



Conventional Implicature of Clickbait Language in Persecution Headlines in Mass Media

Erisa Faridatul Maghfiroh¹, Harun Joko Prayitno^{2*}

^{1,2} Faculty of Teacher Training and Education, Universitas Muhammadiyah
Surakarta, Indonesia
hjp220@ums.ac.id

Abstract. This study aims to identify the implicature contained in news titles in the mass media based on mean, type and function. The method applied is descriptive qualitative method. The source of research data was obtained from the internet by accessing various headlines that became clickbait regarding news of persecution and violence. The data collection technique used the free listening technique and the advanced technique in the form of note-taking technique. The pragmatic approach was used to understand the context of conventional implicature followed by the classification of mean, type and function. The researcher found a total of 3 data in the purpose analysis, namely the category of implicature indicating success, decision and vigilance. The classification of types there are 2 categories in the form of declarative as much as 4 data and imperative 2 data. The conventional implicature function section includes directive, assertive and expressive functions of each 2 data analysis and commissive 1 data. The meaning, type and function prove the diversity of language used by journalists in presenting the news. The medium of language used is familiar or often used. This supports public acceptance of information from the mass media. However, understanding news cannot be done only by reading headlines and clickbait. Reading the information as a whole supports an information conveyed without any misperception that starts from understanding the title to the content of the news that is understood gradually.

Keywords: implicature, news, persecution

1 Introduction

Communication comes attached to everyday life and plays an active role in human life. Therefore, the existence of language and communication cannot be separated (1). Efforts to convey sound symbols contain the intention to be accepted to realize the purpose of communication. The position of language is to agree on the sound symbols that develop can be accepted by the user. In other words, taking an agreement in its use. Language is written and spoken based on the understanding of the reader. Language is a medium for conveying one's thoughts to be known and get a response from others (2). The thinking process is contained in language through understanding words that are arranged to produce a meaning. Delivery to partners requires good skills according to understanding so that it can be accepted. Ideas in the form of thoughts or opinions are

conveyed in various kinds. In this case, it is called the existence of oral and written varieties (3). Exploring a language is the same as understanding both varieties.

The science of language is called linguistics. The discipline of linguistics has a subject matter in the form of meaning contained in language. The figure of the pragmatics discipline has the task of examining the intentions of speakers in saying certain lingual units in a language practice (4). The nature of meaning studied in pragmatics is bound by context, situation and intent. More closely, it is an opinion that context is a very important part of the study of pragmatics. A context makes it easier for utterances to be chosen by speakers in expressing their intentions and purposes (5). Context generally has a very familiar function from the researcher's point of view, namely in the form of background speech intentions (6). Pragmatics has four studies in the form of speech acts, conversational principles, implicature and deixis. Speech acts occur with the delivery of intent using the medium of speech. The principle of conversation has an orientation to the purpose of what is spoken. Implicature is related to the intent and meaning of the speaker that is captured by the speech partner. Deixis is an indication or reference that can change or alternate.

This article examines the data using an implicature approach. Starting from the understanding that every language that is spoken or written has an innate understanding of the information that comes with it. This is where the study of implicature exists as a hope to understand the intentions that are hidden or not mentioned overtly in an utterance. In short, the function of implicature is to help understand the meaning of the speaker's words in a conversation (7). In addition to its explicit nature of speech acts or language use, implicature also tries to understand simple to complex puzzles. Understanding the implied meaning of an utterance or speech form requires understanding the ins and outs of implicature (8). The end to be achieved is the conclusion or intention of the current utterance. The interpretation of utterances made by speakers and speech partners is conveyed because both have similar understanding or knowledge so that they can capture meaning.

Implicature or implying is dissected into two forms. According to Grice in (9), implicature can be categorized into two, namely conversational implicature and conventional implicature. The difference between the two is the context in the speech. The discussion of conversational implicature concerns the activities or practices of direct conversation between the speaker and the speaker. The focus of conversational implicature is on the speaker's intention which is fully in the context of the conversation. In contrast, conventional implicature does not but relies on the conventions of the language. Conventional implicature comes directly from meaning not from a conversation (10). Quoting Mulyana's opinion in (11) that conventional implicature is general in nature means that it is generally known by many people about the intent and meaning in speech. Understanding in communication is needed, one of which is by using familiar language. If one of the speakers and speech partners does not find an understanding then a communication is not achieved. This research will use conventional implicature as the first step of its study.

Various forms of speech through various media. Nowadays, the development of the world requires everything to be fast-paced and precise such as the use of technology. Digital technology is developing to show the impact of the internet on people who are

starting to massively access information or news through online media (12). For example, in the development of news that originally used classic media in the form of printed newspapers, it has now transformed to take advantage of digitalization that can be accessed anywhere and anytime. Various news providers are also competing to present creative news, one of which is through clickbait. However, it needs to be understood that clickbait has the purpose of attracting readers. Clickbait generally aims to exploit the “curiosity gap” (curiosity ago) by presenting information that is curious enough to make readers curious and to fulfill their curiosity readers must click on a link or link displayed (13). News titles using attractive language click bait bring high reader traffic for news providers. It is not uncommon for the gap to start from click bait that does not match the content. From research conducted by (14) the majority of people give a judgment only by reading the headline without looking at the explanation of the news. As a reader, it is necessary to criticize not only being consumed by click bait but reading the entire content of the news. The reader's initial attraction lies in the click bait that doubles as a headline. So the research revealed a basic understanding of what is meant in the headline conventionally.

