LANGUAGE STYLE IN THE HEADLINES OF *LAMPU HIJAU* NEWSPAPER

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ABSTRAK

Pemakaian gaya bahasa oleh seseorang atau sekelompok orang tergantung pada tujuan tertentu. Dalam skripsi ini penulis tertarik pada pemakaian gaya bahasa beserta tujuan dipakainyagaya bahasa tersebut oleh penulis judul Koran pada Koran harian *Lampu Hijau*. Gaya bahasa yang dipakai dalam penulisan judul berita Koran harian *Lampu Hijau* cenderung menyimpang dari judul berita pada umumnya. Apabila Koran pada umumnya memakai bahasa yang formal dan efektif, judul berita dalam Koran harian *Lampu Hijau* justru memakai bahasa non formal, lucu, dan frontal.Tujuan penulisan skripsi ini adalah untuk mendiskripsikan gaya bahasa apa saja yang dipakai dalam judul-judul berita Koran harian *LampuHijau*, fungsi pemakaian gaya bahasa, faktor-faktor yang mempengaruhi pemakaian gaya bahasa tersebut serta untuk membuktikan apakah judul-judul berita dalam Koran harian *LampuHijau* menyimpang atau tidak dari aturan jurnalistik tentang penulisan judul berita. Data yang dipakai dalam skripsi ini berasal dari judul-judul berita Koran harian *LampuHijau* dari berbagai rubric berita yaitu, politik, sosial, kriminal, ekonomi dan bisnis, hiburan dan diskusi dewasa serta olahraga.Data yang digunakan berupa frasa dan kalimat dalam judul berita. Metode pengambilan *sample* menggunakan metode simak oleh *Sudaryanto.* Sedangkan dalam menganalisa data, penulis menggunakan metode padan oleh *Sudaryanto*. Hasil analisa menujukkan bahwa sebagian besar judul berita dalam Koran harian *Lampu Hijau* menggunakan gaya bahasa non formal.

Keywords: language style, language function,news headlines

1. Introduction

The development of technology has positive and negative impacts. The positive impact is that now everything can be accessed by gadget or smartphone. For example, we all now get easier to access information on our gadget instead of reading newspaper. We do not need to go somewhere to buy newspaper. All we need is just typing keyword on our gadget and we can read everything we want. On the other hand, it also has negative impact. The information media that cannot survive will *be loss* their consumer. They need to make some strategies in order to survive. They have to make some changes so they will not lose their consumer. One of those strategies is providing something new and fresh so the consumer will not be bored. This strategy has also been done by *LampuHijau* newspaper authors. They provide something new by giving unusual language style on their news. Even, they insert some slang words on their headline to attract young people. This strategy is quite effective by the fact that *LampuHijau* newspaper still exists until now.

Those phenomena make the writer interested in analyzing language style and style found in *LampuHijau* newspaper. The writer focus only on the form of headlines since the most interesting part of the newspaper is the headline and it can push the readers to read due to its uniqueness. Meanwhile, the content of the news is relatively the same with other newspapers.

2. Literary Review

2.1 Affixes

Kridalaksana (2007: 31) said that affixation process does not merely change the basic word, but also change the formation of lexeme class in Indonesian language, namely: affixes form verb, affixes form adjective, affixes form nouns, affixes form adverbial, affixes form numeral, and affixes form interrogative.According to Kridalaksana (2007: 25), there are five types of Indonesian affixes, there are:Prefix, Suffix, Infix, Simulfiks, and Konfiks

2.2 Abbreviation and Acronym

Abbreviation is a process of omitting one or more part of lexemes or combination of lexemes to produce new form as a word (Kridalaksana, 2007: 159). Whereas acronym is a shortening process by combining words or syllables or other parts of the word that is written and pronounced as a word (Kridalaksana, 2007: 162).

2.3 Language Variation

Fishman (1975: 1) argued that language variation is a condition that is influenced by its own community as supporting factors to use a certain language in the community. Suwito (1983:33) stated that every language has some different variations in their usage in some certain situations since language is a phenomenon that is influenced by social and situation factors.

