

# Discourse Analysis on Headline News

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**Abstract**— this study analyzed the discourse analysis on online media “detik.com”. It uses Fairclough theory in the analyses which try to see text in three dimension : text, discourse and social practice dimension. The method used to analyze the data is pragmatic identity method by Sudaryanto. The result shows that the journalist use some figurative language to attract’s reader attention. In arranging the headline, the news writer some used tendentious and suggestive vocabulary.

**Keywords**— discourse, online media, headline

## I. INTRODUCTION

The development of technology which can’t be banned makes changing in human life; social, and communication. Most of activities use digital media such transaction (e-commerce), education (online learning) and communication (social media). People must face it even it has some deficiency. Therefore, everyone has to be familiar with digital media and good competency in digital literacy. The ease of access to information makes one able to see everything without limited space and time. A research conducted by the Indonesian Internet Service Providers Association (APJII) with Puskakom UI noted that there were 132 million internet users in Indonesia in 2017. This is what is called as industrial revolution 4.0 which marked by the proliferation of the internet.

The using of massive digital also gives influence in spreading of news. People can get it easily by searching through internet not same as previous which must have physically when want to read it. It also continued by appearing of e-news such as: detik.com, tagar, etc. This easiness gives big impact on the news itself. The spreading of e-news make people get information quickly beside they also can give comment on it. However, sometimes some readers just take it literally without knowing it deeply. As a commercial project, newspaper must has bombastic issue and attractiveness to engage the reader’s attention. So that, the writer sometimes used a unique and interesting headline. As Van Dijk states that headlines serve three important functions. Firstly it provides a brief summary of the main news to the reader; hence, readers do not have to read the whole story to capture the point. Secondly, it attracts attention by various font sizes and vocabulary used. Thirdly, provides an initial indicator of the content and style of the news values of the newspaper. This shows various ways in which newspaper headlines appeal to its

audience. In this study, the author focused to analyze the headline news of Anies about Getah Getih which get a pro and cons from society.

## II. LITERATURE REVIEW

Many topic can be analyzed by discourse analysis approach. It has a broad field, so many linguists interested in doing the research related in it. Here are some studies of literature done, first the research conducted by Tabe and Fieze (2018). They wrote private and public newspaper headlines on the Anglophone crisis in Cameroon from a Critical Discourse Analysis (CDA) perspective. Results found some rhetorical questions and the vocabulary used are kind of imposition, tension and dialogue. Lexical choice in private newspaper headlines describe a negative picture of the Cameroon government, and pushes readers to see the government as deliberately refusing to show great attention to the crisis, and unable to protect its citizens.

Second, thesis by Duanprakhon (2012) which investigated the language used in the front page headlines of popular newspapers in Thailand. He used Fairclough’s theory. He wanted to discover the discursive features of the language used in the news headlines; to expose the ideology of news practitioners reflected in the headlines; and to expose the social identities of the teenagers that headline construct in society. Results showed some discursive featured of language used in headline. It also showed that the language used in the headlines of the newspapers reflects certain negative ideologies of the news practitioners, as well as constructs some negative social identities of the young offenders.

Third, the research conducted by Mardhyarini and Ariyanti (2016). They explored Headline News in The Guardian and The Daily Telegraph. Result showed that the newspaper writes almost all the passages in active voice and puts the quotations in direct form to reveal the issue because it needs to serve some information or facts to help the person on the issue so then they still provide the infomation. It also proved that the newspaper also likes to add clausal post-modifier to modify the noun, and writes the statements in indirect quotation to fix the reputation of the one in the issue.

## III. METHODS

This research is descriptive qualitative. The methods and techniques used in this study are the methods and techniques

described by Sudaryanto (1992). The data needed is the headline news about Anies Baswedan, and selected by purposive sampling techniques. The data were collected by using non-participant observation with note-taking techniques. Some procedures that the author did are: first, the writer collecting empirical data (online news headlines), proceed to critically analyze it, and as a result try to develop a theory. In addition, the author also adds insight into the news of Anies Baswedan through available sources such as: browsing on the internet and related books. Second, the writer identifies the headline by using discourse analysis. The data were analyzed by using pragmatic identity method and were performed by formal and informal method.

#### IV. THEORY

Fairclough tries to build a model of discourse analysis that contributes to social and cultural analysis, so that he combines the tradition of textual analysis - which always sees language in a closed space - with the context of the wider community. Fairclough's focus is on seeing language as a practice of power. Norman Fairclough built a model that integrates discourse analysis based on linguistics, social thought, politics, and generally integrated into social change. Therefore, the model proposed by Fairclough is often referred to as a model of social change. Fairclough uses discourse to refer to the use of language as a social practice, rather than individual activity or reflection. Seeing language as social practice it contains a number of implications. First, discourse is a form of action that someone uses language as an action on the world and specifically as a form of representation when looking at the world or reality. Second, this model implies a reciprocal relationship between discourse and social structure.