The researcher chose conventional implicature because it can be known simply or generally. In addition, many studies have been conducted with the main topic of conventional implicature. The form of relevant articles such as those written by (15) article entitled “Conventional Implicature in the Fairy Tale *Der Singende Knochen* by Bruder Grimm” which classifies findings based on the purpose, function and type of speech containing conventional implicature. The German-language fairy tale has attracted attention and is used as a reference for understanding the field of pragmatics. The second view comes from a thesis prepared by (16) entitled “Conventional Implicature in Stand Up Comedy Indonesia Season 7 at Kompas TV Station”. The purpose of the research is almost the same, namely to find out the purpose, function and type of speech that contains conventional implicature. The researcher's effort to choose a different object as something new, namely in the form of clickbait headlines of persecution in the mass media that have the attention of the public. The new thing is also found in the presentation of in-depth data in the analysis.

News on sensitive topics such as violence or persecution has its own attention for readers. Persecution cases that have a lot of public attention, for example, the Mario Dandy case of persecution where he is the son of an official of the Directorate General of Taxes, as well as cases of persecution committed by children of artists and others. The news of the persecution quickly spread and contained the sympathy of all Indonesian people (17). Concern is directed to the victim and anger or condemnation of the behavior carried out by the perpetrator. Some of these things motivate researchers to choose mass media persecution news as the object of research. Clickbait is created to attract readers to visit the news site provided. The headlines that are used as clickbait have a form of conventional implicature that is interesting to examine further. An utterance has a function to provide information such as news headlines that have the intention to be understood. The researcher tries to examine the purpose, type and function of the conventional implicature in it.

2 Method

The research was conducted using a qualitative descriptive method. Specifically regarding descriptive methods is the description or presentation of data based on an objective reality (18). Qualitative research is based on postpositivism to examine natural objects. Qualitative methods are used to obtain in-depth data, data that contains meaning, and researchers position themselves as instruments (19). The object under study is in the form of headlines that also become clickbait in persecution news in online-based mass media. News of persecution or violence has its own attention for readers because generally in the news there are causes or presumptions of events that lead to context. Data sources were obtained from online mass media news portals such as Antaranews.com, Tempo.com, Republika.co.id and Kompas.tv. The data comes from the news in January 2024.

The pragmatic approach is used to understand the context of an utterance. The understanding in this study comes from writing. Researchers dealing with written language can only use the note-taking technique as a counterpart to the free listening technique (20). The researcher positions himself only as an observer who is not involved in the process of written language. The note-taking technique is a further technique to record clickbait data of news titles that are relevant to the research to be processed. The researcher collected data sources in the form of news titles about persecution and violence on internet news portals and analyzed pragmatically by paying attention to the context of speech. The data were investigated based on the purpose, type and function in terms of conventional implicature of language.

3 Result and Discussion

Table 1. Meaning of Speech

No	Form of Speech (News Clickbait)	Speech Context	Meaning of Speech	Implicature Category
1.	<i>Polisi Ungkap Kasus Provokasi di Medsos yang berisi Ajakan Tawuran</i>	A press conference was held by Dirreskrim Polda Metro Jaya which was attended by media partners. The expression was conveyed to the public in order to convey information about brawls occurring in the jurisdiction of Polda Metro Jaya. Based on the evidence, it was revealed that the invitation to brawl led to provocation through social media containing harsh words or violating the norms of decency. The action against four perpetrators was carried out within a period of 10 days. Disclosure by Ditreskrimsus with cyber patrols.	The success of the police agency Dirreskrim Polda Metro Jaya in carrying out its duties. Police in the community to protect, nurture, and serve the community.	Demonstration of success

2.	<i>Siswa Penganiaya Bersenjata Tajam di Jakbar dibebaskan lewat Diversi</i>	Three of the four perpetrators made diversion (legal settlement outside the court) by reconciling with the victim and paying compensation. The victim withdrew the report because he had been compensated without involving the police. The perpetrators were released and given confirmation to report to the diversion recipient perpetrators. If the offender commits a crime again, the diversion is canceled and the offender will be immediately processed by the general criminal process.	The intention is to release or pardon the persecutor with conditions. The right of the police here is to issue a decision on a case.	The decision of the authorities
3.	<i>Ketua RT 03/RW 10 Semper Barat Jadi Korban Penembakan Pencuri Motor</i>	Benyamin is the head of RT 03/1 Semper Barat. He made a police report to the Cilincing Police Station in North Jakarta with a physical. A canned gotri bullet wound left him with bruises on his left arm after three rounds of gunfire. The RT head tried to thwart the theft of a boarding house motorcycle. The perpetrator did not succeed in stealing. The attempted theft had happened before. Motorcycle thieves at that time aimed shots at the window glass of one of the residents' houses. There were two thefts in the area.	A neighborhood leader known for maintaining neighborly harmony was shot by a motorcycle thief. The implicature understood is that living in society must always be vigilant because crime is lurking.	Neighborhood vigilance

Conventional implicature develops based on conventions and understanding between speech and speech partners. Based on Nababan's opinion in (21), it gives an understanding of the implicature that implicature is closely related to the conventions of meaningfulness that occur in the communication process. Conventional implicature itself can be interpreted directly in accordance with the meaning of words heard by speech partners and in accordance with what is conveyed by the speaker (22). Mutual understanding of meanings because it is considered a common speech to be understood. An implicature generally has a context that accompanies an utterance as a supporter and enhancer of clarity in sentence descriptions. Conventional forms are durable and do not always depend on conversational speech, but can be received directly according to what is heard. Implicature relies on indirect meaning or implied meaning (23). Some of these things illustrate the peculiarities of the conventional type of implicature. Furthermore, the various data obtained are grouped based on the purpose, function and type in each clickbait headline. The following shows the findings in the research along with the analysis.

