CHAPTER I

INTRODUCTION

1.1.   The Background of the Study

Headline is referred to the title of news articles which is a sentence that indicates the content or context of a news article by providing a summary. It is written as a phrase to describe a text at the beginning of a passage of news article which uses the short information of information for covering what they presented in the news article. In addition, headline aimed to make the readers know what issues that are informed by the media before reading the whole news article. It is commonly typed with interesting words or phrase that can catch readers' attention attractively. With the appealing title, headline become the main consideration before reading the news article.

Since it targeted the readers, headline has several functions as the main information in reporting the news, they are to inform the news, attract readers' attention, and highlight the information. Particularly, in the age where news is available in online, people can easily access news and information through their devices at any time and place which results in many individuals reading news daily. Besides, information and news are currently accessible through the internet in the various media such as social media, television, and radio (Semino, 2018). With so much information that available presented in the web of online news, readers often consider the headline to decide which articles that they want to read. All of these

demonstrated that headline in the newspaper focused on engaging the readers' attention to read the article that presented by the media.

Headline was intended to highlight the main point or category of news articles so that readers would have a general idea of what they would see if they continued reading it. Because they have the ability to attract readers, it results that headline is written by selecting the specific vocabulary and forming the sentence structure. In fact, headlines commonly use strong, emotive language, and attention-grabbing vocabulary. This situation leads the journalists often manipulate word choice and sentence structure in headline news to ensure its appeal and allure to readers by using some linguistic device. They can entice the audiences to engage their content as well as ultimately to shape public perception for understanding of important events with the word choice and sentence structure of headlines that have significant impact on them.

In addition, the sentence structure in the headline, involving the word choice, lexical variation, rhetoric, style as well as syntax form, is influenced by media. With this authority, it will reveal the perception of media in addressing the information through the text in the headline. The media outlets have a broad readership, and it made the producers lack the ability to control or predict the interpretations of individual readers (Fairclough, 2013). This practice affects readers' perceptions, assumptions, as well as create the conclusions about the facts the presented in the news based on what they read in the sentence of headline. Thus, it assumed the text of sentence structure in the headline controlled the readers' perceptions.

A previous study conducted by Ayu, Chojimah, and Junining (2020) that analyzed headline news related to the Indonesian salt import issue on the online news platform detik.com. This study employed a lexical pattern analysis to examine the words in the headlines and transitivity analysis to investigate the relationships between the participants involved in the communication, action, or condition depicted in the sentence, as well as to reveal underlying ideology. It drew on Van Dijk's theory of critical discourse analysis and Halliday's theory of transitivity. However, the researchers' analysis of the lexical impact and language ideology lacked sufficient parameters and supporting theories. The findings revealed that the media used overwording by employing the term "budak import garam," which translates to "salt import slaves" or laborers. While the term does not imply that Indonesia became laborers for salt import, it suggests that Indonesia's role is temporary and will not last. As the data finding presented below:

> *Meski demikian, bukan berarti Indonesia bakal selamanya menjadi budak import garam.*
>
> However, this does not mean that Indonesia will forever be a slave to salt imports.
>
> (Ayu, Chojimah, and Junining. 2020)

The researchers came with the conclusions from data analysis that the headline in the media presented a contrary perspective, as indicated by the use of an interrogative clause in the last part of the headline. They also asserted that the media does not present completely opposing viewpoints, citing direct statements from the Indonesian trade minister to demonstrate that the case is neutral in the country. This is because the media's coverage reflects varying perspectives among different ministers.

However, this research depends on the facts that newspaper language, involving the headline, is always one of the major factors that are used to influence the audience and it also used to manipulate different people (Ghassemi & Hemmatgosha, 2019). The language of headline commonly expressed by using a variety of stylistic and rhetorical devices or tropes that is related to linguistics aspects (Richardson, 2007; Semino, 2018). Due to this fact, it assumed that writing the headline needs the strategic that can persuade the readers. One of the strategic is rhetoric.

Rhetoric is the technique of influencing or engaging people through the use of language in speech or writing (Oxford, 2023). Rhetoric is called a technique since that is used by the writer or speaker to convey their point of view and strengthen their arguments. It is also applied to persuade readers to have the same with their point of view (as cited Thompson in Richardson, 2007). They can substitute other terms for the proper word in order to engage readers to read their news by using rhetorical strategies.

