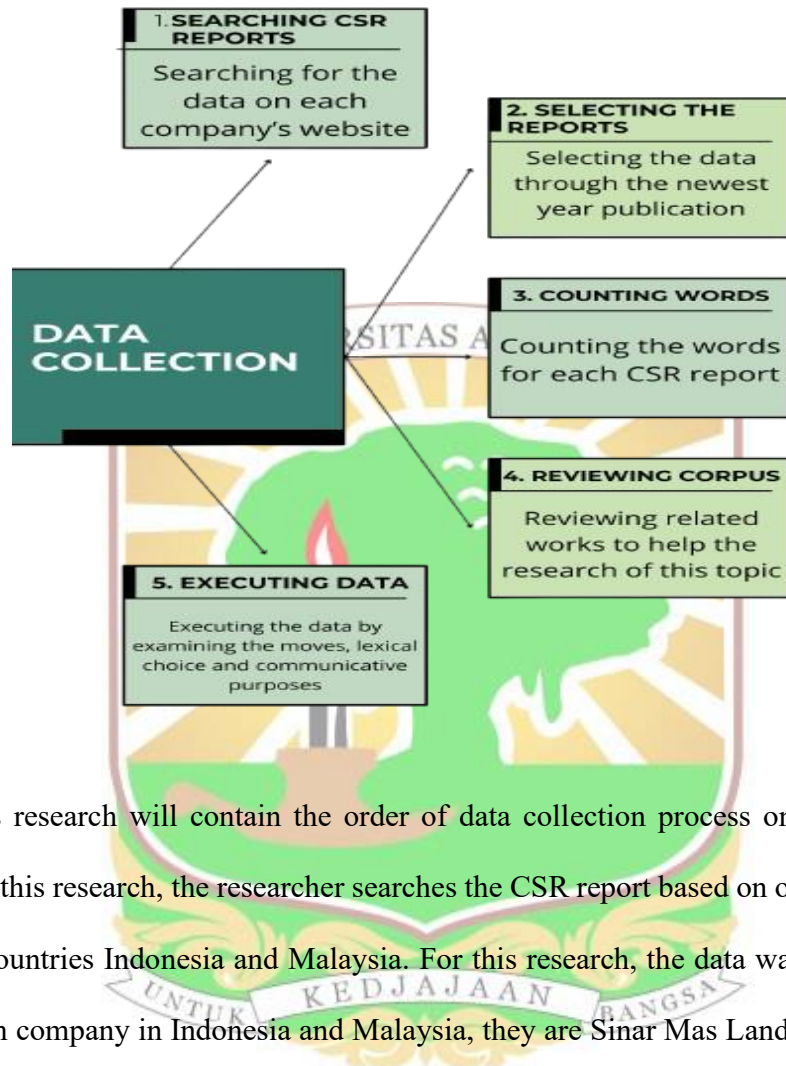
Company	The Section
Sinar Mas	Climate Change & Environment
Sime Darby	Environment

Based on the information on **Sinar Mas** website, their company is active in 7 business division, such as: pulp and paper, agri-business and food, financial service, developer and real estate, communication and technology, energy and infrastructure, and healthcare. On this CSR program and report, it was taken from a part of Agri-Business and Food Division. According to the information from Sime Darby company's website sime.com , Sime Darby is one of the big companies in Malaysia that is also active in the industrial field of business. Sime Darby also operates in some sectors such as: operating the mining, engineering, construction, power generation, forestry, marine, plantation, and oil and gas sector. The CSR program and report were taken from a part of the Plantation & Oil and Gas sectors.

Table 2. companies' websites and word count

Company	Website	Word count in environmental section
Sinar Mas	sinarmasland.com > sustainability	7.958
Sime Darby	sime.com	11.424
Total		19.382

Figure 2. Diagram of data collection



This research will contain the order of data collection process on 5 steps. Before conducting this research, the researcher searches the CSR report based on oil-palm company from two countries Indonesia and Malaysia. For this research, the data was taken based on top oil-palm company in Indonesia and Malaysia, they are Sinar Mas Land and Sime Darby Property. The CSR reports will be collected from company's website and it will be filtered by the newest year of publication. During period of this research, the newest publication that available on official website of the companies is 2023. After downloading the reports, the researcher will filter the data through the focus of this research is environmental section. The researcher will count the total word of each report. The researcher will move the filtering

data (Environmental section) of each report into excel document. After the data is collected, the researcher will execute the data by utilizing the flow of data analysis.

1.5.2 Data Analysis

The data analysis is started by looking at the research question 1 and 2 of this research. This research focuses on the analysis of moves structure to construct the environmental section in the two CSR reports from Sinar Mas Land and Sime Darby Property. Not only that, this research also focuses on looking for the communicative purposes that occur on both CSR reports. From this analysis, it gains the moves structure from each oil-palm company on their environmental section of CSR report and their private intention in creating and publishing the report.

For this research, the researcher uses theory of Genre Analysis by Bhatia (2013) and Swales (1990). The analysis of move structure is supported by previous study from Nuha (2016) as conceptual framework. The analysis is started by reading the CSR reports that have been collected on excel file. The researcher reads each program on the environmental section of reports carefully and identify the move structure that appears on each program based on the Nuha's (2016) conceptual framework. After identifying the move structure, the researcher classifies the move structure based on Kanoksilapatham (2005) on move classification. The classification is conducted by calculating the total moves on the 11 programs in order to get the frequency of move occurrences. After getting the total moves, it is divided by the total programs which is 11 programs and then multiplying with 100%. This is how to get the

percentage of move frequency. After finishing the analysis of move structure, it moved to an analysis of the communicative purposes.

The theory for analyzing the communicative purposes is adopted from Swales (1990). There is interdependency of three concepts by Swales that has been cited on Nuha, A. (2016) that will be brought for this research, they are: communicative purpose, move structure, and rhetorical strategies.

- **Communicative purpose** is realized by **Move Structure**.
- **Move Structure** is realized by **Rhetorical Strategies**. Nuha, A. (2016)

This is the regulation to analyze the data where to get the finding of communicative purposes of each CSR report, the researcher should examine from the rhetorical strategies or looking at the language features of the reports, then analyze the move structure and then the communicative purposes. After classifying the moves structure of both CSR reports, the communicative purposes can be gained from the obligatory moves.

1.6 Definition of Key Terms

A. Genre Analysis

Theory of genre analysis basically refers to the repetition of rhetorical context that also contain and deliver the communicative phenomenon. Even though genre can be said a frame, but genre has a space to involve other elements such as lexico-grammatical and discoursal form to construct a text. It because of genre is not static. Bhatia (2014)

B. Move Structure

The basic construction in giving the boundaries of content and style of text and it also forms the schematic structure. (Swales, 1990)

C. Communicative purposes

Each particular community has their own communicative event to be shared through a text that contain the communicative purposes on the existence of genre. (Swales, 1990)

D. CSR Report

With the development of Corporate social responsibility (CSR) that belongs to one of company's part of business programs to show the real action, to improve and to build consciousness for the quality of environment and social performance. (Ismaeel, M. and Zakaria, Z., 2024)

