CHAPTER I

INTRODUCTION

1.1   Background of the Study

Language is very important in human life. It is a means of communication between individuals and has become social phenomenon. It also brings them into relationship with their environment. Language is therefore socially learned behaviour, a skill that is acquired as we grow up in society. Language is a means that is used for communicating with other people in society. The language in use for communication is called discourse. It can be said that all forms of language in use to communicate among people are named 'discourse'. It is the relation between languages at the context in which it is used.

Media of communication are also more varied in their development, for example, printed media, electronic media, and mass media. Mozuraityte (2015) states that there are various forms of mass media in the era of information and communication like printed as well as electronic media. The printed media has its own unique features and the influence on its readers as it is available on the hands of the readers.

Olugbenga (2020) states that the media especially the newspaper is an important institution in every society. Whichever roles or functions it plays at a particular time matters a great deal. A particular news or feature story, editorial comments, personal commentary that is published in a newspaper could play multiplicity of roles. It could serve as a platform to access information on the item of the news published; it could serve as a minor or a reflection of the social reality

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of the item published; it could have elements or ingredient of discernment that accelerates understanding of the news published. All of these could be combined in one way or the other to affect the level of understanding, knowledge, attitudes and actions of the reading public in determining the course, shape or effect of an event, action or situation.

Here the researcher will explain about the background from Waspada Newspaper. Waspada is an Indonesian daily newspaper published in Medan, North Sumatra by PT. Penerbitan Harian Waspada. Having first published on 11 January 1947, it is the second oldest continuously published newspaper in Indonesia, only behind *Kedaulatan Rakyat*. It is one of the largest newspapers in the city. In this modern era, the people are very spoiled by technology, with the advent of the internet that the people's lifestyle in the world has changed. Without realizing it, in this modern era now everything has surge people's lives, one of which are online news, online job registration, online college registration and so on. Everything is completely online. How could be, in this era many people who regard that technology as their milord, whereas the humans who construct technology.

Just imagine it printed media edition no more published, indeed the tradition of reading newspaper as a whole will disappear. People in Indonesia themselves also need local news information compared to international news. In view of that in general Indonesia society are still developing society. Consequently, print media are required to be creative in order to last longer. One of still be upright up to now is Daily Waspada.

Sinar Indonesia Baru (New Indonesia Raya, also known by its abbreviation SIB) is an Indonesian daily newspaper published in Medan, North Sumatra. The newspaper was founded on 9 May 1970 by GM Panggabean, a former contributor at Waspada, it claims itself as the only newspaper founded by a Bataknese. Besides printed edition, Sinar Indonesia Baru also maintain its online presence.

Whenever a newspaper is read, the first thing to be noticed is a headline. Firstly, the readers note the headlines of the article and only after then decide whether to read or not. Therefore, the headlines are one of the most important components of the piece of writing. Praskova (2009) states that a newspaper headline is often the only thing that readers read in a newspaper, or at least, it is the first thing that everyone notices in a newspaper. It serves as a guide for the reader that helps to decide whether to continue on reading the whole report or skip onto another one. So, headline is the key aspects of the newspaper to attract the readers' attention.

The language of the media especially the print media is unique in a number of ways. The peculiarity of the language has been tagged by media researchers and experts as style of journalistic writing. One way in which the journalistic writing manifests is in newspaper headlines. It is certain that every newspaper carries headlines for its story, feature or article. BBC (2003) states that the headlines of a story are "the short summary, which appears above stories or articles in a newspaper". In most cases, the headlines are not written in the form of full sentences. It is common to discover that the headlines of news stories or articles are written with either nominal or verbal ellipses. The implication of this

arrangement is that some words are deliberately omitted by the journalists with the aim of making the headlines less verbose and more attractive to the eye. Headlines play important roles in orienting the readers' attention and interpretation of the facts contained in the story or article. The language is elliptical and compressed. This made it difficult for many readers to understand them because they are often incomplete sentences.

