



Local Wisdom Diction in News Discourse on National Online Newspaper

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Abstract. The basic of language use in news discourse is not only to understand, but also more importantly is the usefulness in diction which can increase the literacy interest on the reader and give impression to the reader sensitivity. This research aim to identify diction of local wisdom in news discourse on national online newspaper. The type of research is descriptive qualitative. Data of this research were dictions in news discourse on national online newspaper. The sources of data were in the form of news discourse about local wisdom on national online newspapers. Data was collected using documentation, read, and note-taking methods. Technique of data analysis used translational identity method and read-marker technique. Based on the result revealed that local wisdom diction in discourse news on national online newspaper, such as *Kompas*, *Sindonews*, *Republika*, and *Suara Karya* are: 1) connotation word, 2) denotation word, 3) general word, 4) specific word, 5) foreign term, 6) scientific word, 7) popular word, (8) synonym, 9) concrete word, and 10) loan word. Scientific word is types of diction found the most in the news.

Keywords: Diction · Local Wisdom · National Online News · Newspaper

1 Introduction

Language is considered as human communication tool. Chaer (2012) [3] stated that language has important role. Language cannot be separated from human activity. Language is related to human life. There are two kinds of language based on the media use, that are spoken and written language. Setyawati (2010) [17] said that spoken language is related to intonation, gesture, and situation. The example of the spoken language use are speaking, speaking, discussing, debating, and so on.

Written language is different from spoken language because the language elements are not as complete as spoken language. Therefore, the information should be conveyed in writing and the language use should be complete and clear so it can be more effective and efficient. Written language can be found in various sources such as printed and online media. The various sources of written language are a work, such as article, editorial, newspaper, magazine, tabloid, and others.

Newspaper consists of news information about the occurrences and events at the surrounding environment factually and objectively. According to Badara (2012) [2], newspaper consists of real events which becomes meaningful discourse. The events are written and arranged properly and understandably. In a modern era, online media becomes part of human life. One of them are online newspaper. Online newspaper presents language variation and productivity. The existence of online newspaper eases the reader. Because of the efficiency, the reader can subscribe every month, it is practical, and it can ease the reader to choose the news they want to read. The need of information is used to improve the knowledge and insight from others. The information is obtained by reading the news.

Nowadays, most people do not care about the importance of language use in the election of diction. In order to create good communication between writer and reader, the writer should understand the use of diction. Diction is not about the word, but also phraseology, language feature, and utterance (Keraf, 2010). Diction is very important to produce a writing because the accuracy in choosing the word must be concerned and it will affect the quality of the result of written text.

The basic use of discourse language is not only to understand, but also the ability in choosing word, increase the literacy interest, and to give sensitivity impression to the reader. Diction in news discourse on national online newspaper should be paid attention to the accuracy with the meaning aspect emerged. Diction in news on national online newspaper, as one of the language phenomena, is interesting to be researched scientifically. This causes the written news in the newspaper cannot be understood by the reader. Diction, discussed in this research, is diction used by the journalist in writing the local wisdom news on national newspaper.

Based on the reading result, newspaper such as *Kompas*, *Sindonews*, *Tempo*, *Merdeka Indonesia*, *Rakyat Merdeka*, *Republika*, and *Suara Karya* are national newspaper media publisher in Indonesia. According to Alexa.com (2019), *Kompas* newspaper is on the top 5 newspaper platform and number one news platform based in local newspaper. National newspaper consists of various news such as news in the field of economy, culture, sports, education, politics, social, and so on.

The Unitary State of the Republic of Indonesia (NKRI) is known for the plurality and diversity of religions, ethnics, cultures, races, and tribes. The Indonesia resident consists of various nation ethnics with the unique distinction of each culture identities. The local wisdom means local culture as local ideologies which are wise, culturalist, and value embedded and followed by the society in anthropological concept, and local wisdom is also known as indigenous or local knowledge, and local genius which become the basic of cultural identity.

Local wisdom as cultural heritage can be inherited hereditary from one generation to the next generation. This is because local wisdom has norm element, local knowledge, local arts, customs, traditional plan, local cuisine, ritual concept or belief Ratna (2011) [13]. Indonesia multicultural residents and the society understanding on local wisdom strengthen the unity and togetherness of the nation which need to be inherited and taught in education. Therefore, the society is expected able to protect and conserve the local wisdom owned by Indonesia nation so it can survive and not gone by the era.

