



Use of Figurative Language in Sports News on News Portals

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Abstract. This study aims to describe the types of figurative language styles in sports news on the news portals. This research is a qualitative research using descriptive method. The data of this research is the discourse in the news portal that uses figurative language style. The data sources for this research are the online news portals *Go. Sumbang.com*, *Go.Riau.Com*, *detikcom*, and *SINDONEWS.com* which were published in January 2022. The results of the research on the use of figurative language styles in sports news on news portals are (1) similarity/simile, (2) metaphor, (3) personification, (4) allusion, (5) eponym, (6) epithet, (7) irony, (8) cynicism, (9) sarcasm, (10) satire, (11) inuendo, (12) synecdoche, (13) metonymy, (14) antonomasia, (15) hypallage. Based on the research results, the use of figurative language that dominates in news writing is metaphorical style.

Keywords: News portal · figurative language · sports news

1 Introduction

News portal is a media that aims to convey information to the public on a website or internet. The news portal contains information on sports, health, politics, and so on. Updated news is the *latest* information that is very easily accessible by anyone.

The language used in news portals is a language that is not necessarily known in general by readers. This situation makes people determine for themselves the meaning of the unusual language used. This can cause a change in the meaning of the words used in the news. Research on the use of language that allows changes in meaning in sports news has been carried out by [1].

[2] explained that online news portals in this era of increasingly sophisticated technology make the audience choose the source to be read. This is because not all readers understand what information is conveyed by the news portal, causing multiple interpretations and perceptions to follow the view of the news portal they are reading. Therefore, it is necessary to pay attention to the use of language in the news that will be published because: reflects the credibility of the online news portal.

News portals are included in the category of *online media*. *Online media* is doubtful in terms of credibility, considering that people who do not have adequate writing (journalistic) skills can also publish information. High credibility is generally owned by

online media which are managed by press institutions that also publish print or electronic editions [3]. Arent and Anderson (in [3]) found that almost half of *online media editors* admitted to having little time to verify information before the news was posted.

The language used by journalists in news writing is called journalistic language [4]. Chaer [5] explained that the readers of various journalistic language are all members of society. Therefore, in order for news presented in journalistic language to be well received, the variety of journalistic language must be interesting but easy to understand.

One of the characteristics of journalistic language is interesting. This makes journalists try to make the news presented can make the reader not feel bored. News is made interesting starting from the little to the content of the news. The way that journalists do to make news more interesting in writing news is by using figurative language. Sentences in the news in the mass media almost always contain figurative language, as found in the research on figurative language styles in industrial news conducted by [6].

Various studies of figurative language styles show evidence that figurative language styles are widely used. Generally, there are many figurative language styles in literally works. However, based on its application, the use of figurative language styles can also be found in popular scientific writings. Some of these studies were conducted on short stories [7], novels [8], poetry [9], and others. All studies show different results. In addition to these studies, figurative language styles can also be studied in sports news published in news portals.

The use of figurative language styles on news portals causes the emergence of different interpretations in the community. Although news portals are easily accessible, the understanding of the public as readers is different in understanding the news contained in news portals. This is because not all readers of news portals have a lot of vocabulary related to figurative language styles. In addition, it is also caused by the journalists' inaccuracy in choosing words (diction). This is supported by research conducted by [10] regarding several characteristics of journalistic language that are neglected, one of which is word choice (diction). Therefore, it is necessary to apply guidelines for the use of press language in news.

The more person's vocabulary and the better understanding of the meaning of the vocabulary, the easier it will be to understand and appreciate the figurative language used by other people [11]. The importance of vocabulary is indicated by research related to vocabulary mastery and reading comprehension. Some of these studies include research conducted by Jumatriadi [12], Fitriani & Suendarti [13], Musaljon [14], and Haryanto [15].

News portals that are interesting and use a lot of figurative language are *detikcom* and *SindoNEWS.com* which are national news portals. In addition, there are also news portals *goRiau.com* and *GoSumbar.com* which are local news portals. The four news portals were chosen for research because they are rarely used as research media related to figurative language styles.

