The Use of Journalistic Language in The Headlines of The Waspada Daily Newspaper

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Article Info	ABSTRACT
	The use of good, clear and easy-to-understand language is a benchmark in whether the information conveyed is well received and understandable by the recipient of the information. Journalistic language is a variety of creative language used by the press in writing news in the mass media. Journalistic language has characteristics such as specific, sparing words, not redundant, clear meaning, and communicative. By using concise and clear news language, journalists present interesting information to readers. Journalists often experience problems in applying journalistic language, such as writing under pressure, carelessness and pressing deadlines. In this study the authors focus on the main news or the main page. The main story is also referred to as the intro, meaning that the section is intended to make it easier for the reader to find out the contents of the news quickly. This study aims to determine the use of the language of the Daily Waspada newspaper. This study uses a qualitative approach, and the type of research is descriptive content analysis. The descriptive type of content analysis is used by researchers to provide an overview of the use of journalistic language analysis funds in the Waspada Daily newspaper. In collecting the data, the researcher conducted interviews and directly examined the news text in the main news of the Waspada Daily newspaper. The results of the research are that researchers in using the language of Harian Waspada apply journalistic language that is guided by the Big Indonesian Dictionary and Enhanced Spelling. Apart from that, the Waspada Daily also continues to rely on KBBI and guidebooks for news writing or procedural operational standards (SOPs). Then from the 5 headlines analyzed, the characteristics are not redundant and sparing words that are often violated.

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1. INTRODUCTION

The development of the mass media is currently very rapid as a means of communicating and delivering information and messages to a wide audience, even throughout the world. Mass media

is one of the most effective and efficient forms of media in conveying information to the wider community. Mass media has three types, namely electronic mass media, online mass media and print mass media. Electronic mass media is a type of mass media that is disseminated through sound and images. Online mass media is a type of mass media that is available on various websites. And print mass media is mass media that conveys information through writing and sheets of paper (Sumadri, 2016: 90).

Mass media and language are two fundamental things that cannot be separated. Language is a tool used by all mass media to convey information. In addition, language is also an expression that has the intention of conveying something to others. Something that is intended by the communicator or person who conveys information can be understood and understood by the communicant or who receives information through the language expressed (Puspitasari: 2017).

A piece of news or information can be said to be good or not based on the accuracy of the language used, so that it can be said that language is the soul of the mass media, especially the print media itself. So in that way, the correct use of language in all journalistic products is absolutely mandatory.

Language becomes a showcase that allows interested readers or vice versa, to read news written by journalists. Language plays an important role in conveying information. In its development, of course journalistic media has its own language which is called journalistic language. Journalistic language is a variety of creative language used by the press in writing news in the mass media. Journalistic language is often called the language of the press. By using concise and clear news language, journalists present interesting information to readers (Estiati, 2005: 86).

In the mass media, language is like life. Without language, print media will have no meaning. Therefore, journalists and mass media have a close relationship with each other. Language is a medium for the press to explain events. Historically, the Indonesian language and journalistic language have been a means of the press to encourage people to unite their opinions into one unified concept (Setiati, 2005: 86).

Mass communication

Mass Communication is a type of human communication (human communication), which was born at the same time as mechanical devices began to be used, capable of multiplying communication messages (Wiryanto: 2000).

Mass communication in practical review is the process of conveying messages from the communicator (sender) to the communicant (receiver) by using the mass media as an intermediary. Besides sending messages using mass media, the communicant in Mass Communication involves many people. In this mass communication, the communication channels that are commonly used can be in the form of mass media, print, electronic, or online media.

Print mass media channels are used to send textual (text) and visual (image) messages, including newspapers, magazines, tabloids, bulletins, posters, pamphlets, and so on. Meanwhile, electronic mass media is a medium for sending messages mechanically in the form of audio messages for radio, and audio-visual for television.

Online media has a complete nature that includes what radio and television have, even online media has the advantage of a faster communication flow, where audiences can play an active role as communicators or communicants.

Online media uses the internet network, allowing users to give feedback to each other in real time (fast). This is different from radio or television which tends to make the audience as message recipients without feedback (Vivian: 2008)

McQuail in Halik defines the role of the mass media as follows (Halik, 2013:59):

First, a window of experience that widens our views and allows us to be able to understand what is happening around us, without the interference of other parties or taking sides. Second, the "interpreter" who explains and gives meaning to events or things that are separate and unclear. Third, "carrier or conduit" of information and opinions. Fourth, "interactive network" that connects senders with receivers through various kinds of feedback. Fifth, "Guidelines" which actively show directions, provide guidance or instructions. Sixth, Screeners select parts of experience that need special attention and set aside other aspects of experience either consciously and systematically or not. Seventh, "Mirror" which reflects the image of the community towards the community itself. Usually the reflected image undergoes a change (distortion) because of the prominence of the aspects that members of the public want to see, or often the aspects that they want to judge or criticize. Finally, "Curtain" or cover that covers the truth in order to achieve propaganda goals or escape from a reality (Halik, 2013:65).