National online newspaper is important to be researched because there are dictions consist of local wisdom. The writer takes the research focus on some problems of local wisdom diction in news discourse on national online newspaper. Based on the research focus above, the aim of this research is to identify the local wisdom in news discourse on national online newspaper. The critical reading skill with humanistic literacy in the global education era is vital (Utami et al., 2020) [21].

As far as the writer obtained relevant studies, the previous research about local cultural diction on national online newspaper is not investigated yet but the researches about diction are found in some researches. Such as Dewi (2014) found that two popular platforms use informal language in different level. Alamsyah (2017) [1] investigated Tengku Hanan Attaki preach and found the contextual and connotation word. Hardianto et al. (2017) [7] discovered the abstract and concrete word. Moreover, Damayanti (2018) [4] ascertained the use of connotation and denotation word. Maliala et al. (2018) found denotation diction.

Furthermore, the research by Pendari et al. (2019) [12] examined news text of junior high school students grade VIII from SMP Negeri 6 Pariaman. They found that the use of diction has accuracy and precision in choosing the word. Next, Setu et al. (2019) [15] uncovered connotative, lexical, and grammatical meaning. Meanwhile, Apriyanti (2021) discovered diction interpretation and Fitri (2021) [6] investigated the use of diction in news title.

The writer thinks that every newspaper discuss topic about local wisdom and has differences in writing styles and choices in presenting news. Based on the search result of local wisdom news published from various platform of national online newspaper are “*Mengenal Tradisi Padunan, Ritual Masyarakat Kalikudi Cilacap Usai Rayakan Lebaran* (Merdeka, 15/05/2021), “*Pekan Budaya Tana Luwu, Momen Tepat Tanamkan Budaya dan Karakter Lokal*” (Sindo News, 17/01/2022), “*Menyatu dalam Kearifan Lokal Sorong Melalui Bahasa Moi*” (Suara Karya, 17/03/2022), “*Mengenai Tradisi Sekura Pesta Topeng Rakyat pada Bulan Syawal di Lampung Barat*” (Kompas/03/05/2022), “*Masyarakat Adat Tulungagung Gelar Ritual Larungan Sungai Brantas*” (Republika, 22/05/2022), “*Dukung Gerakan Kebaya Goes to UNESCO Gandeng Komunitas Pelestari Budaya, PANDI Luncurkan Situs tradisikebaya.id*” (Suara Merdeka, 30/ 06/2022), and “*Seniman Kawasan Borobudur Menelisik Tradisi Kuno dengan Belajar Seni Topeng*” (Tempo, 25/06/2022).

2 Method

The research is qualitative. Qualitative method produces descriptive data in the form of written data. Descriptive qualitative approach produces theoretical generalisation in the form of diction in the news on national online newspaper. Design of this research used content analysis of local wisdom. This research focused on the deep understanding on language phenomena (Sukmadinata, 2012) [19]. The data of this research were local wisdom dictions, including 80 news discourses. The data sources were national online newspapers. Data collecting technique in this research used documentation, reading, and note-taking. Documentation is news discourse on national online newspaper. The reading method was used by reading the news discourse accurately to identify types

Table 1. Percentage of Diction in News Discourse on National Online Newspaper

No.	Types of Diction	Percentage
1.	Connotation	14%
2.	Denotation	9%
3.	General	9%
4.	Specific	9%
5.	Foreign Term	9%
6.	Popular	9%
7.	Scientific	17%
8.	Concrete	15%
9.	Synonym	6%
10.	Loan	3%
Total		100%

of diction used in the news discourse. Furthermore, after data had been identified, the next step was taking note of data-on-data card in accordance to types of diction found in the news. Data validity of the research used triangulation. Triangulation used in this research was triangulation of theory. Therefore, to decide a data of the news discourse is needed theory from some experts or other researchers who investigate diction. Data analysis in this research used translational identity method and read-marker technique (Sudaryanto, 2015) [18]. Translational identity method is language analysis method which the determining tool was language or other lingual. This method was used to identify diction in news discourse on national online newspaper.

3 Result and Discussion

Diction in the news discourse on national online newspaper can be categorized into ten types. Those ten types are 1) connotation word, 2) denotation word, 3) general word, 4) specific word, 5) foreign term, 6) scientific word, 7) popular word, 8) synonym, 9) concrete word, and 10) loan word. This research investigates diction of local wisdom in news discourse on national online newspaper (Table 1).

