

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

Based on the findings and discussion in the previous chapter, the conclusions and suggestions were made below.

5.1. Conclusions

There are some points to be concluded in this study:

- 1) Rhetoric refers to the persuasive techniques used in discourse to influence and manipulate audiences. In the study of market issues, there are single headline, meaning only one rhetoric used in the headline, and compound headline, referring to the two-rhetoric employed in the headline. The characteristic of headline is consisted of two clauses, each clause could be applied to one or two rhetorical devices. For this reason, it was found that there were single and compound rhetoric in the headline news on market issues. Furthermore, hyperbole became the most common type in the headlines on market issues. The reason is most of the news on market issues are reported about the movement of exchange rate and exchange and stock. For this reason, in reporting this situation, the media used various word to describe the falling or flying stock price. In this headline, the words often used are *ambles*, *anjlok*, *longsor*, etc. Type rhetoric also serves a different purpose that affects the target audience differently in the headline. However, each types have their own purpose in this text which result be different, yet the function is to influence the target audience.

- 2) Considering the analysis above, it can be inferred that there are three ways rhetoric is written in the headline of market issues. First, the object of the information is not written clearly and causes lacking interpretations toward the participant. Second, the participant in the headline is omitted from the main sentence and is instead included in the subsequent sentence. Last, presenting the cause of information in the headline. Thus, this analysis inferred that the perspective of CNBC Indonesia is neutral but sometimes they also supported the government's economic policies. It is because they did not show their inclination towards one party.
- 3) There are three reasons of rhetoric realized in the headline: (1) to persuade the market players in shaping their market decisions; (2) to hide the participants by substituting to another term and to frame the perspective towards participants; (3) to engage the knowledge in perceiving the distinctive information on market issues. The third become the most reason why rhetoric employed in the headline. In reporting the same information, journalist used different terms that could lead the misinterpretation of an event. It is because they create multiple perspectives on the reported events to engage readers' knowledge to perceive the information. Since the rhetoric played the words of action, situation, or person that mostly replace with another term and sometimes it is not closely related, it can be inferred that rhetoric in the headline will captivate the reader's attention to read the news article.

5.2. Suggestions

Based on the conclusion above, there are some suggestions for the further study:

- 1) Rhetoric could be the most important strategy used in writing the headline since it aims to persuade the readers. It consists of several figures of speech, which based on Van Dijk (1991) is limited to alliteration, rhyme, parallelism, hyperbole, understatement, metaphor, and metonymy. However, to the other research can be examined other figures of speech used in the headline since some headlines can be considered to use others, such as simile, synaesthesia, etc. It is because a text can apply different various of rhetoric as a persuasive strategy.
- 2) To the lectures and students, it suggested to explore the rhetoric in different issues. This study primarily centred its investigation on the market issue-related matter at hand, thus indicating a potential avenue for future researchers to delve into alternative realms, such as political or national concerns. By exploring diverse issues, it expects the varieties of rhetoric employed in crafting news headlines will be unveiled. Furthermore, the researcher can conduct subsequent research related to the other online news sources that may shed light on the predominant employment of distinct rhetorical strategies.
- 3) Last, to the readers is suggested to expand their research of additional facets within this study of rhetoric, particularly concerning the formal structures of discourse encompassing lexicon and syntax, also contextual factors. These aspects aim to provide deeper insights into the deep knowledge of

critical discourse analysis (CDA), particularly the dimension of social cognition and social context. Investigating these dimensions can reveal how these aspects influence and link the text produced to the consumers of such discourse.