Newspaper headlines have their own linguistic features. There are lexical, structural and stylistic characteristics of the discourse of newspaper headlines. Being thoroughly compressed, condensed and foregrounded in half-understood forms, newspaper headlines are generated and maintained as a source of information about the society in which the papers are being circulated. They create new frontiers of meanings with complex ambiguities. Very often, the fractured language and idiosyncratic vocabulary of English newspapers headlines challenge the understanding of what they represent. This is what Fairclough (2001) calls grammatical oddity. In dealing with newspaper headlines, readers are to be involved in seeking out and translating meaning.

Headlines are usually written in a sensational way in order to arouse the readers' curiosity. As headline writers try to catch the readers' eye by using as few words as possible. McArthur (1992) claims that headlinese is the language of headlines which is affected by the constrains on space. It can be said that this writing style of headlines that includes as minimum word as possible and has the specific writing style is called headlinese.

There are a lot of news which were printed in a uniform type and font size in newspaper, also divide and exhibit various news separately for the convenience

of the readers. The headline should persuade the readers that there is persuasive information in the body part of the text by using style in use of language. Style impacts to writing, strengthens the contact with the reader and heightens their awareness. Therefore, style is always concerned with relationship between the participants in a certain situation.

Figurative language is a broad category that includes figures of speech as well as sound devices and imagery. Figures of speech are words or groups of words that must be taken in a non-literal sense in order to understand their meaning. example of figures of speech are similes, metaphors, irony, synecdoche, allusions, puns, hyperbole, understatement and personification. All of these use words in a non-literal or figurative way.

There are some of figures of speech can be found in political headline in newspaper as the preliminary the data. Not all the political headline are easily understandable, especially when the headline not found of figures of speech or figurative language in the words or phrases which hidden meaning inside them. Here are some examples of the figures of speech found in political headline from Waspada newspaper:

a. *Loyalis Bamsoet: Jangan* **Seperti 'Tong Kosong Nyaring Bunyinya'**

The utterances above included in the types of figures of speech that is simile based on Perrine's theory. Simile is a figure of speech which makes an explicit relation between two concepts by using 'is like' formula (Simpson, 2011). Meanwhile, the function of this utterances included is to concrete the meaning in a brief compass. Figures of speech are an effective means of concentration, a way of saying much in a brief compass (Perrine, 1991). Through figures of speech, a

writer expresses his thought without a complex explanation. Instead, he may communicate it in a brief compass.

b. *Di Depan Komisi III, Alexander Marwata: Hanya **Orang Goblok** yang Kena OTT KPK*

The utterances above included in the types of figures of speech that is irony based on Perrine's theory. Irony is often confused with satire and sarcasm, but it can be used with either a satirical or sarcastic intent (McArthur, 1996). Meanwhile, the function of this utterances included is to add emotional intensity. Figures of speech are a way of adding emotional intensity to otherwise merely informative statement (Perrine, 1991). They also convey attitudes along with the information.

This one example of the figure of speech found in political headline from SIB newspaper:

a. *Loyalis Bamsoet: Jangan **Seperti 'Tong Kosong Nyaring Bunyinya'***

The utterances above included in the types of figures of speech that is simile based on Perrine's theory. Simile is a figure of speech which makes an explicit relation between two concepts by using 'is like' formula (Simpson, 2011). Meanwhile, the function of this utterances included is to concrete the meaning in a brief compass. Figures of speech are an effective means of concentration, a way of saying much in a brief compass (Perrine, 1991). Through figures of speech, a writer expresses his thought without a complex explanation. Instead, he may communicate it in a brief compass.

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Under stylistics, figure of speech is one of language style aspects commonly discussed. Here language style can be seen in figurative language through figures of speech. Leech & Short (2007) states that figures of speech are the features which are foregrounded by virtue of departing in some way from general norms of communication by means of the language code. Leech categorizes figures of speech into two categories, i.e., schemes and tropes. As time goes by, the application of figures of speech is also found not only in literary works, but also in speeches, advertisements, and news.

Figure of speech is a form of expression used to convey meaning or heighten effect, often by comparing or identifying one thing with another that has a meaning or connotation familiar to the reader or listener. Perrine said that "figures of speech may be defined as any way of saying something other than the ordinary way". In addition, Perrine (1991) states that "A figures of speech are another way of adding extra dimension to language". A figure of speech is any way of saying something other than the ordinary way.