In line with Van Dijk (1991), rhetoric is the study for analyzing the headline which tells us what the most effective way is when communicating our meanings and beliefs (Van Dijk, 1991). Typically, the media employs rhetoric in headline news so that readers are attracted to click simply by seeing the headline news. It can be seen from one of media online news in Indonesia, namely CNBC Indonesia. As the others online media, CNBC also used the rewording or overwording words in the headline news with that purpose. As the preliminary data showed below:

Table 1.1. Preliminary Data

No.	Preliminary Data	Types of Rhetoric
	Nggak Cuma Bursa Asia, Bursa Eropa pun Ambruk Not only Asian stocks, European markets also collapsed	Hyperbole
	Mengerikan! Ramalan 2 Bank Raksasa Dunia Soal Ekonomi 2023 Terrifying! Forecasts of 2 Giant World Banks on the 2023 Economy	Hyperbole
	Mau Weekend, IHSG Galau! Gara-Gara Omongan Bos Ini Ahead of the Weekend, JCI is confused! Because of this Boss's talk.	Personification

Source: CNBC Indonesia (https://www.cnbcindonesia.com/market, 2022)

These preliminary data demonstrate that the headline news in CNBC Indonesia consisted of rhetoric which indeed interesting such as Hyperbole. The word *ambruk* in English has meaning collapse or fall down and it usually identical with the building, sick person, or trading business. In the (1) example, the word *ambruk* represents with the topic of exchange to deliver the information that it collapsed, instead of using the word *jatuh* or *turun* 'fall down'. Like example (2), the word *ramalan* 'forecast' was chosen instead of the word *prediksi* 'prediction' even though they have the similar meaning. In Bahasa Indonesia, *ramalan* commonly related to the context of fortune or weather, but it also used in the market context which seems more interesting. In the preliminary data (3), the word *galau* has meaning of confusion in English. *Galau* is identical with the feelings of love and confused with the decision which is in the news it also used to describe the condition of JSX Composite; an index of all stocks listed on the Indonesia Stock Exchange.

As a result, rhetorical strategies in news headlines reflected the hidden meaning by using other words or terms to represent the information and the media's ideology. There is an intention for producers to use that word in their headlines, whether to attract readers or to indicate their position or attitude toward a party. Moreover, these words exposed how the media presented the information in the headline news to the audience. Whether the information presented is linked to the headline or not, words applied in the headline indirectly can shape readers' perceptions in interpreting it. Therefore, the use of rhetoric can influence readers' beliefs since they can create assumptions about the information based on what they read from the article, despite the fact is true or false.

In addition, rhetoric in headlines can be found in various sentence structures. All sentence structures are different, and it showed how rhetoric presented by the communities, social groups, and power relations, which is indicated that rhetoric could be expressed in a different arrangement of words or phrases and the vocabulary choice depending what events or who is the actors informed in the headline. Therefore, the way sentence structure of the headline is arranged could lead to misinterpretation of the actors and events produced. This misinterpretation significantly impacts to the readers' understanding when they read the headline.

Based on the phenomenon above, the writer will analyze what rhetoric words used in the headlines text which become the main attraction for people in reading the news and imply the ideology behind it. This study will use critical discourse analysis since it is a growing interdisciplinary research movement comprised of various theoretical and methodological approaches to language study. In connection with this study, the writer will use Van Dijk's theory as reference in

analyzing the meaning behind the headlines in the newspaper of CNBC Indonesia by focusing on the types of rhetoric, the realization, and the reason of using it.

1.2. The Problems of the Study

As stated in the background above, the problems of the study are formulated in the following:

1. What are the types of rhetoric in market issues used in the headline news of CNBC Indonesia?

2. How is the rhetoric on market issues realized in formal structures of discourse?

3. Why is the rhetoric on market issues realized in the headline?

1.3. The Objectives of the Study

In accord with the problems of the study, the objectives of the study are:

1. To examine the types of rhetoric in market issues used in the headline news of CNBC Indonesia.

2. To analyze the realization of rhetoric in formal structures of discourse.

3. To explain the reason of rhetoric realized in the headline.

1.4. The Scope of the Study

The study of the rhetoric on the market issues in headline news of CNBC Indonesia was limited to the rhetoric, which is a part of microstructures of text dimension, in critical discourse analysis. It focused on the types of rhetoric used in headline, namely alliteration, rhyme, parallelism, then hyperbole, understatement, metaphor, and metonymy. The headline was also restricted to the news of market issues. This research referred to the theory of types of rhetoric, formal structures of

discourse, and context proposed by Van Dijk (1991; 2013; 2014b). The previous studies were also used as references and the research gap to support this study.

1.5. The Significance of the Study

Theoretically, the purpose of this study is to expand the theoretical understanding of rhetoric by examining news headlines through the lens of critical discourse analysis. The outcome of this study can introduce a fresh perspective on the rhetoric of news headlines and its connection to critical discourse analysis, which can be considered as a novel finding. Additionally, this study can serve as an additional resource for further research on headline news, particularly those that analyze news headlines in the context of online news.

Practically, this study can have a significant impact and benefit for readers, especially English Applied Linguistics students who are interested in analyzing headline news and news consumers who want to understand news presented online. Moreover, this study can be beneficial to other researchers in the education sector who are interested in the development of rhetoric research. It can serve as a valuable reference for further studies and research in the field.