Conventional Implied Meaning in Clickbait of Persecution News Headlines in Mass Media

Conventional implicature in the clickbait headlines of persecution news in the mass media contains several meanings that are captured and discussed. Pay attention to the peculiarities of conventional to understand it in general and as a whole. According to (24) explain that in other words, to understand the intention of a speaker, speech partners must always interpret their utterances. An utterance in its meaning depends on

the context between situations outside the text in the form of places, participants and so on (25). The meaning of the content of a news headline can be obtained by observing something that is stored after the receptive effort followed by its verbalization.

The data above can be analyzed for the purpose of demanding readers' understanding through the wording of the persecution headline. Data (1) shows the success obtained by the police which is reported with the aim of providing updates on the development of the case. The success shows a good image of the police for news consumers. The investigation function is a high priority that shows success in revealing dark and light cases supported by well-educated human resources or personnel (26). The sharpness of police efforts to uncover a case leads to effective results for case handling. This ability is summarized in the news frame that influences readers. The implicature of data (2) means that the verdict of a persecution case is given under certain conditions. The authorities give the verdict after exploring a case. In the meaning of the title, it can be understood that there is ownership of the verdict form in the scope of speech acts. There is a sign in the form of a verdict expressed by the authorities such as judges and referees (27). The verdict is given by the police as the authorities. The state has legal authority according to the capacity of each institution. The headline data (3) implies vigilance against motorcycle theft, as anyone can become a victim of the perpetrator's target. This form is a warning for local residents and for readers. The call for caution can also be interpreted by the reader after seeing the headline. The stimulus can be received connotatively. Connotative comes from the behavior that arises within oneself after understanding and feeling certain things (28). Actions relate to what is read and interpreted from the news viewer. Moreover, it is related to security which can be a priority for public attention.

Some meanings are analyzed based on the understanding of the headline as a form of receiving information. According to Yule in (29) in his book *Pragmatics* writes that implicature is an additional meaning of the information conveyed. Examination of intentions such as success in data (1) is not explicitly stated but is interpreted after reading the headline accompanied by its understanding. Efforts to understand the context can be taken from the perspective of the principle of interpretation (30). Naturally, humans can interpret or capture the meaning of a writing after receptive reading, although not the same view as one another. Weighing opinions with thoughts based on the level of understanding. The meaning received comes from the core of the context which is explained in terms of a general perspective of looking at the conventionality of speech.

Types of Conventional Implicature in Clickbait of Persecution News Headlines in Mass Media

Determining the type of conventional implicature this time is based on the type of forming sentence. According to (31) based on syntax, sentence types can be classified into declarative (statement), imperative (order or request), interrogative (question) and interjective (exclamation). Sentences become the smallest unit of language formation in the form of oral and written trying to reveal the mind as a whole (32). Understanding the context is one way to determine the type of sentence while still paying attention to the implicature that is prioritized in the research.

Table 2. Declarative Statements of Conditional implicature in the titles that became clickbait for

No	Form of Speech (News Clickbait)	Speech Context	Meaning of Speech	Implicature Category
4.	<i>Pengeroyokan Dua Anggota Satpol PP di Menteng diselidiki Polisi</i>	Two members of Satpol PP were beaten by men in black while doing their duty at a shopping center. The victim made a report at Menteng Police Station. The incident spread widely on Instagram social media. The Satpol PP colleague intended to break up his friend with residents after a slapping incident received by a coworker. This led to a group of men attacking two Satpol PP members. The police conducted an investigation as an effort to follow up on the persecution case and enforce the law. In addition, investigations are useful for uncovering the motives that accompany actions.	The title intends to inform through a statement. The media reported that there had been an incident of beating two Satpol officers.	Stating the incident of beating
5.	<i>Polisi: Pemukul asisten Saipul Jamil bukan petugas Kepolisian</i>	Artist Saipul Jamil was arrested on suspicion of consuming narcotics. Through a urine test after the arrest, only his assistant tested positive for narcotics. Their arrest was accompanied by violence allegedly by police officers. One person wearing a jacket with the words "POLICE" was confirmed not to be a police officer. Propam was deployed by West Jakarta Metro Police to investigate the case.	The headline gave a statement to clarify that the arrests and violence were not carried out by members of the police.	Statement sourced from police
6.	<i>Pelajar SMP yang diduga Cabuli murid TK di Cibubur jadi Tersangka</i>	A 14-year-old junior high school student was named a suspect after being examined and found guilty of sexual abuse. The victim was a 6-year-old kindergarten student. The molestation was committed against the victim on the edge of the Cipinang River in Ciracas, East Jakarta. Evidence in the form of a post mortem has been obtained from the Kramat Jati Police Hospital team of doctors. The victim was given assistance after receiving threats to be beaten by the suspect.	Information about the development of a case, the status of the suspect has risen to become a suspect.	Case development statement
7.	<i>Tawuran di Bassura dipicu saling ejek, lima polisi terkena lemparan batu</i>	There was a brawl between residents of RW 01 and 02 in Bassura which began with provocation and mutual taunts that ignited the emotions of residents around the location. Five policemen who intended to break up were injured by stones thrown at them. No residents were secured by the police. The provocateur will be investigated because it is still unknown. Evidence was obtained in the form of firecrackers and stones. Residents of both neighborhoods were gathered for a peace declaration.	Journalism expressed a statement through the title photographing the cause and effect of the violence committed by the masses.	Cause and effect statement

persecution news in the mass media are described as follows.