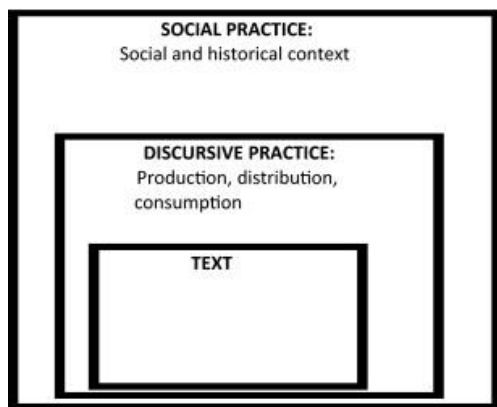


Fig.1. Fairclough's Discourse Analysis

Fairclough tries to divide discourse analysis into three dimensions: text, discourse practice, and social cultural practice. In text dimension, the text is analyzed linguistically, by looking at vocabulary, semantics, and sentence order. He also included coherence and cohesiveness: how between words or sentences combined to form understanding. In media, according to Fairclough there are three main categories of

participants, they are: journalists (including reporters, editors, news readers), media audiences, and public participants (including politicians, businessmen, community leaders, artists, scholars, scientists, etc.). In terms of text production, the news basically involves two participants: news readers and journalists as the party producing the text. The last and third dimension of Fairclough's model is discourse as social practice which is mix the concepts of ideology, power and hegemony to illustrate the function and consequences of discourse in reproducing or transforming unequal power relations. Therefore, the analysis of this dimension in the newspaper especially, in hot issues requires the analyst to look outside the text and examine the relationship between journalism and the social formation as a whole (Richardson 2007).

#### Online News

Online news is a cluster of information published on different platforms, from digital versions of traditional print and broadcast news outlets, to news place, social media networks, all available in one click through the World Wide Web. In this digital era, online news is really representative than printed news. The growing of internet rapidly makes someone easy to access it. According to Newman et al. (2017), online news constitutes the biggest source of information today, while printed newspapers have seen a significant drop in readership in the past decade. One of the effects of the development of information and communication technology for the media industry is the digitalization of content. This digitalization changed the way production and distribution of content in the media industry. Digitalization and consumption behavior of digital media affect the sustainability of the print media industry. Print production has declined in Indonesia since at least 2014. This can be seen from the decrease in the number of print media (daily newspapers) which have decreased since 2014 from 9,597,127 to 8,791.301 circulations in 2015 in Lombardi (2018)

In this online news, the author focused on headline news about Anis Baswedan, the governor of Jakarta, capital city of Indonesia. Conboy (2007) reports that headlines serve three main functions: they provide a brief overview of the main news, they constitute an indicator of the style and values of the news outlet, and finally they catch the attention of the reader. This last aspect, according to Blom and Hansen (2015), is what makes online news headlines, and therefore online news articles, profitable. The authors explain how journalists use different techniques to catch the reader's interest with their headlines, from narrative mechanisms to sensational or provoking words (Blom and Hansen, 2015).

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newspapers) which have decreased since 2014 from 9,597,127 to 8,791.301 circulations in 2015 (Press Company Union, 2016). The number is predicted to continue 114 decreased in the following years. The same trend is also seen in weekly newspapers, magazines and tabloid.

According to Van Dijk (1998), the discourse of newspaper headlines can be looked at from the position of the headline, the boldness of the headline, the vocabulary used on the headline, the use of punctuation marks, the syntax of the headline, the number of occurrences on the same event and above all the power of the presenter.

## V. RESULTS AND DISCUSSION

In this analysis, the author sees the headline news of Anies Baswedan, governor of Jakarta, capital city of Indonesia, in which was taken from detik.com. Detik.com is a web portal that contains news and articles online in Indonesia, also one of the most popular news sites in Indonesia. Unlike other Indonesian language news sites, Detik.com only has online editions and depends on revenue from the advertising sector. Even so, Detik.com is the leader in breaking news. Since August 3<sup>rd</sup>, 2011, detik.com has become a part of PT Trans Corporation, one of the subsidiaries of CT Corp. The news about Anies is always commented and searched by many viewers. Many internet users share news about him through their social media account: facebook, twitter, instagram and others. Surprisingly, it has been responded by various comments, negative, positive and neutral. Here, the author categorized the headline news about breaking of Getah Getih bamboo. This headline news was collected during four days, Thursday, 18<sup>th</sup> July 2019 to Monday, 22<sup>nd</sup> July 2019.

reader attention's to look for the mistake. The journalist uses synecdoche figurative language. The using of party seems that all members' party disagrees with Anies's work. By putting the name of party in headline, make the reader convince that Anies is doing a mistake. The same meaning is also appeared in data 7, while, the other data 4,5,6,8,9,10, and 11 are confirmation from Anies about Getah Getih bamboo. The breaking off bamboo was responded by public. This installation was part of the reception of the Asian Games in August. It was designed by Joko Avianto. During 11 month that installation was decorated Jakarta but then it was breaking off, and was commented by many people. Some people said it was useless and has spent a lot of state budget. And Anies said same as other various attributes installed around Senayan and various parts of Jakarta, they are not permanent. After the Asian Games, all attributes are taken off again. In addition in data 6, journalist uses an irony to catch audience attention. In writing the headline, the writer uses exclamatory by giving marker in the final of sentence. The non critical reader will be provoked by this statement and directly respond by negative comment and publish it. While in explanation statement the journalist uses a formal and complete sentence by using noun in the beginning instead of verb.

