



**CASUAL LANGUAGE STYLE *METEOR* NEWSPAPER
HEADLINES**

A FINAL PROJECT

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ABSTRAK

Dalam penulisan esai ini penulis ingin mempelajari lebih mendalam tentang casual *language style* pada harian koran *Meteor*. Penulis mengambil topik macam-macam karakteristik *casual language style* dalam penulisan headline pada harian koran *Meteor*.

Penulis menggunakan pendekatan Sociolinguistik untuk menyusun dan mengolah data yang berupa 8 headline koran *Meteor* terbit (1-7 september 2014). Dalam menganalisis data penulis menggunakan metode padan translational dan untuk pengumpulan data menggunakan *documentary method*. Penelitian ini dikategorikan sebagai penelitian deskriptif kualitatif.

Berdasarkan hasil analisis data dapat ditarik kesimpulan bahwa delapan headline Koran *Meteor* yang ditulis menggunakan casual language style memiliki karakteristik sebagai berikut: beberapa headline ditulis menggunakan kata dari bahasa jawa, terdapat beberapa istilah yang disingkat dalam penulisannya, penulisan menggunakan kata non-standard dan menggunakan stylistic persamaan bunyi suku kata. Penggunaan *casual language style* membuat penulis lebih dekat dengan addressee (pembaca) Koran *Meteor*.

Kata kunci : sociolinguistics, *casual language style*, headline koran *Meteor*.

1. Introduction

Language style written by someone is different from one to another, the writer or speaker needs to adjust to the situational context and the addressee in choosing language style, for example, writing a letter to a person who has unequal rank due to his/her status in an organization or his/her social class is considered to be less relaxed and more formal than writing a letter to person with equal rank.

Language style used in writing newspaper's headline is also different from one to another newspaper. In this essay, the writer is interested in analyzing language style *Meteor* newspaper headlines. It was a previous research about the language style in *Meteor* newspaper carried out by Lestari (2012). Her thesis is on "*Gaya Bahasa dan Tema Humor yang Terdapat dalam Rubrik "Sontoloyo" Harian Meteor*". She described figurative language and humorous theme in rubric "*Sontoloyo*" *Meteor* Newspapers. Then, Emka and Rizky (2013) in their essay "*Sensasionalisme Berita-berita Kriminal di Harian Memorandum, Lampu Hijau, and Pos Kota*" conclude that: Many Sensational techniques were done by yellow newspapers with consideration makes the newspaper is interesting and sold out in low-middle class. Indeed, it does not heed the general rules of journalism.

There has never been research on language style "*Meteor*" Newspaper. In this essay, the writer is interested in analyzing language style *Meteor* newspaper headlines. According to Nurudin, *Meteor* is one kind of yellow newspaper in Semarang and the addressee in yellow newspaper are people from lower-middle class

or uneducated people because people from upper-class and educated ones are not interested enough (2009:230).

The scope of the writer's problem on the language style of the headlines of Meteor newspaper because she wants to know the characteristics of casual language style in writing Meteor newspaper headlines.

2. Theoretical Framework

2.1 Language Style

According to Renkema, language style is the use of different language choices to express the same meaning (2004:145). Language style as a choice of specific patterns based on the views of the writer or speaker is influenced by the addressee (Holmes, 1992:245).

The addressee is important to notice when someone writes or speaks to another person. The person will speak automatically more formal to the addressee who has higher status social than his/her status social and vice versa. Then, concerning with the degree of formality, Joos in Chaedar (2010:70-72) categorized language style in both spoken or written into five levels, they are: Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style.

Casual Style

Casual Style is a style that is used in an informal and relaxed situation, between friends or between family members. The characteristics of casual style are the use of nickname when addressing one another, the use of rapid and slurred pronunciation, the use of slang, and the use of non-standard forms, for instance, “*Ambilah yang kamu sukai*” (Chaedar, 2010:72).

The addressee is also noticed by the news writers to write the news in newspapers. It is also considered by yellow newspaper likes “Meteor” Newspaper.

2.2 Meteor Newspaper

The first published of Meteor Newspapers at 6 September 2000 in Semarang. Meteor is categorized as yellow newspaper which the addressee from low-middle consumers. Yellow newspaper often identified as a medium that does not heed the general rules of journalism. Bombastic, sensuality, and crime into a commodity that is not inexhaustible reported (Conboy, 2003:56).

According to Nurudin, beside of the content that bombastic and sensational news, yellow newspaper is prefer read by lower-middle class or uneducated people to people from upper-class and educated ones.

3. Research Method

This study belongs to descriptive qualitative research. According to Sudaryanto, a research that uses data in the form of words, not as numbers is called a qualitative

research (1993: 57). In this research, the data are the headlines in “Meteor” newspapers.

The Data in this research are the headlines from “Meteor” newspapers published 1-7 September 2014. The population is the 35 headlines in the first page, while the sample is twenty five percent from thirty five headlines that are 8 (eight) headlines. The sample is taken by applying random sampling technique since the whole populations have the same variable that is suitable as the data of this research.