The data analysis above is examined because it contains declarative title speech. Declarative sentences have their own characteristics in the form of expressing a free statement in describing news or information. According to (33) this sentence form supports language speakers in conveying an event or event disclosure. The delivery is based on the background that there is a cause or effect of something happening. Declarative contains a complete statement to pass on information. The four data above have the same general form which is to inform. Data (4) is a one-way statement delivered to the reader. The news that is forwarded is in the form of a beating incident. The next effort conveyed by the title is the effort of the police in the section “..... diselidiki polisi”. Police responsibility is a form of fulfilling obligations as law enforcement. The statement of data (5) is also one-way but comes from the direct statement of the police used as the title. The reader's understanding process is supported by pieces of direct speech from the police that are part of the headline. Headlines

Table 3. Imperative/ Command Clickbait

No	Form of Speech (News Clickbait)	Speech Context	Meaning of Speech	Implicature Category
8	<i>Legislator Desak DKI segera Usut Kepemilikan KJP Plus Pelaku Tawuran</i>	Dozens of junior high school students were involved in a brawl resulting in a student being seriously injured. DKI Jakarta DPRD member Justin Adrian (Legislator) encouraged the education office to revoke <i>Kartu Jakarta Pintar</i> (KJP) for perpetrators of brawls in accordance with Pergub 110 of 2021 concerning Education Fee Assistance. Justin asked Satpol PP officers to conduct massive patrols that focus on vulnerable points.	People's representatives try to propose justice enforcement so that targeted assistance is not given to criminals.	Ordering by force
9	<i>Polisi Hentikan Proses Hukum Satu Pelaku Penganiayaan di Jakbar</i>	Four teenagers were detained by the police for carrying sharp weapons and carrying out stabbings. One offender was 18 years old and the other three were minors. The police instructed the team to stop the case against the 18-year-old offender because he had agreed to make peace with the victim. The teenager was only riding a motorcycle and did not commit the stabbing. He also had legal problems but minimal involvement in the case.	The legal process can stop according to the decision of the police within the scope of its handling.	Telling the legal process to stop

containing direct dialog can attract more readers because they influence the beliefs that come from the authorities. Data (6) states the development of the case. The news is an update of the previous news. It can be said to be actual news of a time concern nature (34). The nature of the headline states the increase in the status of individuals to suspects. Furthermore, the headline (7) is a statement that describes cause and effect. The statement of cause is shown in the trigger of the brawl which originated from

mutual mockery. The consequences arose from these actions in the form of five policemen who were injured by stones during the brawl.

It is different from other types of sentences in that it is a one-way sentence, not followed by a sentence containing question words (what, where, when, who, why, and how) or exclamation and question punctuation marks. In particular, declarative sentences usually end with a period punctuation mark. According to (35), full stops are used at the end of sentences that are not questions and exclamations. This opinion is different from news headlines that do not end with a full stop. A full stop is not used at the end of a headline that is the head of an illustration, or a table (36). Although most news stories include question and exclamation punctuation marks, the period punctuation mark in news headlines does not apply. News stories have a headline called a title. Therefore, full stops should not be used to end titles or subheadings.

The analysis of imperative sentence forms is based on sentences that are oriented towards prohibiting or ordering actions. The explanatory opinion (37) imperative sentences can also be requests or prohibitions. It is generally marked with an exclamation mark at the end of the sentence. The researcher examines the part of the word that contains the element of commanding in the sentence. The second pattern of imperative data above is found in the verb in the news headline. Data (8) is shown with the word “desak” which intuited stimulus of the action of ordering or requesting forcibly as a form of request. Imperative request has a form of use as an expression of request (38). The wish is the investigation of student perpetrators involved in violent brawls and the revocation of KJP assistance if they have it. The title shows the consequences of the brawl committed by students.

Furthermore, data (9) is also characterized by the verb “hentikan” which has the nature of commanding or ordering. It functions as an expression for speech partners to do something (39). The form of command is in the form of stopping law enforcement against one perpetrator of persecution. The termination is based on the handling procedure which at the previous stage has been carried out an examination. The type of imperative implicature from the two data comes from the reader's understanding of the news headline. The command part can be understood in the verb pattern of each sentence.

Function of Conventional Implicature in Clickbait of Persecution News Headlines in Mass Media

Conventional implicature becomes an implicature that has a certain intention and can be understood by individuals in general. From the research, the results are obtained in the form of conventional implied directive function, conventional implied assertive function, conventional implied expressive function and conventional implied commissive function. The function can be observed in the intention or purpose of an utterance in the form of oral or written. In addition, the function of implicature can be found from the context that accompanies it (40).

The function of conventional implicature in the title that became clickbait for persecution news in the mass media is described as follows.

Table 4. Directive Clickbait

No	Form of Speech (News Clickbait)	Speech Context	Meaning of Speech	Implicature Category
10	<i>Pendukung Ganjar Jangan Terpancing Kasus Boyolali, Tapi Hukum Harus Tegak</i>	Ganjar-Mahfud volunteers were victimized by a group of TNI personnel in Boyolali. Two of them were seriously injured and until the news was released were still being treated at the hospital. Presidential candidate, Ganjar appealed to volunteers and sympathizers to calm down. He communicated with Pangdam IV Diponegoro. The PDIP cadre was firmly hit if it was in accordance with the rules but was disturbed.	The presidential candidate cares about sympathizers while still paying attention to the situation.	Giving advice to calm down
11	<i>Kerusuhan dan penjarahan di Papua Nugini, pemerintah umumkan 'keadaan darurat' - Apa penyebab kerusuhan yang menewaskan 15 orang?</i>	Papua New Guinea's Prime Minister declared a 'state of emergency' in the capital Port Moresby. An army guard of approximately 1,000 soldiers is in place. Vandalism and looting triggered by the rising cost of living. Hundreds of residents took to the streets including civil servants and police, voicing protests of pay cuts.	The situation in Papua New Guinea was so precarious that 15 people were killed.	Asking why people were killed

From the data analyzed, there are titles or clickbait giving advice or suggestions and titles with question functions. According to Wibawati in (41), the directive function, namely implicature, shows an implicit directive function in the form of sharing advice, asking, commanding, expecting and asking for help. Data (10) shows a form of suggestion whose meaning can be directly found to be interpretative meaning. This section attempts to interpret the data on the basis of pragmatic meaning (42). The function of directive implicature in the form of advice is also in the tone of an appeal or suggestion from a person who is running for president so that his support team is not

