



The Language Varieties of Headline News in Analisa Newspaper

Varietas Bahasa Berita Headline di Koran Analisa

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Abstract

The perspective of systemic functional linguistics (SFL), the social context is constituted by three elements of ideology, culture and situation which are stacked up or stratified above language. The purpose of this study was to describe what is the varieties of language level that is used in the Headline News. The result found that The style of the language used in that newspaper is found obviously through its headlines. A headline's main purpose is to quickly and briefly draw attention to the news report under it. According to the restrictions to use complete sentences to save time and space as much as they can, the reporters invented incomplete but striking sentences or phrases which make the headlines more dramatic. The use of puns, alliterations, distinctive grammar and the choice of emotive vocabulary together make the headlines more memorable and effective.

Keywords: *Language Variety; Headline; Newspaper*

Abstrak

Perspektif linguistik fungsional sistemik (SFL), konteks sosial dibentuk oleh tiga unsur ideologi, budaya dan situasi yang ditumpuk atau distratifikasi di atas bahasa. Tujuan dari penelitian ini adalah untuk mendeskripsikan ragam tingkat bahasa apa saja yang digunakan dalam Headline News. Hasil penelitian menemukan bahwa gaya bahasa yang digunakan surat kabar tersebut terlihat jelas melalui headline-nya. Tujuan utama headline adalah untuk secara cepat dan singkat menarik perhatian ke laporan berita di bawahnya. Sesuai dengan larangan untuk menggunakan kalimat lengkap untuk menghemat ruang dan waktu sebanyak yang mereka bisa, para reporter menciptakan kalimat atau frase yang tidak lengkap namun mencolok yang membuat berita utama lebih dramatis. Penggunaan permainan kata, aliterasi, tata bahasa yang khas, dan pilihan kosa kata yang emosional membuat headline lebih berkesan dan efektif.

Kata Kunci: *Ragam Bahasa; Judul; Koran*

INTRODUCTION

Language forms in the society. There is no language without society and there is no society without language. As language and society are closely related, they are inter-deterministic or interdependent in the sense that they are mutually induced or affected; this is to say that at one time the society determines or depends on language and at another time in its turn language determines or depends on the society. In the perspective of systemic functional linguistics (SFL), the social context is constituted by three elements of ideology, culture and situation which are stacked up or stratified above language. The three elements of social context are realized in language as they are the property of society.

Language is a social phenomenon. The implication is that language is a resource for doing things or making meanings to others rather than for thinking for or about oneself. In other words, language is an inter-organism rather than intra-organism phenomena. The society may also vary in terms of functions done by members of the society. In other way, members of the society vary with respect to their activities, i.e. what they do in society. Thus, the society may be categorized in term of their professions such as doctors, teachers, engineers, lawyers, farmers, media practitioners, etc.

Variety of language used by doctors is different from that used by farmers, same like the variety used by engineers would be different from that used by media practitioners. Similarly, the variety of language used in seminars is different from that used in gossip or media.

Based on explanation above, this study conducted the research by doing some observation about “The Language Varieties of Headline News in Analisa Newspaper” to know what kinds of varieties language level that media used, what the ideology they have, and what insight can be generated from the language that is used by media.

Functional Varieties of Language

According to “The Cambridge Encyclopedia of Language” by David Crystal (1987), the world of modern newspaper and magazine publishing presents a wider range of linguistically distinctive varieties than any other domain of language study. Newspaper reporting style is different from other styles of language as there are some fundamental constraints of using language which are the pressures of time and space. Information has to be compressed into a limited space, usually in columns. Interest has to be focused, captured, and maintained through the use of large type, dramatic headlines, short paragraphs, and succinct sentences. In various ways, the occurrence of photographs, the decency of the information reported and the need to maintain human interest will influence the choice of vocabulary and grammar. Therefore, a distinctive grammar is used in writing headlines as they are the most prominent features of a newspaper

Headlines are the titles of a newspaper article printed in large letters. According to “The Cambridge Encyclopedia of Language” by David Crystal (1987), most headlines differ from everyday language by omitting many of the less important words in a sentence, to produce an elliptical, ‘telegraphic’ construction. They also display a very restricted range of sentence structures. In “Investigating English Style”, David Crystal and Derek Davy (1969) noted that the term ‘journalese’ seems to be restricted to one kind of newspaper-reporting language only. But every newspaper has its own peculiar style of

writing while they belong to the same variety.

