

**THE ENGAGEMENT OF SEMI-POPULAR ARTICLES ABOUT LANGUAGE  
LEARNING**



*Mencerdaskan dan  
Memartabatkan Bangsa*

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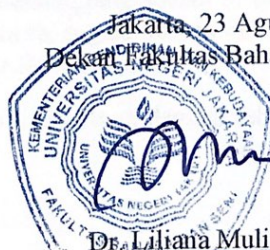
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## ABSTRACT

**Putri Muthya.** 2021. *The Engagement of Semi-Popular Articles About Language Learning. A Skripsi.* English Language Education Study Program, Faculty of Languages and Arts, State University of Jakarta.

This study aims to examine the engagement markers used by the writers of semi-popular articles about language learning to engage their readers. This research uses both quantitative and qualitative methods. Quantitative is used to calculate the frequency of engagement markers found using *AntCont* (Anthony, 2020) concordance software. The qualitative is used in giving description of numerical data. The approaches are conducted by adopting Hyland's framework of proximity, Engagement. The data and data source of this research are 81 articles from several university websites consisting of 25 universities in Europe, 27 in North America, 3 in Asia that were gathered in ScienceDaily website as a tool. The present study draws upon Hyland (2005) for the concept of engagement, and for the linguistic features that mark engagement this study consulted Qiu & Jiang (2021). The findings of this study indicate that the writers of semi-popular articles about language learning frequently use derives and reader pronouns to engage their readers rather than using questions and knowledge appeals. The result of this study is expected to give references for the further researchers in same field.

**Keywords:** *Semi-popular science articles, Science popularization, Proximity, Corpus analysis.*

## ABSTRAK

**Putri Muthya.** 2021. *The Engagement of Semi-Popular Articles About Language Learning. A Skripsi.* English Language Education Study Program, Faculty of Languages and Arts, State University of Jakarta.

Penelitian ini bertujuan untuk mengeksplorasi penggunaan penanda keterikatan (*engagement*) yang digunakan penulis untuk melibatkan atau mengakui kehadiran pembaca pada artikel semi-populer mengenai pembelajaran bahasa. Penelitian ini menggunakan metode kuantitatif dan kualitatif. Metode kuantitatif digunakan untuk menghitung frekuensi dari penanda yang ditemukan pada semua korpus dengan menggunakan *AntConc* (Anthony, 2020) *concordance software*. Pendekatan dilakukan dengan mengadopsi kerangka kedekatan Hyland, Keterikatan (*Engagement*). Data dan sumber data penelitian ini adalah 81 artikel dari situs web beberapa universitas yang terdiri dari 25 universitas di Eropa, 27 di Amerika Utara, dan 3 di Asia yang mana terkumpul pada laman *ScienceDaily* yang digunakan sebagai alat. Temuan dari penelitian ini menunjukkan bahwa penulis artikel semi-populer mengenai pembelajaran Bahasa lebih sering menggunakan *derives* dan *reader pronouns* sebagai penanda keterikatan daripada menggunakan *question* dan *knowledge appeals*. Hasil penelitian ini diharapkan dapat menjadi referensi peneliti lain berada pada bidang penelitian sejenis.

**Kata Kunci:** *Artikel Sains Semi Populer, Popularisasi Sains, Proximity, Analisis Korpus.*

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**APPENDIX C:** All institutions from Europe, North America, and Asia.