Based on the initial observations that have been made, the phenomenon of using figurative language styles in sports news on news portals can be seen in the following news titles.

'Pecked by Kinantan Chicken' Persija Becomes *Thoothless Tiger* in Medan

(Source: *goSumbar.com*)

The news title described above contains a type of metaphorical figurative language style and has an idiomatic meaning. *The toothless tiger* when interpreted according to the Big Indonesian Dictionary (KBBI) is a paper tiger. The paper tiger is something that looks strong and fierce but is actually powerless and tame. Therefore, the use of the phrase “*toothless tiger*” analogy to defeat of Persija.

The problems that have been described show that apart from being found in literary works, figurative language styles are also found in news published in news portals. Therefore, the meaning of figurative language style in sports news on news portals is interesting to study. The author is interested in conducting research with the title “Use of Figurative Language Styles in Sports News on News Portals”.

The style of language based on the indirectness of meaning is called a *trope* or *figure of speech*. The style of language or *figure of speech* is divided into 2 (two) groups. *First*, the rhetorical style is merely a deviation from the usual construction to achieve a certain effect. *Second*, figurative language style which is a further deviation, especially in the field of meaning [16]. Rhetorical language style is not discussed one by one because this topic is based on figurative language style. The types of figurative language styles are as follows.

The first is the equation or simile, according to Keraf [17] an equation or simile is an explicit comparison. For this reason, an explicit effort is needed to show the similarity, namely the words: *like, same, as, like, and so on*.

The second figurative language style is metaphor. Keraf [17] argues that metaphor is a kind of analogy that compares two things directly, but in a short form: *the nation's flower, land crocodile, baby, souvenirs*, and so on. Metaphor as a direct comparison does not use words: *like and so on*.

Furthermore, the third type of figurative language is allegory, parable, fable. Keraf [17] explained that allegory is a short story that contains a figure of speech. Keraf [17] stated that the parable (parabola) is a short story with usually human characters and always contains a moral theme. Keraf [17] explained that fables is a metaphor in the form of a story about the animal world.

The fourth figurative language style is personification or prosopopoeia. Keraf [17] explained that personification or prosopopoeia is a kind of figurative language that describes inanimate objects or inanimate objects as if they have human characteristics.

The fifth figurative language is allusion. Keraf [17] explained that allusions are a kind of reference that tries to suggest similarities between people, places, or events. Furthermore, the sixth figurative language style is the eponym. Keraf [17] explained that the eponym is a style of language that often connects a person's name with a certain trait so that the name is used to express that trait.

The seventh figurative language style is epithet. Keraf [17] explained that epithet (epitheta) is a reference that states a special trait or characteristic of a person or thing. The description is a person or thing. The description is a descriptive phrase that describes or replaces the name of a person or thing.

The eighth style of figurative language is synecdoche. Keraf [17] explains that synecdoche is a figurative language that uses part of something to express the whole (*pars pro toto*) or uses the whole to state a part (*totum pro parte*).

Next, the ninth figurative language style is metonymy. Keraf [17] argues that metonymy is a style of language that uses a word to express something else, because it has a very close relationship. The relationship can be in the form of the inventor for the invention, the owner for the goods owned, the effect for the cause, the cause for the effect, the content to reveal the skin, and so on.

The tenth figurative language style is Antonomasia. Keraf [17] explained that antonomasia is a special form of synecdoche in the form of the use of an epithet that uses a personal name, official title, or position to replace one's name.

The eleventh figurative language style is Hipalase. Keraf [17] explained that hypallage is a kind of language style that uses a certain word to explain a word that should be applied to another word.

Furthermore, the twelfth figurative language style is irony, cynicism, sarcasm. Keraf [17] explained that *irony* or *satire* is a reference that wants to say something with a different meaning or purpose from what is contained in the series of words. Cynicism interpreted as an satire in the form of doubt that contains ridicule of sincerity and sincerity. Sarcasm contains bitterness and reproach that will always hurt the heart and is not pleasant to hear.