Journalistic Language

Journalistic language is a variety of creative language used by the press in writing news in the mass media. Journalistic language is often called the language of the press and also has a different character, according to the type of writing they will report on. Journalists usually have their own style in delivering the news they write.

The term journalism comes from the word: journalistiek in Dutch. Whereas in English it is called the word "Journalism". These two words come from the Latin word "diurnal" which means daily or every day. While journalism itself is the activity of collecting news material, processing and disseminating it to the public (Tebba, 2005:9).

As for some other definitions of journalistic language are as follows:

1) Rosihan Anwar, journalistic language has distinctive characteristics, namely short, concise, simple, clear, straightforward, and interesting (Anwar: 1991).

2) J.S Badudu, journalistic language is not a casual conversational language, but a theory that has applicable rules or applicable language rules (Badudu, 1992:61).

3) According to George Orwell in Eni Setiati's book, journalistic language is not just a means of communication. Journalistic language is also part of social activities that are structured and tied to real conditions, related to the content of the news. Language, especially in the form of pictures and letters, has strength, conflict, struggle (Setiati, 2005:89).

4) The Big Indonesian Dictionary, the language of the press or journalistic language is one of the varieties of the Indonesian language, apart from the other three, the language of law, the variety of scientific language and the variety of literary language.

5) Dewabrata, the appearance of a good journalistic variety of language is usually indicated by sentences that flow smoothly from top to end, using words that are popular, familiar to the public, do not use a rigid, formal and difficult to digest structure. A good journalistic sentence arrangement uses the most appropriate words to describe the atmosphere and the contents of the message. Even the nuances contained in each word need to be taken into account (Dewabrata: 2004).

Journalistic language is part of the Indonesian language used by journalists or journalists to write news in print and electronic media. Journalistic language is the language used by the mass

media which is official, standard. Journalistic language is not a casual conversational language, but a theory that has applicable rules or applicable language rules (Badudu, 1992: 61).

Journalistic language also has tremendous power in shaping the behavior of readers. Journalistic language in reporting should not only focus on efforts to attract audience attention to certain issues. Language can at least limit perception and help readers think about something they believe.

Journalistic language serves to convey ideational and referential, namely conveying the facts in his writing. Apart from that, the journalistic language also follows standard Indonesian rules. However, the use of journalistic language must still be adjusted to the understanding of the reader (Setiati, 2005:93).

In addition, journalistic language has its own character or characteristics. The characteristics of journalistic language are influenced by many things related to problem determination, types of writing, distribution of writing, and sources (writing material). However, journalistic language must not abandon the rules that are owned by various standard Indonesian languages in terms of the use of vocabulary, syntactic structures, and discourse. Understanding journalistic language will make it easier for journalists to write or produce news, both in print and electronic media.

Journalistic language has different characters or characteristics. These characteristics distinguish journalistic language from academic language, literary language, slang, and other languages. According to Kunjana Rahardi (Rahardi: 2006). mentions some of the characteristics of the journalistic language are: Communicative, Specific, Saving words, not redundant and clear meaning.

The function of journalistic language is as a guide for journalists to write news in mass media, both print and electronic media which have rules that apply so that there is no chaos and can increase the value of a news. One of the rules of journalistic language news in writing is concise. The concise meaning here is that journalists must be frugal in the use of words. The function of journalistic language is used to write scripts or news in mass communication media such as newspapers, magazines, and so on by journalists (Widodo, 1997:65).

News

According to KBBI (Big Indonesian Dictionary), there are several definitions of news. Namely stories or information related to warm events or events. News is also interpreted as reports, notifications or announcements and news. Of these various kinds of understanding, one that is in accordance with the context of journalistic discussion is news as information about hot events or events. Warm here means something that has just happened and is important for the audience to know (Suhaemi, 2009:27).

However, news does not always convey facts or information that has just happened, it could be that these facts or information occurred several months ago. We can make it news at this time. A news report always conveys a fact, but not all facts can be made into a news story because they cannot attract the attention of the reader.

2.   RESEARCH METHODE

In this study, researchers used a qualitative approach with descriptive analytical methods. Qualitative research is a type of research that produces findings that are not obtained by means of statistical procedures or other calculation tools (Strauss and Corbin, 2003:4). Qualitative research methods are research procedures that produce descriptive data in the form of written or spoken words from observable people or objects (Moleong, 2014:4).