Similarly, according to the data from Wikipedia, the free encyclopedia, the term concerning headlines is known as headlines. It is an abbreviated writing style used in newspaper headlines. It consists of special syntax, short forms and commonly used short words. However, like the language of newspaper reporting, that of the news headlines will be different from one publication to another. According to the facts mentioned in the book "Investigating English Style", a particular piece of language, or a text can be studied in terms of a number of interrelated levels of description. The levels which should be considered in the study of the language of newspaper headlines are:

- (1) Graphetic level
- (2) Graphological level
- (3) Phonological level
- (4) Grammatical level
- (5) Lexical level and
- (6) Semantic level

Graphetics is the basic graphic substance of language. It is also a branch of linguistics concerned with the study of written or printed shapes. Different kinds of shapes and type sizes may give a stylistic effect. As the reporters of news articles have to try to catch the eyes of their regular and new readers, they use different shapes, font sizes and even colors in writing headlines.

In terms of graphology, the distinctive uses of punctuation, special symbols, abbreviations and contractions are needed to study as graphology is the study of a language's writing system. Headlines use many contractions and abbreviations: in the USA, for example, Pols for "politicians", Dems for "Democrats", Lib Dems for the Liberal Democrats.

As mentioned in the Longman Dictionary of Language Teaching and Applied Linguistics (1985), phonology is the establishment and description of the distinctive sound units of a language. As the newspaper headlines are only written and printed, their language cannot be studied thoroughly in terms of phonology. However, the reporter may use rhymes and alliterations to attract the attention of the readers. A rhyme is a word that has the same sound or ends with the same sound as another word. For example, a rhyme for "rain" is "pain". As mentioned in "Oxford Advanced Learner's Dictionary (2005)", alliteration is the use of the same letter or sound at the beginning of words that are close together, as in "sing a song of sixpence" where the /s/ sounds are repeated. The examples of such headlines using alliterations are as follows:

- (1) Private player predicts insurance
- (2) Media makes Madonna Mad

At the grammatical level, as mentioned in the book "Investigating English Style", the main aim of grammar is to analyze the internal structure of the units called sentences in a language, and the way these function in sequences. In the language of newspaper headlines, the use of simplified but distinctive grammar can be found. According to the facts from Wikipedia, the free encyclopedia, as the space is limited, headlines are written in a compressed telegraphic style, using special syntactic conventions:

- (1) Forms of the verb "to be" are omitted as in "model killed by doctor" instead of "A model was killed by a doctor".

- (2) Articles are usually omitted as in the first example.
- (3) Most verbs are in the simple present tense, e.g. "Governor signs bill".
- (4) The future is expressed as "to" followed by a verb, e.g. "Governor to sign bill".
- (5) Conjunctions are often replaced by a comma, as in "Bush, Blair laugh off microscope mishap".

Headlines use strong syntactic rules because they have evolved to maximize into output and minimize space because this has been optimal for newspapers. In many headlines, as with the example above "model killed by doctor", the verb 'to be' is not necessary. It can be used, but in most cases should be avoided. In fact, there are mainly three forms of verbs used in the headlines: Present Tense, Simple Past Tense and To+ V-infinitive form. But "Simple Present Tense" is mostly used to give the readers the sense of immediacy.

People cannot achieve a communicative purpose if words are not addressing specific cultural or contextual issues. Thus, language is seen as social means to help humans convey meaning, but this meaning cannot be achieved if words are conveyed in isolation. As a result, we need contexts or situations in which more sentences and words can be placed so that listeners or readers can be understand the reasoning behind utterances and words. According to Malinowski (as cited in Martin, 1984), "you cannot understand the meaning of what someone says or writes unless you know something about the context in which is embedded".