2.4 Style

Joos classified the language style into five categories (Alwasilah, 1993:44), such as:

2.4.1 Frozen style

2.4.2 Formal Style

Formal language is mostly used in formal conversation when (he/she) converses with elder people, the appreciated people, the stranger, or the known people. In this style, every word is pronounced in complete form. The word choices are prone to be formal.

2.4.3 Consultative Style

2.4.4 Informal/ Casual Style

This style is used in informal situation such as to speak with friend or to speak with family member. It usually uses a nickname when addressing someone, uses rapid pronunciation, and uses slang language. It is used in more relax situation. This style has permitted to shortness..

2.4.5 Slang

Spolsky (1998: 36) stated that slang is the feature of the speech of the young and powerless. It is usually used by a variety group of social society especially teenagers. According to Leech and Svartvik (1981: 26) slang is a language used by a particular social group to show intimacy and solidarity among its members which are not fully understood by those outside the group.

2.5   Language Function

According to Holmes (2001: 259), there are some language functions that have a role in language variety, such as:

a. Expressive: It expressed the speakers' feeling or emotion, such as happy, sad, disappointed, worried, etc.

b. Directive: It is used to get someone to do something for some purposes. For example: "One cup of tea, please."

c. Referential: It is to show facts that derived from the language use. In this function, it usually concerns with the context or situation that happens when doing a conversation.

d. Metalinguistic: It comments on language itself.

e. Poetic: It focuses on aesthetic features of the language itself, e.g. poem and rhyme.

f. Phatic: It expresses solidarity and empathy with others.

2.6   Factors Influencing Language Choice

According to Hymes (1974: 44), a speech situation can only be understood if some aspects are taken into consideration. Those aspects are:

a. Setting: It deals with time, place and other physical condition in accordance with speech act.

b. Participants: It deals with the information about the participants; include the speaker, addresser, and hearer.

c. Ends (goals): It deals with what are the goals or purposes and the outcomes of the speech act.

d. Act Sequence: It concerns with the form and content of the message.

e. Key: It deals with the way or the tone when delivering the message, whether the participants are happy or sad.

f. Instrumentalities: It refers to how language is used, verbal or not.

g. Norms: It deals with the norm of behavior among the participants, includes the norms of interaction and interpretation.

h. Genre: It deals with the kind of the speech act.

3. Data Collection and Analysis Method

Since this research belongs to the text analysis the writer used MetodeSimak (Observation Method) based on the book of Metodedan Aneka TeknikAnalisisBahasa by Sudaryanto (1993). The writer will do some steps, such as: Non-Participant Observation Method and Note Taking Technique.

Since this research dealt with language style, the writer chooses Translational Identity Method which the determiner device is another language. This method could help the writer to analyze the data properly.

The writer also analyzed some non-linguistics factors that occurred when the author of *LampuHijau* newspaper deliver the news. There are also non-linguistics factors that are analyzed by the writer, such as setting, participants, ends (goals), act sequence, key, instrumentalities, norms, and genre.

4. Analysis

4.1 Formal Language Style

Table 1: Sample of headlines using formal language style.

No.	Headlines	News Domain
1	***Pembangunan LRT SegeraDimulai*** Construction proper noun soon being started The Construction of LRT Will be Started Soon	Politics
2	***MengklaimMewakiliWanita, LulukNurHamidah*** Claiming represents women, proper noun ***MajuJadiCagub DKI*** Move forward for governor candidate proper noun Claiming to Represent Women, LulukNurHamidah Applies for governor Candidate of DKI	
3	***MembekaliIlmu Agama, Anak Akan Jauh*** give knowledge religious, children will far ***Dari PerbuatanNegatif*** from deed negative By Giving Religious Knowledge, Children Will be Far from Negative Deed	Social
4	***Paul PogbaSetia di Juventus*** proper noun loyal in proper noun Paul Pogba is Loyal to Juventus	Sports
5	***SelainMembuatSulitHamil, TidurTerlalu Lama*** beside make hard pregnant, sleep too long ***JugaMenggangguKesehatanJantung*** also offends health hearth Beside Causing Hard to Pregnant, Oversleeping Also Offends the Health of the Heart	Entertainment and Adult Discussion
6	***DorongKreativitasAnakMuda, Telkomsel***encourage creativity children young, proper noun ***KembaliMenggelar Loop KePo*** once again held proper noun Encouraging Creativity of Youth, Telkomsel Held Loop Kepo	Economy and Bussiness