The thirteenth figurative language style is satire. Keraf [17] explained that satire is an expression that laughs or rejects something. Satire doesn't have to be ironic. Furthermore, the fourteenth figurative language style is inuendo. Keraf [17] argues that inuendo is a kind of satire by belittling the actual reality. He expresses criticism with indirect suggestions, and often seems harmless when viewed casually.

The fifteenth figurative language is antiphrasis. Keraf [17] explained that antiphrasis is a kind of irony in the form of using a word with the opposite meaning which can be considered as irony or words used to ward off evil, evil spirits, and so on.

The sixteenth figurative language style is pun or paronomasia. Keraf [17] explained that pun or paronomasia is a figure of speech by using sound resemblance. It is a play on words based on the similarity of sound, but there is a big difference in meaning.

2 Method

This type of research is a qualitative research using descriptive method. This research is said to be qualitative because it looks at how the style of figurative language in sports news on news portals is natural or what it is. In this research, descriptive method is used to describe the type of figurative language style. This research has an object of figurative language style in sports news on the news portal published in January 2022. The data source of this research is the news portal *GoSumbar.com*, *Go.Riau.com*, *detik.com*, and *SINDONEWS.com*.

The research instrument in this research is the *human instrument* or the researcher himself. Data was collected using 2 (two) techniques, namely documentation techniques and note-taking techniques. Data analysis in this study followed the *Miles and Huberman model*.

3 Results and Discussion

Based on the analysis of the use of figurative language styles on news portals, it was found as many as 960 data using figurative language styles with the following details.

3.1 Types of Figurative Style

3.1.1 Equation or Simile

The equation or simile is the first type of figurative language found in sports news on news portals. Similarity or simile is a style of language that show the similarity of something with other things. Efforts to show the similarity are done by using the words *like* and *so on*.

The following as an example and analysis using figurative language style in the form of equations or similes.

- (1) Davis, who fights **like** a battleship with all guns on, is also undefeated and a three-time world champion.

(572/1/SN/02-01-2022)

Data (1) shows that the sentence compares Davis to a warship that has guns blazing. Davis is an American professional boxer who has held several world championships. He beat several other world boxers. Therefore, journalists make comparisons with a warship with all guns on. AA warship is a ship used for the benefit of the armed forces in carrying out defense or attack. Therefore Davis is linked to a warship in the face of his opponents.

3.1.2 Metaphor

Metaphor is the second type of figurative language found in sports news on news portals. Metaphor is a style of language that compares two things briefly. The use of metaphorical language style does not use words *like* and *so on*. Metaphor can and cannot determine the basic meaning of their present connotations.

Following in an example of data that uses figurative language in the form of metaphors.

- (2) Coach Ito is back **down the mountain** after Pelita Jaya failed in last season's Finalists

(109/2/gr15-01-2022)

In data (2) there is a phrase *going down the mountain* which is used to express *the practice of the knowledge that has been obtained*. The analogy can be likened to a person who is in a high position with the knowledge they already have, then practice or apply that knowledge to people who are in the same field. In the data, the subject who was declared to have *gone down the mountain* was Coach Itu, who was the coach of the Pelita Jaya basketball team.

3.1.3 Personification or Prosopopoeia

Personification is the third type of figurative language found in sports news portals. Personification is a figurative language that describes inanimate objects as if they have properties possessed by living things.

Following is an example of data and analysis using personification or prosopopoeia figurative language style.

- (3) Golovskin, IBF middleweight champion, four months from his 40th birthday and **old age gnaw at him**.

(577/1/sn/02-01-2022)

In data (3), *old age* which is an inanimate object becomes as if it is alive after juxtaposing it with the word *gnawing*. *To gnaw* is a verb that means to *bite repeatedly* which is impossible for an inanimate object to do. The data in bold print means that the age of Golovskin, who is the IBF middleweight champion, is decreasing.

3.1.4 Allusion

Allusion is a figurative language style that tries to suggest the similarity of a person, place, or event. From the collected data, several pieces were found that showed the use of the allusive figurative style.

Here is an examples of data that use allusive figurative language style.