This assumption is very important since it highlights relevant issues regarding teacher's roles in learning process. It is necessary to involve students in the analysis of language in contexts so that they learn how language achieves communicative objectives by seeing it playing useful roles in situations where culture and context are key issues. Additionally, it is fundamental to teach students that each situation requires variety and different language choices according to the purpose of the conversation and the context provided. The study which is learned about context from the text is known as Systemic Functional Linguistics (SFL). SFL offers tools for conducting text analysis that can inform the work of educators, especially those responsible for teaching ELLs (English Language Learners). This linguistic theory offers ways to focus on lexico-grammatical features and their realization of particular social contexts.

Language is the primary resource to achieve educational goals. An understanding of how language is used in texts is important for educators. Halliday (1994) describes three types of meanings, or language metafunctions: **textual meanings** (clause as a message), **ideational meanings** (clause as a representation), and **interpersonal meanings** (clause as an exchange). These three kinds of meaning – *textual*, *ideational*, and *interpersonal* - are integrated in the structure of a clause; the structure as a whole construe, or realizes, the meaning. *Textual meanings* organize "the language into coherent and meaningful spoken and written texts" (Droga& Humphrey 2002:11). *Textual meanings* correspond to the register variable *mode* (concerns the idea of channel of communication can be by both written or oral means; nowadays, we have a variety of channel of communication such as Facebook, blogs, Skype, email, telephone, mobile-phone, videos, films, etc.). The parts of the grammar realizing textual meanings are *thematic structures* and *nominalizations*. Another important part of textual metafunctions is cohesion analysis.

Cohesion analysis refers to the analysis of cohesive ties, i.e. pairs of cohesively related items, within a text.

A tie includes the cohesive element and what presupposes it (Halliday & Hasan 1976). Ideational meanings express what is going on and participants and circumstances surrounding events (Droga&Humprey 2002). *Ideational meanings* correspond to the register variable *field* (refers to subject matter of discussion at any situation “what is going on in the text” / “what are people doing”). The part of the grammar that realizes ideational meanings is the *transitivity system* (participants, processes, and circumstances).

NEWSPAPER

Newspaper as the media of this mini research is a periodical publication containing written information about current events. It can cover a wide variety of fields such as politics, business, sports, arts, and often include materials such as opinion columns, weather forecasts, reviews of local services, obituaries, birth notice, crosswords, editorial cartoons, comic strips, and advice columns. Most newspapers are businesses, and they pay their expenses with a mixture of subscription revenue, newsstand sales, and advertising revenue. There are two types of newspaper: (1) **Broadsheet**; a broadsheet or quality paper, measured at 11 or 12 inches wide and 20 inches long, it is the most common format of newspapers. Broadsheet papers typically utilize six columns and are employed by serious newspapers, such as The New York Times and The Wall Street Journal. Such newspapers are also referred to as “heavy” due to the serious nature of the content published. (2) **Tabloid**; a tabloid newspaper measures 11 inches wide and 17 inches long. As the same suggests, it is generally filled with celebrity-focused articles and photos and seldom features the serious news articles that are found in broadsheets (Harrower, 2008). This research used a kind of newspaper from the total six newspaper which were used as the media of research local publication Analisa newspaper.

Analisa is a broadsheet newspaper published daily in the city of Medan, the capital of the North Sumatra province in Indonesia. Published since 23 March 1972, Analisa is one of the largest newspapers in Medan. It was initially published once a week before becoming a daily newspaper.

RESEARCH METHOD

The study conducted by using descriptive qualitative research. Descriptive qualitative method is a method that is intended to describe everything related to the topic of the research. In this case, the researcher described some types of word formation (morphology) which was found Analisa Newspaper. The data was taken from Analisa Newspaper. The headline was taken randomly from Newspaper. According to sources of data, the researcher used note taking. Suwarti (2009:21) stated that note taking is the technique used to collect data contained in a literary work, and then written in the form of note. The data was analyzed by using the branch of linguistic level theory.