Once Again	

4.1.1 Formal Language Style Used in the Headline

The effectiveness of the headline

The headline (1) above does not contain pleonasm and ambiguity. For example, if the headline is *Pembangunan LRT Akan SegeraDimulai*, it is not effective since it contains pleonasm word. Word *segera* means that it will be done as soon as possible, word *akan* has the same meaning that happens in the future. In conclusion, word *akan* is not needed since it has the same meaning with word *segera*.

Words of the headline in KBBI.

All words in headline (3) above except people name also can be found on KBBI. Word *setia* means *berpegangteguh (padajanji, pendirian, dansebagainya); patuh; taat: tetapdanteguhhati (dalampersahabatandansebagainya).di* means *kata depanuntukmenandaitempat*.

The use of affixes

The words *membuat* and *mengganggu* in headline (4) above are using prefix *me-* instead of prefix *nge-* to make those words more formal. Prefix *me-* in *membuat* and *mengganggu* themselves are not changing the category of the word. *Buat* and *ganggu* are both verb. *Membuat* and *mengganggu* are also verb.

The use of acronym and abbreviation

Acronym *Cagub* (calongubernur) in the headline (6) above which is not proper name consists of combination of words from words series is written in small letters. However, since it is written in the headline, the first letter in a word is written in capital. Abbreviation *DKI* (Daerah KhususIbukota) is written in capital since it is a proper name consists of the combination of the initial letter of the word series.

4.1.2   Factors in Using Formal Language Style

Ends (goals)

In the headline (1) above, the whole words use formal language, it makes the situation to be more formal since this style is usually used in formal situation. Formal language in the headline below also makes the headline looks more factual. Formal language shows the seriousness of the news since formal language is mostly used to deliver something important.

Key

The key in the headline (3) above is neutral. No word in the headline that supports or against any side involved in a case. It can be seen in the headline above that the author of the headline only tries to deliver the news to the readers without trying to involve him or herself into the case. It can be said that the author is neutral since s/he also does not support or against any side involved in the case.

Norms

Since this headline (5) uses formal language style in the whole headline, the social norms of this headline is using formal language to avoid vulgar and informal words. The purpose of using formal words instead of vulgar and informal words is to make the headline more formal and factual.

4.1.3   The Function of Formal Language Style

The function of using formal language style in the headlines in formal language style is referential. In this function, it usually concerns with the context or situation that happens when doing a conversation. It is same with the principle of the newspaper that always give actual and factual information based on the facts.

4.2 Informal Language Style

Table 2: Sample of headlines using informal language style.

No	Headlines	News Domain
1	***BuatSemua Para CalonKadaNih, Jangan*** to all the candidates governor this do not ***BawaIsu SARA di Pilkada*** bring issue racial in governor election This is For All Governor Candidates, Do Not Bring Racial Issue in Governor Election	Politics

2	***JogetBarengUlarKobra, EH BUNTUT***
	dance with snake proper noun, interjection tail
	  TEMEN JOGET DIINJEKTEMEN JOGETNYA
	 friend dancing being trampled friend dancing
	NGAMBEK KAKI PEDANGDUT DIPATOK Telat
	  angry foot singer being bitten late
	Ditangani, Irma BuleInnalillahi
	being handled, proper noun died
	