Table 5. Assertive Clickbait

No	Form of Speech (News Clickbait)	Speech Context	Meaning of Speech	Implicature Category
12	<i>Polres Jakpus Ringkas Lima Pengeroyokan Satpol PP</i>	Two members of the Pamong Praja Police Unit were assaulted during a road closure on New Year's Eve at Plaza Indonesia. Five people were arrested as suspects six hours after the report was made. The suspects tested positive for illegal drugs.	Successful arrest of five suspects who attacked officers by the police.	Declare the total number of suspects

provoked to refer to the psychic emotions of social feelings. The effect of the action

13	<i>Polisi Tahan ASN DKI Karena Lakukan Kekerasan Seksual pada Anak</i>	The perpetrator is the victim's neighbor on Jalan Swadaya Cempaka Baru, Kemayoran District, Central Jakarta. It started with a report from the victim's parents about the child's condition. The incident has been going on for one year. The victim is eleven years old. The perpetrator gave the lure of money and small drinks so that the victim would not tell anyone else.	Civil servants who are considered good professionals commit immoral acts.	Police decision statement
----	--	--	---	---------------------------

given is to reduce the turmoil in the community.

Data (11) opens curiosity or stimulates the emergence of presumptions that support speculation in the minds of readers. You can see the use of the question word *what* (43). In addition, the headline is also followed by question punctuation which clarifies the directive implicature function of the expression in the form of question.

The author displays a statement at the beginning of the headline that has a cause and effect form. The cause form is in the form of “*Kerusuhan dan penjarahan di Papua Nugini*” and the effect form comes from the government's stance “*pemerintah umumkan 'keadaan darurat'*”. The introduction of the title is useful as an initial explanation followed by the question section. Curiosity arises in the reader's mind at the headline, which ends with a question mark as if there is something that must be known and revealed.

Pragmatic function analysis is examined useful for finding hidden meanings as an understanding of the accompanying intent. According to (44), the function of assertive is to convey the truth with the proportion or statement expressed. The meaning of a function is influenced by the point of view. The classification of speech acts of the assertive or representative implicature function is in the form of stating, demanding, admitting, showing, reporting, giving testimony, mentioning, and speculating. The assertive pattern of the two data in the table is in the form of a statement or notification. According to Proost in (45), the assertive sign is characterized by telling the truth to the listener. Data (12) is an assertive form of stating that five people or individuals were involved in the beating of Satpol PP. The news is made according to the incident or case development. One news topic is possible to become several news stories based on violence committed against the authorities. The headline tells the update or development of information. Therefore, the clickbait is included in the assertive statement. Similar to data (13), assertive speech functions to convey a statement. An ASN became a suspect of sexual abuse was successfully proven until detention was carried out. The beginning of the title “*Polisi Tahan ASN DKI...*” is the key to the news on the verb the word *hold* indicates the arrest of an ASN. The second focus, the emphasis is on the figure who is a civil servant who is seen by the wider community as a moral person with a noble personality. Therefore, ASN is a profession that is in great demand (46). Their role in helping the government does not escape the assumption that

Table 6. Expressive Clickbait

No	Form of Speech (News Clickbait)	Speech Context	Meaning of Speech	Implicature Category
14	<i>Warga Cipinang Besar Utara berdamai, Tak Lagi Tawuran di Bassura</i>	The signing of the peace declaration was carried out by representatives of RW 01 and RW 02 residents facilitated by the East Jakarta Metro Police. Brawls have often occurred, such as previously throwing firecrackers at the beginning of the new year. Residents were gathered to reduce the action. The East Jakarta Metro Police hopes that the commitment of residents to make peace so that brawls will not happen again.	The brawl was stopped with peaceful action.	Peaceful forgiveness between residents
15	<i>Kasus Penganiayaan Relawan Ganjar-Mahfud dinilai Perburuk Citra Pelaksanaan Pemilu 2024</i>	An observer said that one of the indicators of a democratic election is not only the absence of violence, but also that people avoid feeling intimidated. The observer was the Director of Lingkar Madani (Lima). The topic referred to is the issue of persecution of presidential and vice presidential candidate Ganjar-Mahfud volunteers by TNI personnel in Boyolali.	Persecution during election contestation makes political value bad.	Criticism of the political image ahead of the upcoming election

they serve, work and get their jobs well. However, there is a violation of behavior in this news.

Data (14) data (15) analyzed included expressive implicature. The function of expressive implicature is useful for expressing or expressing the speaker's psychological attitude towards a situation implied in the implicature. The scope of these psychological attitudes can vary. According to (47) expressive speech is speech that tries to convey a speaker's heart feelings. Functions such as thanking, apologizing, criticizing, insinuating, complaining, praising blaming and so on are based on the relationship felt by the speaker. Based on the analysis, it is found that the expressive functions are reconciling and criticizing. Data (14) shows a conciliatory attitude followed by mutual forgiveness. Residents managed to control themselves and make peace. The police together with the local government as mediators try to keep the situation safe and orderly so as not to disturb the comfort of the community. Social attitudes need to be projected in order to create a society with a peaceful, comfortable, peaceful, and harmonious life (48). The psychological effect of a sense of peace is related to the ego control of each individual. Furthermore, data (15) uses the word "citra" which gets a negative assumption from the word "perburuk" as an expression of criticism thrown during election situations. Expressive speech of criticism and satire seeks to insinuate or express reproach that does not directly include consideration of the bad and good of a thing (49). The headline above opens the reader's understanding of the image of democratic elections that require a sense of comfort. The image is negative because there is violence that makes people feel unsafe. If it continues, it can affect people's views on political conditions in Indonesia. The more bad opinions make

interest in democracy decrease. Therefore, the news is a form of criticism of those who commit acts of persecution.