There are several previous studies were related to the topic to be studied by the researcher, namely Moghadam and Bikineh (2015) their study was about the significance of multiculturalism in politics and the central role linguistic devices play in organizing the political discourse. These study text-based qualitative study was carried out to compare political interviews in the Iranian and English contexts to find out the probable similarities and differences in the use of discourse markers (DMs) between the two cultures. The contributed to this research in the form of political discourse so that the similarities with this study are in terms of the text being studied in the form of political news. The difference with this research is that it focuses on the use of discourse markers (DMs) to study political discourse in two cultures, while the research examines political discourse (headline) in two daily newspapers.

Khairani (2017) indicated a stylistic analysis of abdu's stand-up comedy. Her study showed that figures of speech that found in three samples of stand-up comedy material entitled *Jaya Indonesia, Orasi dari timur,* and *Nonton Sinetron Ala Mama* are metaphor, simile, personification, synecdoche, metonymy, allegory, hyperbole, paradox, and irony. The contribution of Khairani's research results is a stylistic theory, focused on the types of figurative languages.

Umedilloevna (2019) explained that lexical stylistic devices and literary terms of figurative language. In this study they found that some lexical stylistic devices are included in different groups and even into different types of stylistic devices. Galperin named them as lexical (antonomasia, metaphor, metonymy, irony, hyperbole, epithet, oxymoron, zeugma, pun), while Skrebnev as semantic. Thus, paradigmatic contains hyperbole, meiosis, metonymy, metaphor, allusion,

personification, antonomasia, allegory, irony and syntagmatic simile, clarifying synonyms, climax, anti-climax, zeugma, pun, disguised tautology, oxymoron, antithesis devices. Jochen Lüders included them into two groups of his classification: imagery (simile, metaphor, synecdoche, personification) and miscellaneous (hyperbole, understatement, irony, satire, paradox, oxymoron, pun) stylistic devices.

The reasons for choosing the figures of speech on political headline in newspaper are because the political headline is still very rarely studied, most people who read the newspaper start by reading the headline, the headlines often have special language to convey the information including political news to the readers and its language is different from formal written language, it is short sometimes dangling and unique. Of course, it goals to attract the readers to read the news in headline at the first time they touch the newspapers. So, the title of this study is "Figures of Speech on Political Headline: Waspada and Sinar Indonesia Baru (SIB) Newspaper".

1.2 The Problems of the Study

Based on the background of the study and phenomenon about the use of language in political headlines of newspaper, the problem of this study is formulated into the following research questions:

1. What types of figures of speech are used in political headline in Waspada and SIB newspaper?

2. How are the function figures of speech that used in political headline in Waspada and SIB newspaper?

1.3 The Objectives of the Study

Associated to the problem of the study above, this current research is conducted to meet the following objectives:

1. to investigate the types of figures of speech used in political headline, and

2. to describe the functions of figures of speech that used in political headline.

1.4 The Scope of the Study

This study is focused on stylistic devices that consists of figures of speech of political headline on daily Waspada and Sinar Indonesia Baru newspaper. Waspada and Sinar Indonesia Baru daily newspaper which was launched from 2019 is used as source of data in this study. In this case, the study emphasizes on the figures of speech. Figures of speech is phrase that possesses a separate meaning from its literal definition. Figures of speech is one of the kinds of stylistic devices. Stylistic devices are a literary technique used to heighten the effectiveness of expression. Because of the study concentrates at political headline, it will be classified into the kinds of figures of speech in the form of phrase or language features.

1.5 The Significance of the Study

The findings of the study are expected to be applied theoretically and practically,

Theoretical Significance:

1. Enrich the theories of figures of speech,

2. this study can be useful for the learners to understanding about figures of
   speech.

   Practically, the usefullness of findings are described as the following:

1. for the readers, it can be usefull to add more knowledge of how figures of
   speech occur in political headline on newspaper,

it can be references to researchers who are interested in studying figures of
speech.