3.1 Connotation Word

Connotation is word which consists of certain additional meaning and value (Keraf, 2010). Connotation is an emotional impression which is emerged by a word beside the border of dictionary and main definition. Connotation refers to figurative meaning or unreal meaning. Choosing connotation is heavier thing than if it is compared to choose denotation. Therefore, word choice or diction is many more related to word choice in connotative (Faricha, 2015) [5]. The connotation word found in national online newspaper as follows:

- 1) *Tradisi ziarah makam Serunting Sakti di dusun Plang Kenidai, Pagaram. Serunting Sakti merupakan leluhur yang memiliki kesaktian disebut sebagai **Si Pahit Lidah**. [The tradition of visiting the grave of Serunting Sakti in the hamlet of PlangKenidai, Pagaram. Serunting Sakti is an ancestor who has supernatural powers called **The Bitter Tongue**.] (Suara Karya, 7/12/2018)*

Data (1) is a connotation word. This can be proved with the phrase “**Si Pahit Lidah**”. The word does not refer to the bitter taste on tongue, but refers to every oath spoken by the ancestor named Serunting Sakti always became truth. The tradition of visiting the grave of Serunting Sakti is a tradition in the hamlet of Plang Kenidai, Pagaram, South Sumatera. This tradition has been holding hereditarily and conserved by the society until nowadays. The result of this connotation word is line with Fitri et al. (2021) [6] which discovered the use of connotation as the substitute of the impolite utterance.

3.2 Denotation Word

Denotation word is the basic concept which is supported by a word (the meaning points to concept, referent, and idea) (Keraf, 2010). Denotation is also the border of dictionary and main definition of a word, as an opposite from connotation word or the meaning which has relation with it. Denotation refers to the real meaning. The meaning of denotation is the meaning of natural word explicitly. This natural meaning is a meaning which is in accordance to what it is (Hardianto, 2017) [7]. The denotation word which is discussed here is based on the general word with the word choice or distinctive informant vocabulary. Data of denotation word of local wisdom in news on national online newspaper can be seen below:

- 2) *Menyambut gerhana bulan puluhan warga di Desa Lebo Kecamatan Gringsing, Kabupaten Batang Jawa Tengah menggelar tradisi tasyukuran makan bersama nasi kluban, ibu hamil. Warga berharap mendapat **berkah**. (Sindo News,27/05/2021) [Welcoming the lunar eclipse, tens of residents in Lebo Village, Gringsing District, Batang Regency, Central Java, held the tradition of eating thanksgiving with Kluban rice. Pregnant women and people hope for **blessings**.] (Sindo News,27/05/2021)*

Data (2) is denotation word. This can be proved with the word “**berkah**” means blessing in the context of the utterance of the emergence of lunar eclipse which is people hope to get his blessings. The word “**berkah**” has meaning that is God’s blessing brings goodness to human life. Most people considered that natural phenomena such as lunar eclipse are related to bad myth. To keep away the bad impact, people and pregnant women hold a prayer with eating Kluban rice together to avoid from any accidents and bad events. Kluban rice or mixed vegetable rice with fish is a distinctive cuisine from Lebo village, Gringsing District, Batang Regency, Central Java. The speaker stated that the condition of lunar eclipse and the tradition of eating Kluban rice together has the real meaning. The result of denotation word is relevant with the research result by Nisa et al. (2020) [10] which found that denotative diction consists of real meaning.

3.3 General Word

According to Keraf (2010), general word is a word which has wide-range scope. General words show to many things, collections, and the totality. But, the lack of general word is that it gives an unclear depiction to such thing or object. Data has local wisdom general word in news on national online newspaper as follows:

- 3) *Masyarakat diimbau Pemerintah Daerah menggunakan **bahasa** Moi pada setiap hari Kamis. Bahasa suku asli Sorong ini menjadi wajib diucapkan dalam komunikasi antar warga.* [The residents are advised by the government to use the Moi **language** every Thursday. The language of the indigenous Sorong tribe has become mandatory in communication between residents.] (Suara Karya, 17/03/2019)

Data (3) is denotation general word. This can be proved that the word “**Bahasa**” has meaning as sound-symbol system as a communication tool to express feelings and thought (KBBI, 2016: 116). The word “**Bahasa**” in the context above is general word. The speaker expressed that Sorong residents is advised to use Moi language every Thursday. The confidence of speaking local language, Moi, increased the pride as Sorong residents’ identity. The result of general word is relevant to Prasetyo et al. (2018) [11] that the use of diction in written election campaign billboard was dominated by general word.