Table 7. Commissive Clickbait

No	Form of Speech (News Clickbait)	Speech Context	Meaning of Speech	Implicature Category
16	<i>Pemprov DKI akan cabut KJP Plus Pelajar Terlibat Tawuran di Pasar Rebo</i>	Students involved in a brawl under the Pasar Rebo flyover will have their <i>Kartu Jakarta Pintar</i> (KJP) revoked. The Education Office is coordinating with the police regarding KJP ownership. Four perpetrators were caught and one brawler is still at large.	Actions that are bad or disturbing to citizens can have consequences.	Threat of KJP revocation

Analysis of exposure through context, shows the findings of the commissive implicature function in the form of threats. According to (50), the commissive function is a type of speech act followed by a commitment from the speaker to his/her personal future actions. Commissive implicature functions in the form of promises, threats, offers and vows (51). The form of clickbait contained in data (16) is a threat. The threat is aimed at the perpetrators of the brawl and the next action is the revocation of KJP. Future efforts such as the arrest of perpetrators of brawls are accompanied by KJP data collection by the police in coordination with the DKI Jakarta education office. The commissive form in the form of a threat to revoke KJP for perpetrators of brawls aims to provide a deterrent effect for those caught and a strong warning for brawlers who are still out there, especially students.

4 Conclusion

The conclusion of the research on conventional implicature of clickbait language in persecution headlines in mass media is as follows. Conventional clickbait implicature in persecution headlines in the mass media is found in 16 utterances. The data can be classified based on mean, type and function. First, three utterances have the purpose of indicating success, decision and vigilance. Second, regarding the type there are two categories in the form of declarative as much as four data and imperative two data. Third, the function of conventional implicature is directive, assertive and two data analysis each and commissive one data.

The existence of information media greatly affects the condition of society. The news presented often requires people to always criticize what they read. Especially if the clickbait is too excessive to attract readers but does not match the expectations of readers. News titles with click bait using interesting language certainly have high reader traffic. Foresight is needed in understanding information so that there is no misunderstanding that leads to a wrong view of the news. News writers use language that is common or easily understood by readers. Efforts to understand news cannot be done by reading headlines and clickbait. Reading the information as a whole supports an information conveyed without any misperception starting from understanding the title to the content of the news gradually.

Authors' Contributions

Erisa Faridatul Maghfiroh prepared the research design and conducted the research along with data analysis. Harun Joko Prayitno provided reviews and suggestions.

Acknowledgments

Various parties have provided assistance and support in completing this article. Thank you to the Muhammadiyah Association of Higher Education Institutions for Educational Personnel, for organizing ICEDUALL 5th international conference so that it can be a forum for writers to develop research. Thank you to the Indonesian Language and Literature Education Study Program at Muhaamdiyah University Surakarta for giving the author the opportunity to conduct research.

References

1. Marizal, Y., R., S., & Tressyalina, T. (2021). Tindak Tutur Direktif Guru dalam Pembelajaran Bahasa Indonesia Di SMA Negeri 2 Gunung Talang. *Diglosia: Jurnal Kajian Bahasa, Sastra, Dan Pengajarannya*, 4(4), 441–452. <https://doi.org/10.30872/diglosia.v4i4.264>
2. Daud, R. F. (2021). Dampak Perkembangan Teknologi Komunikasi Terhadap Bahasa Indonesia. *Jurnal Interaksi : Jurnal Ilmu Komunikasi*, 5(2). <https://doi.org/10.30596/interaksi.v5i2.7539>
3. Nugrawiyati, J. (2020). Analisis Variasi Bahasa dalam Novel “Fatimeh Goes to Cairo.” *El-Wasathiya: Jurnal Studi Agama*, 8(1), 41–55.
4. Halid, E., & Handayani, F. (2021). Implikatur Konvensional dalam Acara Republik Sosmed Segmen 4 (Roasting) di Trans TV. *Jurnal Ide Bahasa*, 3(1), 49–61.
5. Suryawin, P. C., Wijaya, M., & Isnaini, H. (2022). Tindak Tutur (Speech Act) dan Implikatur dalam Penggunaan Bahasa. *Sinar Dunia: Jurnal Riset Sosial Humaniora Dan Ilmu Pendidikan*, 1(3).
6. Rahardi, R. K. (2020). Mendeskripsi Peran Konteks Pragmatik: Menuju Perspektif Cyberpragmatics. *Transformatika: Jurnal Bahasa, Sastra, Dan Pengajarannya*, 3(2), 164–178
7. Syavira, K. P., Anggraini, E. F., Meilidya, C. P., Studi, P., Bahasa, P., & Indonesia, S. (2024). Implikatur dalam Podhub Dedy Corbuzier, Vidi Aldiano bersama Keanu dan Anya Geraldine: Kajian Pragmatik. *Jurnal Sosial Dan Humaniora*, 1, 256–264. <https://doi.org/10.62017/arima>
8. Amral, S., & Tumanggor, B. (2023). Implikatur pada Wacana Argumentatif dalam Surat Pembaca Harian Kompas.com Edisi Agustus-September 2021 (Kajian Analisis Wacana). *Aksara: Jurnal Ilmiah Pendidikan Bahasa Dan Sastra Indonesia*, 7(1). <http://Aksara.unbari.ac.id/index.php/aksara>
9. Suhartono. (2020). *Pragmatik Konteks Indonesia*. Gresik: Graniti.
10. Zubaedah, S. (2021). Implikatur dalam Buku Humor Politik Indonesia Karya Zaenuddin H.M (Implicatures in Indonesian Political Humor by Zaenuddin H.M). *Jurnal Bahasa, Sastra Dan Pembelajarannya*, 11(1), 120–128.
11. Rahmawati, D. P., Fatin, I., & Ridlwan, M. (2020). Implikatur Konvensional Bermodus Imperatif pada Tuturan Motivasi Merry Riana dan Relevansinya terhadap Pembelajaran Bahasa Indonesia. *Stilistika: Jurnal Pendidikan Bahasa Dan Sastra*, 13(2), 243. <https://doi.org/10.30651/st.v13i2.5357>