The research location was carried out at the Harian Waspada newspaper office located at the crossroad of Jalan Letjen Suprapto/Brigjen Katamso No.1 Medan Maimun District, Medan City, North Sumatra 20151.

This study uses primary and secondary data sources. Where primary data is data that researchers collect directly. Researchers obtained data from newspaper archives for April 2022 at the Waspada Daily Newspaper Office. Later, the researcher will observe every major news item in Waspada Daily that relates to the formulation of the problem in this research. Secondary data is literature that is used as reference material for this research, such as books, journals, theses, and related articles. To collect data, the authors use observation techniques, interviews and documentation.

3. RESULT AND ANALYSIS

The Use of Journalistic Language in the Headlines of the Alert Daily Newspaper

Journalistic language or the language of the press is a variety of Indonesian creative languages. Journalistic language is used by journalists and people involved in the press. The language has special features or characteristics that distinguish it from official, scientific and everyday language. These special characters are simple, brief, solid, straightforward, interesting, populist, and so on. Then, journalistic language is subject to standard language and must pay attention to correct spelling.

The Daily Waspada newspaper is one of the oldest national print media in North Sumatra. Waspada Daily is an Indonesian language daily newspaper. Waspada Daily in writing its news relies on the Big Indonesian Dictionary (KBBI). Apart from that, the general daily Harian Waspada has standard operating procedural (SOP) in writing news.

According to Muhammad Ferdinan, assistant editor of Waspada Daily, he stated that the process of publishing a news item on Waspada Daily resulted from a projection meeting in the morning led by the coverage coordinator/editor and attended by Medan City journalists to then be assigned according to the issues considered most interesting and of course according to Waspada's point of view. After journalists collect news according to their respective duties, the editor meets with the editor-in-chief. The meeting is called a budgeting meeting. In this meeting, it is determined which news is appropriate for publication.

The selection of the main stories in the Harian Waspada newspaper is based on several criteria. The most important criterion is seen from the news value. In addition, in terms of impact on the public. The point is whether the impact is very large for the public or not.

There are still many journalists and media who are not proficient in using journalistic language. This is reflected in the news he wrote or reported. Many things are inconsistent with the characteristics of journalistic language. For example, many journalists use long-winded sentences in presenting news so that it is not easy for readers to understand. Journalists also often make mistakes in spelling and punctuation. As a result, the information or news it presents is unclear (Hm, 2011: 148)

Deviations or errors meant as redundant, spelling mistakes, misspellings of terms, and so on. This happened because of the deadline factor, journalists were required to be quick to collect news. Irwandi explained that to avoid mistakes in a news story, he as the editor corrected the existing news before it was published.

Analysis of Characteristics of Journalistic Language in the Main News of the Waspada Daily Newspaper.

The researcher examines the main news text on the main page in April 2022. The aim is to find out how far the journalistic language or Indonesian journalistic language is used in the newspaper.

To assist in research, the researcher provides the characteristics of journalistic language proposed by Kunjana Rahardi. The research results are presented in the form of a table containing paragraphs, sentence data and analysis. Next, the researcher calculates the mode of each discrepancy with journalistic language features. The mode shows the largest frequency in a data group. This mode is the frequency that appears most frequently.

If associated with the theory used in this study, namely Informative Communication, then the results of interviews and analysis as well as the theory used are interrelated. It was explained that information sources create messages through channels that will later be received by recipients. Then if the channel or source is good from the words or sentences that are used produce good and correct results then it will also be well received (Mulyana: 2007). It's just that in this study several errors were found in the use of journalistic language which has been described in the explanation above, this will certainly have an impact on the results received. It could be from the understanding of the recipient that is not in accordance with what has been described in the news listed.

In the explanation in chapter 2 attached that the delivery of messages is strongly influenced by the level of accuracy. This relates to the focus of the problem where if journalists, news editors are not careful in choosing every word in a story it can have an impact on different understandings received by readers.

4. CONCLUSION

The conclusion is that the use of journalistic language is applied well in writing the news. However, there are still errors in the Daily Alert newspaper. Like there are still redundant words and not thrifty words. The researcher finds a new case in the research that has been done, namely that there are often errors in paragraphs. Newspapers in the Harian Waspada newspaper often contain paragraphs consisting of one sentence. While paragraphs should consist of at least two sentences. Even in the headlines there is often that.

This research proves that in newspapers there are still mistakes. Even the Alert Daily newspaper was not without error. This indicates that the newspaper is not 100% correct in writing news. In addition, the use of journalistic language is well implemented while adhering to the EYD and SOP guidelines. However, there are still errors in the Harian Waspada newspaper, such as redundant words and no word economy.

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