The data will be analyzed, as follows :

- a. The Adjectives were collected randomly from Analisa newspaper.
- b. The Headline would be broken down into each sentences.
- c. After that, the sentence, the words, or phrases that contain of the types of word formation would be chosen.

- d. Then selecting and underlying the words or phrases of the headline involve into the branch linguistic level theory
- e. The last, drawing the conclusion based on the data analyzed.

RESULTS AND DISCUSSION

Graphetic level

It is the basic graphic substance of language. It is also a branch of linguistics concerned with the study of written or printed shapes. Different kinds of shapes and type sizes may give a stylistic effect. As the reporters of news articles have to try to catch the eyes of their regular and new readers, they use different shapes, font sizes and even colors in writing headlines.

Komnas HAM: Empat Tewas Kena Peluru Tajam



The use of different shapes such as capital letters, lower case letters, italic, ordinary and bold letters can also be seen as in the above-mentioned examples of headlines. The distinction in the sizes and shapes of headlines is deliberately made to catch the eyes and attention of the readers. Generally, the most important story on the front page may have a larger headline. The larger size and the more unusual shape the reporter uses in the headline, the more important the contents of the news report will be.

Graphological Level

The distinctive uses of punctuation, special symbols, abbreviations and ontractions are needed to study as graphology is the study of a language's writing system. Headlines use many contractions and abbreviations: in the USA, for example, Pols for "politicians", Dems for "Democrats", Lib Dems for the Liberal Democrats.

In some headline, "..." (double quotation mark) is used in direct speech in the headline, as follows:

- "Saya bersama Pak Hairansyah bersama tim dan Pak Amiruddin langsung ke RS Tarakan. Dapat keterangan dari dokternya langsung, dikasih kesempatan untuk meng-interview. Meski tidak semua pasien, ada yang dioperasi karena patah kaki dan macam-macam. Kemudian ada beberapa orang juga yang terkena tembakan peluru karet,"
- "Kita ngobrol. Pak Amir juga bercanda sama remaja yang kebetulan dirawat. Dan kondisinya, menurut keterangan dokter yang merawat, dan kita Tanya

gimana kondisinya, ya bias ketawa-ketawa. Bener kata dokter, tidak ada yang terlalu dikhawatirkan. Cuma memang harus dirawat beberapa hari,"

- "Tapi ada seorang remaja yang tertembak peluru tajam di tangannya. Dan itu, menurut dokternya, itu memang itu dari peluru tajam. Kami Tanya dari mana penembaknya, dia nggak lihat,"
- "Berbeda dengan anak-anak tadi yang tertembak peluru karet karena memang dialihasikan pasukan kepolisian yang datang,"
- "Dari sana kami mendapatkan ada empat jenazah ditemukan. Dan itu tembakan juga peluru tajam. Inilah yang kami kumpulkan informasi-informasi sementara ini, pengaduan dari masyarakat dan lain lain,"
- "Nah, dengan pelibatan tokoh-tokoh ini, harapan kita akan semakin mampu mengungkapkan fakta-fakta itu. Untuk mengungkap itu yang paling punya wewenang itu kan polisi,"
- "Makanya, Komnas HAM juga menyatakan sangat mendukung langkah-langkah penyelidikan dan penyidikan yang dilakukan polisi,"

Phonological level

Phonology is the establishment and description of the distinctive sound units of a language. As the newspaper headlines are only written and printed, their language cannot be studied thoroughly in terms of phonology. However, the reporter may use rhymes and alliterations to attract the attention of the readers. A rhyme is a word that has the same sound or ends with the same sound as another word. For example, a rhyme for "rain" is "pain".

From the phonological point of view, in some headlines of "Komnas HAM: Empat tewas kena peluru tajam" news reports, the reporters used rhymes and alliterations. The headlines in which the reporters used the rhyming words are:

- Tembakan peluru karet
- Korban ini melihat pasukan polisi berdatangan.
- Komnas HAM kemudian mengunjungi RS Polri
- Komnas HAM pun memaparkan akan berkoordinasi dengan baik sebagai mitra kerja Polri.