- (4) “They seem to be doing it more meticulously and strategically and less **gung-ho** than other teams that have direct money,” he said.

(865/1/SN/25-01-2022)

Data (4) using the word *gung-ho*. *Gung-ho* is the title of the film. The film tells about an event about different organizational cultures, namely Japanese and American cultures in a company. Something important that can be taken from the film is everything related to communication. Less *Gung-ho* on the data is aimed at the Newcastle football club.

3.1.5 Eponym

Eponym is a figurative language style that uses a person’s name to be associated with a certain trait so that the name is used to express that trait. From the collected data, it was found that several pieces showed the use of the eponymous figurative language style. Here is an examples of eponymous figurative language styles.

- (5) However, this great success became disastrous for Honda. When Marquez was plagued by injuries since 2020. Without Marquez, the Japanese manufacturer has proven to be ‘immovable’ after failing to even win a race after **the Baby Alien** was sidelined for a long time due to a fractured arm.

(499/1/DS/20-01-2022)

Data (5) uses the name *Baby Alien*. *Aliens* are extraterrestrial beings found in science fiction stories or films. It has a strong and aggressive nature. Based in *Motorplus-online.com sources*, marc Marquez was given the nickname *Baby Alien* when he won many records when he rose to the MotoGP class. Having just stepped into the MotoGP class in the 2013 season, Marc Marquez was able to collect the world title. Therefore, Marc Marquez was given the nickname *Baby Alien*.

3.1.6 Epithet

Epithet is a figurative language style that contains a reference that states a trait or characteristic of a person or thing. The description is in the form of a descriptive phrase to replace a person's name or the name of an item. The following is an example of data that uses epithet figurative language style.

- (6) Spending half of his life with **the round skin**, Fakhri's figure is no longer in doubt.
(170/1/GR/26-01-2022)

Data (6) above is categorized in sentences that use epithet figurative language style because it uses the special characteristics of an item refer to the item it refers to. In these data, *round skin* is used to refer to an object made of leather and is circular in shape, namely a ball. The meaning of the sentence in the data is the figure of Fakhri who has been in the world of football for a long time.

3.1.7 Synecdoche

Synecdoche is a figurative language style used to express *part* of something to express *the whole* (*pars pro toto*) or use *the whole* to express *part* (*totum pro parte*). The following is an example of data that uses the synecdoche figurative language.

- (7) One of them is a young goalkeeper; Andhika Ramadhani, who according to Aji Santoso performed quite brilliantly under the Persebaya Surabaya **Crossbar**.
(078/1/gr/12-01-2022)

Data (7) is categorized as figurative language style synecdoche *pars pro toto*. Andhika Ramadhani as a goalkeeper performed quite brilliantly *under the crossbar*. The statement states partly for the whole because as a goalkeeper of course not only be under the crossbar but around the goal.

3.1.8 Metonymy

Metonymy is a figurative language style that uses a word in the form of a feature or the name of a thing to express the name of a person, thing, or thing because it is related. The following is an example of data that uses metonymy figurative language.

- (8) **Yamaha** will continue to rely on Fabio Quartararo and Franco Morbidelli.
(695/2/SN/12-01-2022)

Data (8) uses the designation *Yamaha*, which is a multinational company and conglomerate originating from Japan. However, in the data, *Yamaha* refers to the motorcycle brand used by Fabio Quartararo and Franco Morbidelli. *Yamaha's* writing on the data is not juxtaposed with the word *motor*.

3.1.9 Antonomasia

Antonomasia is a figurative language style that uses a personal name, official title or position to replace one's name. The following is an example of data that uses an antonymous figurative language style.

- (9) He hopes that the 29-year-old player can show his performance with Persela Lamongan
(236/1/gs/04-01-2022)

In the data (9), the 29-year-old player is used to replace the self-name of Jose Wilkson, a soccer player on loan from Brazil. Journalists use the personal name of the 29-year-old player because at the time news was made, Jose Wilkson was 29 years old.

