

CHAPTER IV

CONCLUSION, LIMITATION, AND SUGGESTION

4.1 Conclusion

This research focuses on analyzing the move structure and communication purposes on environmental section of the two CSR reports from oil-palm companies in Indonesia and Malaysia. Each report has some programs in environmental section which 6 programs from SML (report 1) and 5 programs from SDP (report 2). As previously presented on the analysis section, the data is analyzed by using some theories from Bhatia (2013), Swales (1990), and the conceptual framework for identifying the move structure from Nuha (2016).

After conducting an analysis of move structure on both CSR reports by using conceptual framework from Nuha (2016), there are 4 moves in the environmental section of CSR report. They are M1. Headline, M2. Establishing Credentials, M3. INTHSE: Introducing the Health, Safety, and Environment Initiatives, and M4. DESCOM: Describing community engagement and development. These moves consist of several steps that explain more about the program. In this research, there are findings that show some classification of move structures on the two CSR reports. There are some moves and steps are obligatory, and there are some steps are the conventional and one move is optional.

M1. Headline occurs on both CSR reports and it is classified as obligatory move. This move does not contain any step. M2. Establishing Credentials also occurs on all programs in environmental section of both CSR reports. This move is also classified as obligatory move

and it contains some steps. M2S1. Introducing the company's broad objectives is an obligatory step, M2S2. Elaboration of corporate responsibility in the Marketplace is a conventional step, and M2S3. Elaboration of corporate responsibility in the workplace is a conventional step. M3. INTHSE: Introducing the Health, Safety, and Environment Initiatives is an obligatory move that occur on all program in both CSR reports and this move consists of several steps. M3S1. Outlining the company's environmental policy is an optional step, M3S2. Introducing the health, safety and environment aspects is a conventional step, and M3S3. Displaying company credibility is an obligatory step. The last move is M4. DESCOM: Describing community engagement and development is classified as optional move because the section more concerns about environmental issue rather than social issue. This move consists of one step is M4S1. Introducing the community engagement activities as an optional step.

After the analysis of move structure, there are two communicative purposes that are found on this research. The first communicative purpose is to build brand image of the company that revealed from M1. Headline and M2. Establishing Credential as obligatory move. The second communicative purpose is to promote the company to the readers through the environmental performance. It is gained from M3. INTHSE: Introducing the Health, Safety, and Environment Initiatives by showing the company performance and achievements on environmental area.

As the top oil palm companies in Indonesia and Malaysia, through this CSR program and report, the companies show their contribution to solve environmental issues and reduce the negative impacts that they might produce from their business. The companies provide the

CSR report as the media to communicate with society to provide information about their program, to inform the output to the environment, and to convince society that the companies do not only take profit for themselves but they also give benefit for society and environment.

4.2 Limitation

This research only conducted on looking for the move structure and communicative purposes of CSR reports from oil-palm company on two different countries in ASEAN are Indonesia and Malaysia. Due to this is undergraduate thesis, this research has limitation on following the framework from other research to verified the move structure and communicative purposes of the CSR report. The analysis also not the whole section of the CSR report. The analysis also focuses on the lexical-grammar that used by the writer of CSR reports from each company as the representative to explain the move and the steps because of that, this research not talks yet about the theme of the genre for each move. Nevertheless, this research has conducted deeply and implemented some aspect based on the theories that used on this analysis.

4.3 Suggestion

In fact, the writer of this research realize that this analysis still can be improve for further study. There are still a lot of issues that can be analyze deeper from this topic, especially for CSR report. It can be analyzed through deeper analysis with another theory that can be used for this data.