The data source of this research gained from newspapers. It is categorized as documentation method. According to Arikunto, documentation method is a method of collecting data from magazines, newspapers, books, notes, transcripts, etc. In analyzing research data, the writer used Metode Padan from Sudaryanto (1993: 13), by analyzing data whose instrument is outside of the data, and independent (not as a part of the data). In this research, the data is in Indonesian language and it is analyzed using English. It is called *Metode Padan Translational*.

The writer analyzed the data step by step. First, the writer listed 35 “Meteor” headlines in the first page that published 1-7 September 2014. Second, the writer reclassified the chosen headlines based on language style; whether *Frozen*, *Formal*, *Consultative*, *Casual*, or *Intimate*, Then, she chose 8 (eight) headline that show casual language style randomly. After that, describing the characteristic of casual language style in headline. Finally, the writer draw conclusion. In presenting

the data, the writer applied the informal method since the writer described the analysis result by using common words and does not use any symbols.

4. Casual Language Style Meteor Newspaper Headlines

Meteor newspaper is one kind of newspaper published in Semarang whose the majority citizens use Javanese language to communicate each other. Meteor is categorized as yellow newspaper and it has the addressee from low-middle class social who usually used casual language style in his/her daily conversation. The contents of Meteor newspaper are crime, supernatural, and sensualities news.

In this study, the writer discussed the characteristic of casual language style in Meteor newspaper headline. There are several characteristics of casual language style in Meteor Newspaper headlines.

First, the headlines are written by using Javanese words. The using of Javanese words instead of Indonesian language made the writer closer to the addressees who come from Javanese. There are several examples of headlines that using Javanese word. The headline published on 3 September 2014, '*Negur malah ajur*'. According to Utomo, the word "*ajur*" (Javanese) means "*hancur, remuk berkeping-keping*" in Indonesian (2009:4). The word "*ajur*" sounds frightening and makes the headline more sensational. Another example is '*Keserempet KA, Gigi prothol*' published on 7 September 2014. According to Utomo, the word "*keserempet*" means "*terserempet*" in Indonesian (2009:174) and the word "*prothol*" means "*hilang, lepas ujungnya*"

(2009:387). Then, the headline published on 5 September 2014, “*Kecemplung sumur murid SD selamat*”. According to Uromo, the word “*kecemplung*” means “*kecebur di air (kolam, sumur, sungai, dll)* in Indonesian (2009:159). “*Nyolong di Gunungkidul ndelik di Bantul*”, “*Bakar Sampah Toko Mebel Kobong*” and “*Buruh nyambi edarkan sabu*” are another example of Meteor headlines that is written by using Javanese words.

Secondly, the headlines are written by using Indonesian non-standard form. There are some headlines written by using non-standard form. The using of non-standard form is clearly categorized as casual language style. The headline published on 3 September 2014, ‘*Negur malah ajur*’. In Indonesian standard form, the word ‘*negur*’ should be ‘*menegur*’;

Prefix	+	Verb	→	Verb
me	+	tegur	→	menegur

Another example is the headline published on 6 September 2014, “*Bakar Sampah Toko Mebel Kobong*”. In Indonesian standard form, the word “*bakar*” should be “*membakar*”;

Prefix	+	Verb	→	Verb
me	+	bakar	→	membakar

Thirdly, the headlines are written by using abbreviation. The abbreviation is usually used to write informal writing. There are *Meteor* headlines written by using an abbreviation. The headline ‘*Ditodong sajam motor anyar dirampas*’ that published on 1 September 2014. The word “*sajam*” stands for *senjata tajam*.

Noun + Adjective → Noun

Senjata + Tajam → Noun

The headline ‘*Keserempet KA, Gigi prothol*’ published on 7 September 2014. There is an abbreviation “KA” stands for “*Kereta Api*”.

Noun + Noun → Noun

Kereta + Api → Noun

After that, the headlines are written by concerning about its stylistic. There are some headlines written by using repetition of sound (rhyme). It makes interesting to read by the addressee. The headline published 3 September 2014, “‘*Negur malah ajur*’. There is a repetition of sound “ur” in the word “*tegur*” and “*ajur*”. The repetition of sound also found in the headline published 2 September 2014, “*Nyolong di Gunungkidul ndelik di Bantul*”. There is repetition of sounds “ul” in the two names of the different place “*Gunungkidul*” and “*Bantul*”. The repetition of sound “el” found in the headline “*Ngecer Togel Disel*”.

Finally, the headlines are written by using the word that sound more frightening to make sensational news. In the headline '*Negur malah ajur*', the word "*ajur*" (Javanese) means "*hancur, remuk berkeping-keping*" (Utomo, 2009:4). The word "*ajur*" makes scare-heads (the headline that make scary effect).

5. Conclusion

People can use different choices of style to express the same meaning. Language style choices can be influenced by the addressee and situational context. In this study, the writer found that the headlines in *Meteor* newspaper use casual language style. It was chosen because it is suitable with the addressee.

There are some characteristics of the casual language style in the headline of *Meteor* Newspaper. First, some headlines are written using Javanese words. The use of Javanese words makes the writer (the newspaper) closer to the addressee. The headline also used Javanese words to ease the readers in understanding the headlines. Secondly, the headlines use non-standard form. Third, the headlines are written by using the word that sound more frightening to make sensational news. Then, there are abbreviations. Finally, there are stylistic in the form of a repetition of sound (rhyme) to make the addressee interested in reading the headlines.

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