3.4 Specific Word

Specific word is words refer to specific and concrete instruction (Keraf, 2010). Specific word showed to specific and certain object. Specific word gives detail and clear depiction. The use of specific word is in limit space so that it is used to streamline the utterance properly. Data of specific word of local wisdom in news on national online newspaper can be seen below:

- 4) *Pemerintah Provinsi Lampung bersama organisasi sosial kemasyarakatan menggelar **upacara** adat Blangikhan di Bumi Kedaton Resort, Bandarlampung.* [The Provincial Government of Lampung along with social organizations held a traditional Blangikhan **ceremony** at BumiKedaton Resort, Bandar Lampung.] (Republika, 08/04/2021)

Data (4) is specific word. This can be seen with the word “**upacara**” with has meaning ‘the important event celebration’ in the context of the utterance above, a traditional Blangikhan ceremony, Bandar Lampung. The ceremony is done by purifying self by taking bath together in the river right before the Ramadhan, a holy month for Moslem. Blangikhan ceremony can also be used to introduce tourism to other societies. The result of specific word is relevant with Tiva et al. (2018) [20] that investigated specific word in song lyric. This tradition is done hereditarily, conserved to the ancestors, and gave many precious moral values to Lampung residents.

3.5 Foreign Term

Foreign term is elements from foreign language which is still used the original form because it do not unite to other languages yet (Keraf, 2010). The words or terms can be formed through the equivalent process, render it directly, or render it using description, loan term, or pervade affixes with the spelling, and pervade in advance the foreign term. The foreign term is word or term which is taken from foreign language and used to various disciplines (Septiani, 2021) [16]. The use of foreign term makes the language variation more interesting to the reader or hearer (Kariska, 2019) [8]. Data of the foreign term to local wisdom in news on national online newspaper is:

- 5) *Festival 7 Sungai sebagai **event** promosi evaluasi pengembangan Desa Cibuluh menjadi Desa Wisata.* [Festival of 7 Rivers as a promotional **event** for the evaluation of the development of Cibuluh Village into a Tourism Village.] (Suara Karya, 20/12/2021)

Data (5) is foreign term. This can be seen with the word “**event**” means the incident or happening. The word “**event**” refers to happening for festival of 7 rivers as marketing event as tourism in Cibuluh village, Subang, West Java. The series of festival 7 rivers event showed the art and wisdom activity attracting the tourist and domestic. They are being taught how local people in catching fish and farming. This festival was held to increase the love of the society to the environment. The result of specific word is in accordance to the research result to Kusmaini (2018) found the use of foreign term in English.

3.6 Scientific Word

Scientific Word is word that used by scholars especially in scientific writing and work (Keraf, 2010). Scientific work usually used by scholars or experts or other groups related to academic. Data of scientific word in local wisdom in news on national online newspaper:

- 6) *Tradisi Dandangan merupakan tradisi menyambut Ramadan dengan cara memukul bedug Masjid Menara Kudus. Tradisi Dandangan merupakan **representasi** budaya.* [The Dandangan tradition is a tradition of welcoming Ramadan by beating the drum of the Menara Kudus Mosque. The Dandangan tradition is a cultural **representation**.] (Kompas, 27/03/2022)

Data (6) is scientific word. This can be proved with the word “**representasi**” means ‘state of being represented’ (KBBI, 2016:1296). The word “**representasi**” has popular diction in a form of representative. The word “**representasi**” has emotive value rather than the use of the word representative. The word “**representasi**” refers to Dandangan carnival as the people habit which represents Kudus local wisdom. Dandangan tradition is relic from Sunan Kudus since 450 years ago.

3.7 Populer Word

Popular word is general word used by all societies, by scholars or most people (Keraf, 2010). Popular word is often spoke or used in daily life. Data of popular word of local wisdom in news in national online newspaper:

- 7) *Tradisi Topeng Labu merupakan tradisi menjelang lebaran di Desa Muarojambi, Maro Sebo, Kabupaten Muarojambi, Jambi. Topeng labu terbuat dari buah labu dilukiskan menyerupai berbagai **perasaan** manusia.* [The Topeng Labu (pumpkin mask) tradition is a tradition before Eid in Muarojambi Village, Maro Sebo, Muarojambi Regency, Jambi. Pumpkin masks made of pumpkins are depicted to resemble various human **feelings**.] (Sindo News, 05/05/2022)

Data (7) is popular word. This can be proved with the word “**perasaan**” means ‘feeling or state of mind when facing’ (KBBI, 2016: 1267). Feelings are thing which are felt in human heart. Feelings are never separated from what is experienced by humans like happy, sad, angry, shock, and others. Based on the context, pumpkin mask tradition describes human life. The result is in accordance with Rastini et al. (2022) [14] found popular word used in daily life.

