

## CHAPTER I

### INTRODUCTION

#### A. The Background of Study

Language has many meanings in everyday usage. Language is a media to express the feeling, idea, knowledge, emotion. Society will not happen without existence of language. Language as the connector of the interaction of human's activity. Human life is concerned with language in a practical way to show their desire. Therefore, language has many functions; one of them is to giving information, it can be by oral or written.

This function has role to share information to the audience or readers to understand about all of the events in context. Communication is needed by the human being to delivery all the information around the world. The language is just a way to do it. There are a lot of device to giving information, such as mass media.

Mass media is a diversified collection of media technologies that reach a large audience via mass communication. Print media transmit information via physical objects, such as books, comics, magazines, newspapers, or pamphlets. In the newspaper, it is as a media to giving information and persuade the readers by giving a lot of information and by the choosing of the words and the style of the language itself

Rhetorical Style promotes a renewed appreciation of the persuasive potential by demonstrating how language choices argue. It combines advice about

effective style from the rhetorical tradition with insights from stylistics and discourse analysis to provide a full spectrum of methods for text analysis. Using examples from political speeches, nonfiction works, and newspaper reports, it emphasizes the continuing relevance of rhetorical principles of stylistic analysis and their usefulness in understanding effective arguments.

News are packaged information about current events which is happen somewhere else; or, alternatively, it is one of the industry sells. Common topic for news reports include war, politics and business, as well as athletic contest, quirky or unusual events, and the doings of celebrities.

Rhetoric as the art of using language could be applied some aspects of human life. Rhetoric is applicable in daily conversations, it is not only focus on spoken language but also in written language or a text. Headline news in a newspaper as a media of rhetorical to persuade and attract the intention of the readers to read the news in the newspaper and understand the meaning of the headline news itself and to establish a code of behavior between the writers and audience, and keep the readers informed about the topics discussed or the themes presented. One of the headline news which applied rhetoric is headline news on Kompas.

Kompas is Indonesian national newspaper published by Kompas Gramedia, it has been exist since June 28, 1965. Kompas also manages an online portal KOMPAS.com, which contains update news and the digital version of the paper.

However this study will analyze how does the Headline news on Kompas can

affect the readers persuasively by referred to the actual text itself, the content of a word and sentences and how it was organized by using style of the sentences.

There were some research on rhetoric. For example, Munthe (2014) analyzed the rhetorical logos strategy by using the style which consists of 21 rhetorical. Some of those kinds of rhetorical style have the similarity with the writer research in this study. And the aimed of her study to analyze how Mario teguh can persuade the readers well. The most dominant type here is Satire. The purpose of utterances was to fix and criticize human corruption. By using satire style was the one way of Mario Teguh to persuade the audience well and make sure them about his sentences. While the writer aimed to show the kind of rhetorical style in the research, and how it applied in the headline news in Kompas by using the theory of the expert.

Moreover, Gen (2012) used 22 rhetorical style. The purpose of her study, to contribute English proverbs being concise, and memorable which keeps among the folks from generation to generation. And as the non native speakers, those rhetoric techniques in proverbs is surely to improve their oral and written skills in English.

From the explanation above, rhetorical style is important to learn, speciall in the newspaper how to produce news to attract the attention of the readers, and the writer will analyze the Rhetorical style in the Headline News of the daily Kompas.

The followings are examples of rhetorical style as the preliminary data to the text after reading the newspaper base to the theory of some the expert.

**1. Apakah Mereka Akan Terhenti Oleh Bergulirnya Zaman atau Bertahan Hingga Seribu Tahun Lagi ?**

This headline use Erotesis or Rhetorical Question style. The way applied shows affirmative proposition stated in the form of a question to which the answer in obvious. This sentence implies an answer but does not give or lead us to except one.

**2. Hanya Bisa Bawa Pakaian.....**

This Headline use Ellipsis style. The way the style applied shows indicates an intentional omission of a sentence from a text without altering its original meaning. This sentence have the omission sentence, but still have the original meaning.

**3. Kota Tua di Nusantara Menatap Masa Depan Dengan Gagah.**

This headline use Hyperbole style. The way applied shows a fitting exaggeration of the truth on order to make something appear greater than it is.

Make the point that the writer found that city have bright dreams like a human.

**4. Semangat dan Kerja Keras Saja Tidak Cukup....**

This Headline use Ellipsis style. The way the style applied shows indicates an intentional omission of a sentence from a text without altering its original meaning. This sentence have the omission sentence, but still have the original meaning.

## **B. The Problem of the Study**

In relation to the background of the study, the problems of the study were stated as follows :

1. What kinds of rhetorical styles are applied in the Headline News of the daily Kompas?
2. How rhetorical styles are applied in the headline news of the daily Kompas?

## **C. The Objective of the Study**

With reference to the problem, the objectives of the study were identified as following:

1. To find out the types of rhetorical style that used in the headline news of the daily Kompas.
2. To describe the types of rhetorical style that used in the headline news of the daily Kompas.

## **D. The Scope of the Study**

This scope of this study was focused on the rhetorical representation namely *style* by dealing with the theory of Keraf that used in the headline news.

The headline news are taken from Kompas and focus about Social headline news, which is published in February and March 2016.

### **E. The Significance of the Study**

The findings of this research were expected to be useful for:

1. Theoretically: the findings can be applied in order to improve readers ability effectively. The findings are expected to be used as evidence that rhetorical representation the specifically by the art of rhetoric which focus of the style in writing effectively and also in public speaking.
2. Practically: the findings are relevant and useful or those readers especially the students of English Department to those in term of having more information and competence about rhetoric, and to be reference for further study who want investigate rhetoric representation by using style.