3.1.10 Hypalase

Hypalase is a figurative language that uses one word to describe another word, but it should be applied to another word. In more detail, the following is an example of data that uses hypalase figurative language.

- (10) Since Cristiano Ronaldo left in the summer of 2021 yesterday, now Juventus are really **sluggish** in attack.
(188/1/GR/29-01-2022)

Data (10) explains that Juventus is *sluggish* in the attack line. The purpose of this statement is not the sluggish fangs of Juventus, but the statement means that Juventus' play on a weak field in attack. This is because Christiano Ronaldo is in the summer of 2021. The strength of Christiano Ronaldo has a relationship with the *fangs* in the data.

3.1.11 Irony

Irony is a figurative language style that says something with a different meaning from what is contained in the series of words. In other words, the words deny their true meaning. The following is an example of data that uses irony figurative language.

- (11) Mohammad Ahsan, Indonesia's men's doubles at the 2020 Thomas Cup, made an upload that said "**Should be grateful even though the board is very clear,**" he wrote, citing the accounts of his colleagues from Hendra Setiawan to Jonathan Christie.
(384/3/ds/01-01-2022)

Data (11) describe the inner voice of Mohammad Ahsan who is Indonesia's men's doubles in the 2020 Thomas Cup. He wrote on social media accounts that he *should be grateful even though the app was very clear*. The article intends to insinuate the Government about the 2020 Thomas Cup commission, which apparently did not fall entirely into the hands of the 2020 Thomas Cup squad. The commission was also divided for the development of PBSI.

3.1.12 Cynicism

Cynicism is a figurative language style that contains satire but is harsher than irony. The following is an example of data that uses cynical figurative language.

- (12) **“I was not comfortable at all watching the final (AFF Cup). 4-0 win for Thailand. Indonesia gave up, they can only play rough, noting good about them,”** said Le Huy Khoa reported by The Thao 247, Saturday (1/1/2022)
(564/2/SN/01-01-2022)

Data (12) is a quote which is a speech from the Vietnamese national team language assistant Le Huy Khoa. Le Huy Khoa expressed his dislike for the Indonesian national team players. For him, the Indonesian national team can only play rough. His speech was very clearly addressed to the Indonesian national team.

3.1.13 Sarcasm

Sarcasm is a figurative language style which is satire but harsher than irony and cynicism. The following presents data containing sarcasm language style.

- (13) Another said: **“Referees have a bad smell in here.”**
(592/2/SN/03-01-2022)

In data (13) there is a quote that says directly that the referee *has a bad smell*. Both of these data indicate irregularities made by the referee during the match.

3.1.14 Satire

Satire is a figurative language style in the form of an expression to laugh at or reject something. The following is an example of a sentence that uses satire figurative language.

- (14) **According to him, Indonesia can only play rough and uncomfortable to watch.**
(563/2/SN/01-01-2022)

Data (14) is a sentence which is a description of what was conveyed by the Vietnamese national team language assistant. The sentence intends to make fun of or laugh at the Indonesian national team in a match. According to him, the Indonesian national time can only play rough and uncomfortable to watch.

3.1.15 Inuendo

Inuendo is a figurative style in the form of satire, but slightly minimizes the actual reality. The following is an example of a sentence that uses inuendo figurative language.

- (15) Chairman of the Indonesian Karate-Do Federation (Forki) Meranti Islands, Desnata Risman mentions **that athletes' achievements are not less competitive with other regions, it's just that they don't pay much attention.**

(014/2/GR/04-01-2022)

Data (15) describes the achievements of athletes in the Meranti Islands. In these data, the inuendo figurative language style can be seen in the use of the word *less* attention. Lack of data aims to minimize the actual reality.

4 Conclusion

Based on the research findings and discussion of the use of figurative language styles in sports news on news portals, it can be concluded that the types of figurative language styles found in sports news on news portals are as many 15 types. The figurative language styles consist of similarities/similes, metaphors, personifications, allusions, eponyms, epithets, synecdoches, metonymy, antonyms, hypallage, irony, cynicism, sarcasm, satire, and inuendo. The style of language that is widely used is metaphorical figurative language.

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