### Ideological Manifested through Lexical Words

The data show that detik.com newspaper headlines on Anies Baswedan about Getah Getih Bamboo painted a negative picture of him. They use negative words and phrases to comment governor actions. Examples of such expressions include: *Sia-Sia*, *Mubazir*, *Pemborosan*. All these words or expressions make individuals to construct a bad image about the governor who has done a useless activity. It captured that Anies is not as best as people commented in media social. As known before, Getah Getih bamboo create a positive image among society, they regard Anies is siding with public by choosing a traditional icon as a banner of Asean Games.

No	Headline	Vocabulary	Meaning
1	Hanura DKI: Sejak Awal, Bambu Getah Getih Sia-sia	Sarcasm	Judgement
2	Bambu Getah Getih Rp 550 Juta Dibongkar, PDIP: Mubazir!	Sarcasm	Judgement
3	Bambu di Bundaran HI Dibongkar Usai 11 Bulan, NasDem: Pemborosan!	Sarcasm	Judgement
4	Anies Jawab Suara Miring soal Bambu Getah Getih	Metaphor	Confirmation
5	Anies Samakan Bambu Getah Getih dengan Banner Asian Games 2018	Pleonasm	Confirmation
6	Bambu Getah Getih Dikritik, Anies: Kalau Pith Best Impor dari Tiongkok	Irony	Defense
7	Tsamara Kritik Soal Bambu: Kenapa Pak Anies Harus Sebut Tiongkok?	Rhetoric	Judgement
8	Bela Anies, Gerindra Anggap Tafsir PSI soal 'Tiongkok' Berlebihan	Pleonasm	Explanation and defense
9	Kritik dan Pembelaan untuk Ucapan 'Tiongkok' Anies	Pleonasm	Explanation
10	Ketika Lulung Berpantun soal Kunker Anies dan Bambu Getah Getih	Paradoks	Explanation
11	Penjelasan Anies soal Anggaran Getah Getih Karya Seni yang Dinikmati Warga	Pleonasm	Confirmation

Fig. 2. Analysis of Headline News

Media sometimes has pro or cons to the contents reported because sometime the languages used is tendentious or its contents do not really describe the overall content of the news. Data 1, 2, and 3 are kind of sarcasm language. The journalist shows straightforward that some parties disagree about installation of Getah Getih bamboo. Hanura, Nasdem and PDIP judged Anies's work. They as opposite party catch the

No	News	Vocabulary that Show imposition/ tension	Words suggestive of Dialogue
1	Hanura DKI: Sejak Awal, Bambu Getah Getih Sia-Sia	✓	
2	Bambu Getah Getih Rp. 550 Juta dibongkar: PDIP: Mubazir	✓	
3	Bambu di Bundaran HI Dibongkar usai 11 bulan, Nasdem: Pemborosan!	✓	
4	Anies jawab suara miring soal Bambu Getah Getih		✓
5	Anies samakan Bambu Getah Getih dengan Banner Asia Games 2018		✓
6	Bambu Getah Getih Dikritik, Anies kalau pilih besi impor dari Tiongkok	✓	
7	Tsamara kritik Soal Bambu: Kenapa Pak Anies harus sebut Tiongkok?	✓	
8	Bela Anies, Gerindra Anggap Tafsir PSI soal "Tingkok" Berlebihan		✓
9	Kritik dan Pembelaan untuk ucapan "Tingkok" Anies		✓
10	Ketika Lulung Bepantun soal kunker Anies dan Bambu Getah Getih	✓	
11	Penjelasan Anies soal Anggaran Getah Getih Karya Seni yang dinikmati Warga		✓

Fig. 3. Ideological through Lexical Words

The using of imposition and tendentious headline want to prove that Anies's work in building Getah Getih bamboo is not as best as people said in media social. As a governor of capital city, Anies attract people's attention and so did Getah Getih bamboo installation.

## VI. CONCLUSION

In this analysis the author found many kinds of figurative language which is used by journalist to catch audience's attention. In choosing the title, journalist uses an interesting and bombastic word, that will attract many viewers and invite Anies's haters and lovers to comment on it. As a governor, Anies is nominated and supported through some party, so journalist uses the pro and cons. By doing this study, the author hopes all of the news reader are critical in reading a news which reduce some hoax and hate speech.

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