12. MT, O. I. S., Muzakkir, & Samwil. (2023). Strategi Harian Serambi Indonesia dalam Mempertahankan Edisi Cetak di Era Transformasi Digital. *Jurnal Ilmu Sosial Dan Ilmu Politik Malikussaleh (JSPM)*, 4(2), 433–440. <https://doi.org/10.29103/jspm.v%vi%i.12489>
13. Syafieq, A., Wahid, A., & Ayuni, R. D. (2018). Pengguna Umpan Klik pada Judul Berita untuk Menarik Minat Pembaca. *Repository Uniska*, 1–7.
14. Winarta, S. D., Aqsha, G. J., Anoraga, F. A. P., & Setiadi, T. (2022). Komunikasi Perubahan Sosial Masyarakat Dalam Menerima Suatu Berita Hoax Di Era Digital. *Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS)*, 1, 541–549.
15. Muntadiroh, F., & Parnaningroem, R. R. D. W. (2020). Implikatur Konvensional dalam Dongeng Der Singende Knochen Karya Bruder Grimm. *IDENTITAET*, 9(2).
16. Rahayu, R. (2018). *Implikatur Konvensional dalam Acara Stand Up Comedy Indonesia Season 7 di Stasiun Kompas TV* (Skripsi, Universitas Muhammadiyah Surakarta).
17. Suciartini, N. N. A. (2020). Bahasa Satire dalam Meme Media Sosial “Satire in Social Media Meme.” *Pustaka: Jurnal Ilmu-Ilmu Budaya*, 1–9.
18. Panjaitan, M. O., Telaumbanua, E. A., & Ariani, F. (2020). *Analisis Gaya Bahasa dalam Puisi “Danau Toba” Karya Sitor Situmorang*. <https://www.ilmubahasa.net/2014/>
19. Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D* (19th ed.). Bandung: Alfabeta.
20. Mahsun. (2017). *Metode Penelitian Bahasa: Tahapan Strategi, Metode, dan Tekniknya (Edisi Ketiga)*. Depok: PT. Raja Grafindo Persada.
21. Pratamanti, E. D. (2021). Implikatur pada Meme Islam di Instagram sebagai Wujud Digitalisasi Media Dakwah: Kajian Pragmatik. *Dinamika Sosial Budaya*, 23(1), 22–37. <http://journals.usm.ac.id/index.php/jdsb>
22. Fadila, R., Hariadi, J., & Hidayat, M. T. (2020). Analisis Implikatur Percakapan pada Masyarakat Desa Serba Jadi, Sumatera Utara. *Jurnal Samudra Bahasa*, 4(2), 7–16.
23. Kore, K. D. D., Robot, M., & Jama, K. B. (2023). Implikatur dan Makna dalam Cerita Rakyat Kolo Merbabu di Sabu Raijua. *Jurnal Bianglala Linguistika*, 11(2), 52–56. <https://ejurnal.undana.ac.id/index.php/bianglala>
24. Sari, N., Radhiah, & Saffriandi. (2020). Analisis Makna Implikatur dalam Wacana Iklan Layanan Masyarakat pada Media Sosial. *Jurnal Kande*, 1(1), 45–52.
25. Azizah, K., & Lakson, K. (2022). Implikatur dalam Podcast Deddy Corbuzier bersama Retno Marsudi Media Sosial Youtube: Kajian Pragmatik. *Bapala*, 9(8), 146–157.
26. Kuba, S. (2022). Peranan Kopolnas dalam Mendukung Upaya Optimalisasi Penegakan Hukum Oleh Polri Terhadap Kejahatan Konvensional Menonjol di Indonesia. *KRTHA BHAYANGKARA*, 16(1), 51–64. <https://doi.org/10.31599/krtha.v16i1.1051>
27. Yuliantoro, A. (2020). *ANALISIS PRAGMATIK* (Pertama; N. Herawati, Ed.). Klaten: UNWIDHA Press.
28. Kabanga, L., & Sagala, R. (2021). Teachers Attitude in Conducting “WFH” Policy in Jayapura City. *Jurnal Psikologi Universitas HKBP NOMMENSEN*, 7(2), 23–38.
29. Rosyida, F., & Asror, A. G. (2019). Implikatur pada Iklan Politik Calon Anggota Legislatif Kabupaten Bojonegoro 2019 Implication in The Political Advertising of Prospective Legislative Members Bojonegoro District 2019. *Prosiding Seminar Nasional Unimus*, 2, 181–185. <http://prosiding.unimus.ac.id>
30. Syaff'i, B. A., Febriana, N. C., & Wulandari, R. A. (2020). Konteks dan Inferensi Film Dilan 1991 Karya Pidi Baiq. *Jurnal Hasta Wiyata*, 3(2), 87–101.
31. Fahonah, A. N. N., Maharani, A., Putri, N., Afifah, H., Utomo, A. P. Y., & Setiyawan, D. (2023). Analisis Penggunaan Jenis Kalimat Dilihat dari Bentuk Sintaksis pada Teks Negosiasi dalam Buku Ajar Bahasa Indonesia Kelas X SMA Kurikulum Merdeka. *Student Research Journal*, 1(2), 342–356. <https://doi.org/10.55606/sjryappi.v1i2.358>
32. Indriana, M., & Sulaiman, E. (2022). Jenis Kalimat dalam Iklan Penawaran Surat Kabar Tribun Pekanbaru. *Sajak: Jurnal Penelitian Dan Pengabdian, Sastra, Bahasa, Dan Pendidikan*, 1(3), 102–105.

