

**ANALYSIS AND MAPPING QUALIFICATION REQUIREMENTS SECRETARY JOB
VACANCY ADVERTISEMENT ON NEWSPAPER PRINT MEDIA KOMPAS 2014**

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Abstract

The purpose of this study was to determine, describe, and analyze and mapping qualification secretary based job advertisements through print media compass newspaper in 2014. The research method used by the author in the preparation of this research is descriptive research method. Data analysis method used is the Content analysis or content analysis Content analysis is a research technique for the objective description, systematic and quantitative real contents of the communication. In this study, the population is job advertisements in the newspaper Kompas 2014. The sampling method in this research is purposive sampling. With a sample of this research is Kompas newspaper in November 2014 issue of Saturday and Sunday that contains job advertisements Secretary profession. With a total of 70 ads. The results of the secretary of the qualifying criteria based on the terms of knowledge, namely in terms of education is 41%, which requires a minimum of a diploma 3. Under the terms of knowledge, namely in terms of the use of foreign language / Indonesia. Obtained by 29%, which requires mastering or proficient in English. Under the terms of knowledge that can be seen from the experience contained by 13% which requires having experience in the same field as the secretary at least 2 years. Under the terms contained skills by 27% which requires skills in operating a computer. Under the terms of personality, entire newspaper job advertisements personality compass.

Keywords: Secretary, Knowledge, Skills, Personality, and Qualification Criteria, Mapping