The use of alliterations is also found through the news headlines. Some examples analyzed are mentioned below.

- Hasil tinjauan an lapangan an terkait it kondisi i korban an kerusuhan an
- Kemudian an ada beberapa orang juga yang terkena a tembakan an
- Mampu mendukung Komnas HAM untuk menguak
- Komnas HAM pun memberikan an dukungan an kepada kepolisian an dalam proses penyelidikan an dan penyidikan an atas kasus ini.

For the language of newspaper headlines, the phonological level is not stylistically significant because this is the language written to be read, rarely read aloud.

Grammatical level

Omission of articles and verb to be, avoidance of prepositions, the use of conjunctions, noun strings and noun phrases without verbs and changes in verb forms are found when the newspaper language is analyzed in terms of grammar. Articles are

omitted in the following headlines:

- *Korban kerusuhan* instead of *para korban kerusuhan*
- *Komnas HAM* instead of *pihak Komnas HAM*
- *Taufik* instead of *Bapak Taufik*
- *Dokter* instead of *Para Dokter* or *seorang Dokter*
- *Remaja* instead of *seorang remaja*
- *Peluru tajam* instead of *sebuah peluru tajam*
- *Korban* instead of *seorang korban*

If the conjunctions are needed for clarity, the reporters prefer to use shorter ones such as 'as', 'despite' and 'but' instead of 'when', 'because', 'after', 'although', etc. Some examples are:

- Tida kada yang terlalu dikhawatirkan. *Cuma* memang harus dirawat beberapa hari,
- *Selain itu*, ada korban yang terkena peluru karet. Saat kerusuhan terjadi, korban ini melihat pasukan polisi berdatangan.
- Berbeda dengan anak-anak tadi yang tertembak peluru karet *karena* memang dilihat pasukan kepolisian yang datang.

Lexical level

Concerning lexical level, the use of special vocabularies is found. Headlines often use very short words to make an impact. They save space, and so they are very common in headlines. They become special vocabularies in writing headlines. Some examples of the headlines using special vocabularies are as follows:

- Komnas HAM mengungkap soal hasil *tinjauan lapangan* (do observation about a condition) terkait kondisi korban kerusuhan
- Taufik mengaku sempat *berceng kerama* (make a conversation) dengan korban
- Ada korban yang terkena *peluru karet* (a bullet made by rubber)

Semantic level

To analyze the headlines of Analisa Newspaper from the semantic point of view, word play or puns are the most distinctive ones. Especially, the puns with two different meanings are found. For example, in the headline.

After analyzed the headline, there is no any puns with two different meaning.

Based on the data, there are different font sizes and shapes applied and each creates a different impact. But the headlines of "Analisa" newspapers are not printed in all capital letters from the graphetic point of view. Different punctuation marks perform their duties and save space too. For the phonological level, many headline using rhyming words and alliterations are found to be analyzed. Also at the grammatical level, so many headlines are analyzed to verify the use of distinctive grammar for the headline language. In terms of lexis, the use of special vocabularies is very prominent through the headlines of "Analisa" newspapers. There are not Some headlines with double meanings provide an analysis of their language in terms of semantics. Of all the selevels, the study of the headline language at grammatical level is the most prominent compared to others.

CONCLUSION

In this paper, the language of news headlines used in 'Analisa' newspaper are studied through different linguistic levels. The style of the language used in that newspaper is found obviously through its headlines. A headline's main purpose is to quickly and briefly draw attention to the news report under it. According to the restrictions to use complete sentences to save time and space as much as they can, the reporters invented incomplete but striking sentences or phrases which make the headlines more dramatic. The use of puns, alliterations, distinctive grammar and the choice of emotive vocabulary altogether make the headlines more memorable and effective. Therefore it is hoped that the study of the language of news headlines will be helpful to some extent for the readers of English newspapers both in scanning the headlines and in understanding the headline language.

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