33. Iswara, A. A., & Sastaparamitha, N. N. A. J. (2019). Konstruksi Kalimat Kesantunan Berbahasa: Komunikasi Mahasiswa dan Dosen STMIK STIKOM Indonesia. *SPHOTA: Jurnal Linguistik Dan Sastra*, 11(2), 1–13.
34. Susanti, S., & Ratmita, R. A. (2020). Manajemen Produksi Program Berita di iNews TV Bandung. *Jurnal Ilmu Politik Dan Komunikasi*, x(2), 1–17.
35. Sugiarto, E. (2013). *Master EYD Edisi Baru* (2nd ed.). Yogyakarta: Suaka Media.
36. Tim Pengembang Pedoman Bahasa Indonesia. (2016). *Pedoman Umum Ejaan Bahasa Indonesia* (Edisi keempat). Jakarta: Badan Pengembangan dan Pembinaan Bahasa Kementerian Pendidikan dan Kebudayaan.
37. Wulansari, R., Siagian, I., & Rahmadini, Z. (2023). Kalimat Imperatif Pada Kumpulan Cerpen Jreng Karya Putu Wijaya. *Jurnal Pendidikan Dan Konseling*, 5(2), 5045–5049.
38. Anwar, S., & Nirmala, A. A. (2021). Kalimat Imperatif dalam Akun Kemenkes RI Media Sosial Instagram dan Implikasinya. *BIP: Jurnal Bahasa Indonesia Prima*, 3(1), 101–107.
39. Yunanta, E. A., & Yuana, C. (2023). Analisis Kalimat Imperatif dalam Manga Kuroko No Basket “Ekstra Game” Kouhen Karya Fujimaki Tadatoshi. *TANDA: Jurnal Kajian Budaya, Bahasa Dan Sastra*, 3(1).
40. Aini, T. Q., Revita, I., & Aslinda, A. (2021). Fungsi Implikatur dalam Tuturan Najwa Shihab di Acara ‘Gelar Wicara Mata Najwa’ Episode “Menangkal Corona dan Menanti Terawan.” *Silampari Bisa: Jurnal Penelitian Pendidikan Bahasa Indonesia, Daerah, Dan Asing*, 4(2), 231–246. <https://doi.org/10.31540/silamparibisa.v4i2.1334>
41. Nawangsih, P. E., & Surana. (2021). Implikatur Percakapan dalam Film Yowis Ben The Series (Kajian Pragmatik). *JOB (Jurnal Online Baradha)*, 17(1), 411–441.
42. Pranowo. (2020). Kearifan Lokal Jawa menuju Konteks Global: Studi Makna Pragmatik. *SALINGKA*, 17(2), 113–125.
43. Naufalia, A., Darmayanti, N., & Sunarni, N. (2023). Budaya Jepang pada Tuturan Implikatur Percakapan Pembelajaran BIPA Jepang Tingkat Dasar: Kajian Pragmatik Lintas Budaya. *Jurnal Onoma: Pendidikan, Bahasa Dan Sastra*, 9(2), 975–984. <https://e-journal.my.id/onoma>
44. Dide, N., & Mujiyanto, G. (2021). Pemakaian Akrolek pada Tindak Tutur Asertif dalam Siniar Deddy Corbuzier. *Jurnal Pesona*, 7(2), 105–121.
45. Fitria, H. K., & Saksono, L. (2021). Fungsi Tindak Tutur Ilokusi Asertif dalam Naskah Drama Dantons Tod Karya Georg Büchner. *IDENTITAET*, 10(2), 28–38.
46. Gusmita, E. (2022). Analisis Perilaku Birokrasi Aparatur Sipil Negara (ASN) pada Kantor Camat Danau Kerinci Barat Kabupaten Kerinci. *Ebisma (Economics, Business, Management, & Accounting Journal)*, 2(2), 39–49. <https://journal.ebisma.net>
47. Putri, M., Purwaka, A., Usop, L. S., Perdana, I., & Misnawati, M. (2023). Tindak Tutur Penolakan Ekspresif dalam Bahasa Dayak Maanyan Paju Epat di Desa Sababilah. *Atmosfer: Jurnal Pendidikan, Bahasa, Sastra, Seni, Budaya, Dan Sosial Humaniora*, 1(1), 142–152. <https://doi.org/10.59024/atmosfer.v1i1.139>
48. Septiani, B., & Djuhan, M. W. (2021). Upaya Guru Meningkatkan Sikap Sosial Siswa melalui Metode Diskusi pada Mata Pelajaran IPS. *JIPSI: Jurnal Ilmiah Ilmu Pengetahuan Sosial Indonesia*, 1(1), 61–78.
49. Isnani, W., Wulanda, & Rosadi, M. (2023). Analisis Tindak Tutur Ekspresif dalam Khotbah Nikah di Masjid Oman Almakmur Banda Aceh. *Jurnal Master Bahasa*, 11(2), 10–16.
50. Fatimah, E. A., & Kartika, A. D. (2022). Fungsi Implikatur pada Iklan Kekerasan terhadap Hewan (Tier Im Recht). *IDENTITAET*, 11(2), 265–276.
51. Nuryani, Wardiah, D., & Rukiyah, S. (2022). Implikatur Percakapan dalam Serial Web Drama Little Mom Karya Sutradara Guntur Soehardjanto. *Bahtera Indonesia: Jurnal Penelitian Pendidikan Bahasa Dan Sastra Indonesia*, 7(2), 527–538. <https://doi.org/10.31943/bi.v7i2.268>

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