3.8 Synonym

SYnonYM can be used to replace different word but has the same meaning (Keraf, 2010). The word choice is properly affected on the perception from the reader so it can know whether clear or not in a sentence. Data of synonym of local wisdom in news on national online newspaper:

- 8) *Anak-anak hingga orang tua **riang gembira** melakukan mengikuti Tradisi Rambi Bhele di Kota Baubau, Sulawesi Tenggara.* [Children and parents are **happy** to follow the Rambi Bhele Tradition in Baubau City, Southeast Sulawesi.] (Sindo News, 27/05/2021)

Data (8) is synonym. This can be seen with the word “**riang gembira**”. The similarity is both related to feeling. The word “**riang gembira**” is synonym with happy, fluky, fortuitous, fortunate. The word “**riang gembira**” is synonym because has the same meaning. The resident of Baubau, South Sulawesi makes sounds from can, bottle, mortar, to chase away evil creature appearing while eclipse. The finding result of this research is relevant to previous study by Prasetyo et al. (2018) [11] which they found synonymous word.

3.9 Concrete Word

Concrete word is a word showing to thing which can be seen directly by one or more senses (Keraf, 2010). Concrete words refer to actual thing and specific experience. Concrete word is used to present the depiction live in reader mind more than other words. The use of concrete word in a work has meaning to present depiction live in reader mind more than any other words (Irfariati, 2017). Data of concrete word local wisdom in news on national online newspaper is:

- 9) ***Kain** tenun Kupang, Nusa Tenggara Timur Kupang menggunakan sumber pewarna alami.*[Woven **fabric** from Kupang, East Nusa Tenggara uses natural dye sources.](Kompas, 30/04/2019)

Data (9) is a concrete word. This can be proved by the word “**kain**” which is meant cloth or fabric. The word “**kain**” is a concrete word. The word “**kain**” is concrete because it refers to a real object so the hearer has living depiction in mind. Timor resident in Kupang has woven wisdom which is inherited hereditarily. The woven fabric of Kupang uses natural dye colour taken from the plants around the house. The colour of blue is obtained from nila leaves, red colour from areca palm, noni leave root or mangosteen skin, and the green and grey colour from suji leave. The result is relevant to previous study by Chori et al. (2016) [9] about concrete word.

3.10 Loan Word

Loan word is a word from foreign language which has been customized in a form or structure of Indonesia language (Keraf, 2010). Data of loan word about local wisdom in news on national online newspaper can be seen below:

- 10) *Dukungan dari Kementerian memberikan **motivasi** kepada anak-anak muda milenial di pelosok Flores Barat untuk membangkitkan kearifan-kearifan lokal yang khas orang Kolang.* [Support from the Ministry gives **motivation** to millennial youth in remote areas of West Flores to generate local wisdom and culture that is unique to the Kolang people.] (Kompas, 30/04/2019)

Data (10) is loan word. This can be proved with the word “**motivasi**”. “**Motivasi**” means an impulse that arises in a person consciously or not to take an action with a specific purpose (KBBI, 2016:1043). The loan word “**motivasi**” is from English which is ‘motivation’. The brown sugar industry is a local wisdom which still exist in Kuwus and West Kuwus districts, Manggarai Barat regency, East Nusa Tenggara. The finding result is in accordance with Septiani (2021) [16] which she found loan word from English.

4 Conclusion

Online newspaper presents language variation and productivity. To create good communication between writer and reader, the writer should have understanding about the use of word choice or diction. Diction is used as a language used by the journalist in writing the news to be delivered to the society or public. Based on the result and discussion above diction about local wisdom in discourse news on national online newspaper such as *Kompas*, *Sindonews*, *Republika*, and *Suara Karya* are 1) connotation word, 2) denotation word, 3) general word, 4) specific word, 5) foreign term, 6) scientific word, 7) popular word, 8) synonym, 9) concrete word, and 10) loan word. Scientific word is types of diction found the most in the news.

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