	Dancing with Cobra Snake, Eh Friend's Tail is Trampled
		Social

	Dancing Friend is Angry Singer's Foot is Bitten Late for Treatment, Irma Bule Died	
3	***PengangguranNggakGablekDuit, Puyeng*** unemployment does not have money, confused ***DitawarinTemanJualanNarkobaUntungGede,*** being offered friend sell drugs profit big, ***Nggak Capek, Mao DitangkepNyeseldan*** does not tired, want being arrested regrets and ***PengenBebasMukeGileLoe*** want free face crazy you An Unemployed Does Not Have Money, Confused Being Offered Selling Drugs by Friend with Big Profit, Not Tired Want To be Arrested Regrets and Want To be Freed You Are Crazy	Crime
4	***Ssst… IniCiri-CiriCewekKaloLagi*** interjection this features girls if when ***NgerasainOrgasme*** feel orgasm Ssst…This is The Features When Girls Feel Orgasm	Entertainme nt and Adult Discussion
5	***SosisGaller di RoemahNenek Mao Nyobain? Boleh Dah*** proper noun in proper noun want to try? may SosisGaller in RoemahNenek Want To Try? You May Try	Economy and Bussiness
6	***Liverpool vs. Borussia Dortmund Si Tamu*** proper noun versus proper noun the visitor ***MasihPede*** still confident Liverpool against Borussia Dortmund The visitor Still Confident	Sports

4.2.1 Informal Language Style Used in the Headline

The use of pleonasm meaning

The word *para* in the headline (1) aboveis actually not needed anymore since the word *semua*already explains that it refers to plural. If word *para* is omitted, it will not change the meaning of the headline and it will make the headline shorter and more effective.

The use of casual words

All words in the headline (2) above are grouped as casual words. The word *joget* is the casual word from formal word *goyang*. The word *telat* is the casual word from formal word *terlambat.Bareng* is the casual word from formal word *bersama*. *Temen* is the casual word from formal teman. *Diinjek* is casual from formal *diinjak*. Word *ngambek* is the casual word from formal word *marah*. *Dipatok* is casual from formal word *dipatuk*.

The influence of Betawi element

The influenced of Betawi element in the headline of *LampuHijau* newspaper includes the vocabulary influence and the change of vowel 'a' with 'e' at the end of the word.The vocabulary influence in the headline (3) above can be found on word *gablek, gede, loe, and puyeng*. Word *gablek*means 'to have', *gede* means 'big', *loe* means 'you' and *puyeng*means 'dizzy'.

The change of vowel 'a' becomes 'e' of the last vowel of the word can be found on words *muke, ditangkep, nyesel, and gile*. Word *muke*comes from *muka, ditangkep* comes from d*itangkap, nyesel*comes from*nyesel (menyesal)* and *gile*comes from *gila.*

The use of interjection

An interjection is usually used in spoken language to show a short sudden expression or emotion.In this headline (4), word *ssst*can be grouped as an interjection since it is usually used in spoken language. *Ssst* is an expression of asking someone to be quietand also to warn that the information will be said is important and confidential.

Vowel change

Word mao in the headline (5) above comes from *mau*with vowel change from 'u' to 'o'. It happens because both *mau* and *mao* have resemble pronunciation.

The influence of another language

Abbreviation *vs*. in the headline (6) is English abbreviation from *versus* means *used to say that one team or person is competing against another* (Cambridge Dictionary).

4.2.2   Factors in Using Informal Language style

Ends (goals)

The headline (1) above is grouped as informal since it uses casual words. The purpose of using casual words in the headline above is to make the headline seems not so serious.

Key

The key in the headline (2) above can be seen from expression *TelatDitangani, Irma BuleInnalillahi*. From that expression, we can see that the author of the headline regrets for the tardinessof the treatment of *Irma Bule*. It means that the author tries to involve his/herself into the case by expressing his/her feeling about the case.

Norms

The social norm in the headline (2) above is using informal language style to interact with the readers. The interrogative expression *Mao Nyobain?* is used by the author of the headline to make the intimacy with the readers. The purpose of giving interrogative expression is to make the readers curious about the news.

4.2.3   The Function of Informal Language Style

The function of using informal language on *LampuHijau* newspaper is referential and expressive. It is referential since it concerns with the context or situation that happens when doing a conversation. It is same with the principle of the newspaper that always give information based on the facts. It is expressive since it expressed the speakers' feeling or emotion. It can be seen from several signal words that express the feeling of the author of the headline. For example, the use of interjection (such as *eh, ssst*) and mocking words (such as *mukegile*

4.3   Slang

Table 3: Sample of headlines using slang language style.

No	Headlines	Crime News Domain
1	*Bokek, Galau, Curi Motor KEPERGOK,* broken,confuse, steal motorcycle being known, *SOK WOLES DIGEBUKI, MEWEK* acts calm being beaten crying Broken, Confused, Stole Motorcycle Being Known, Acting Calm Beaten, Crying	Robbing
2	*IstriKelilitUtang, TukangBakso Malang* wife entwined debt seller meat ball proper noun *PinjamDuitkeJanda (JuraganSembako) EH* borrow money to widow (skipper staple) interjection *MALAH DIOMELIN KZL, JANDA DIMATIIN* infact being scolded fed up, widow being murdered *TRUS DUITNYA DIEMBAT* then the money being taken Wife Entwined of Debt, Malang Meat Ball Seller Borrowed Money to Widow (Staple Skipper) Eh Infact Being Scolded Fed Up, Widow was Murdered Then Her Money Was Taken	Homicide
3	*2 Siswi SMP Diajak 7* two school girls Junior High School being invited seven *CowokPesta Arak MABOK, 2 SISWI* boys party arrack drunk, two school girls * DIGREPE & DIBUGILIN DISAWAH* being touched and being stripped in field *Pas Mau 'Dibajak', Kegep Pak Tani* when want 'being hijacked' being known mr. farmer * 7 CowokDiangkutKeMapolsekTapi* seven boys being brought to police base but *5 Doang yang Jadi TSK* five only that became suspect 2 Junior High School Girls are Invited by 7 Boys to Arrack Party Get Drunk, 2 School Girls are Touched and Stripped in	Sexual Abuse

| | the Field When Will be Hijacked, Being Known By Farmer | |
| | 7 Boys are Brought to Police Base, But Only 5 Became Suspect | |

4.3.1 Slang Language Style Used in the Headline of *LampuHijau* Newspaper

Word Reversion

The word reversion of slang on this headline (1) can be found on word *woles*. It comes from word *selow* (slow). The meaning of *woles* itself is *tenang* 'calm'. The purpose of this reversion is to make the word has more Indonesian feel and easier to be pronounced.

The use of abbreviation

The use of abbreviation of slang in the headline (2) above can be found on word *kzl*. It is abbreviation from word *kesal* 'fed up' with consonant change. Consonant 's' is changed into 'z' to show that slang *kzl* has more feel than word *kesel* or *kesal*'.

New Vocabulary

New words or new vocabulary in the headline (3) above can be found on word *digrepe* and *dibugilin*. They are grouped as vocabulary creation of slang since they cannot be found on *KamusBesarBahasa Indonesia*. It means that these words are absolutely new. The meaning of slang *digrep*e is *diraba* 'is being groped'. *Dibugilin* means *ditelanjangi* 'is being stripped'.

4.3.2 Factors in Using Slang

Ends (goals)

The slang in the headline (1) above is word *woles.* It is formed by reversing word *selow*(slow). The purpose of using slang in the headline above is to make the slang word has more Indonesian feel and easier to be pronounced. Another purpose is to attract the young readers since slang is usually used by young reader.

Key

The key on the headline (1) above refers to mocking. It can be seen expression *sokwoles, digebuki, mewek.* From that expression, it can be seen that the author is not neutral. S/he againsts the suspect by stating mocking expression that is *sokwoles*, *digebuki, mewek*. It is different with formal language style that shows neutrality by not supporting or against any of the sides involved in a case.

Norms

The use of slang in the headline (1) above as asocial norm that has a purpose to attract young readers. Nowadays slang is used frequently by young people to show solidarity among them since it is only understood by them inside their group.

4.3.3 The Function of Slang Language Style

The function using slang in the headlines above is referential and expressive. It is referential since it concerns with the context or situation that happens when doing a conversation. It is expressive since it expressed the author's feeling or emotion. It can be seen from several signal words that express the feeling of the author of the headline such as *Eh MalahDiomelin* (expression of shock).

5.   Conclusion

From the data analysis in the previous chapter, the writer concludes that the headlines of *LampuHijau* newspaper use formal, informal and slang language style.

Furthermore, the use of informal and slang language style that is different from other newspaper is influenced by several factors. There are three most dominant factors that influence the use of different language style on *LampuHijau* newspaper, those are ends (goals), key and norms.

Each language style in the headline of *LampuHijau* newspaper also has its own function. Formal language style has a referential function. Informal and slang language style have referential and expressive function.

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