

**A PRAGMATICS ANALYSIS OF INDONESIAN POLITICAL
HEADLINE IN JAKARTA POST**



RESEARCH PAPER

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CHAPTER I

INTRODUCTION

A. Background of the Study

Politics is the pursuit and exercise of power and the mass media are effective actors in both processes. Power has many bases. In a democracy, media organizations and individuals operate with a certain amount of independence that allows them to affect the daily activities government. Davidson (1965) points out that many of the characteristics associated with democracy depend on free access of all groups and in a population to communicate to the channels both as senders and receivers. These include nonviolent competition for political power among various group in the country, the ability of those outside the government more on persuasion and less on force to accomplish its domestic policies.

Newspaper is one of media of information that may contain political information that's happening in the world, the city, or the local community. As one of media of information, newspaper has some functions. According to De Fleur and Dennis (1988:157), newspaper has four functions: 1) informing, 2) influencing, 3) entertaining, 4) providing a market place for goods and services. Informing means that newspaper serves and provides the recent information about politics, economics, healthy, sports etc. Influencing means that newspaper purposes to influence the reader. It can be seen that some politicians have used newspaper to introduce their vision and mission to the society. In addition, newspaper has been considered by politician as media of influencing efficiently to support their agendas and to select them in the general election.

Entertaining means that newspaper is also services an entertainment in order to make the readers laugh and relax after reading the news. Providing a market place for

goods and services means that, it appropriates to the businessman in spreading the products to the customers.

Related to the fact above, The Jakarta Post is viewed as non-electronic medium which covers all of those functions.

Most people who read the newspaper start by reading the front page that called the headline of the newspaper and then through the rest of the paper.

The headlines often have special language to convey the information to the readers. The language of the headlines of a newspaper is different from formal written language. It is short, sometimes dangling and unique. Of course, it goals to attract the readers to read the news at the first time they touch the newspapers.

The principal of any kind of news in the newspaper are inform the reader about the current issues happens in the world today's. The author intention is not only informing, but also mocking, asking, warning, investigating etc.

An example of linguistic form and the author intention of the headline;

'SBY party gains wider support' (Jakarta Post, January 01, 2009).

<u>SBY party</u>	<u>gains</u>	<u>wider support</u>
Subject	Predicate	Object

The pattern of the declarative in the form of the sentence above is **S+P+O**.

The form of the sentence above is **declarative sentence**. It is used to make a statement.

The headline above informs about the rise of the popularity gained by SBY's party in surveys conducted some pollsters. President Bambang Susilo Yudhoyono's Democratic Party has increased its lead in popularity over the country's two biggest parties-the Golkar party and the Indonesian democratic of struggle (PDI-P). Golkar was the most successful party in the 2004 legislative elections, winning 20, 6 percent of

national votes. The PDI-P came second with 18 percent and the Democratic Party third with around 7 percent. Saiful, the politics observer said the Democratic Party's rising support was largely due to Yudhoyono's increasing popularity. However Saiful said Yudhoyono's popularity would depend on how he handled the effects of the economic crisis, which are expected to reach a head within the next 100 days, after reelected to be the president in 2009 election. So, the intention in the headline above is *informing*.

Jakarta Post is one of leading English newspaper in Indonesia. There are many headline of the news contain many information all over the worlds. Whether it is politic, economic, culture, people, or business.

Based on the explanation above, the writer has great interest in analyzing the Indonesian political headline of Jakarta Post, by using pragmatic approach. Especially, the linguistics form of the political headline and the writer intentions. To make it clear, the title of this research is “A **PRAGMATIC ANALYSIS OF INDONESIAN POLITICAL HEADLINE IN JAKARTA POST**”

B. Previous Study

There are some previous researches, which are related to this research. One of them is conducted by Dian Esti Pratiwi (2007) with his research entitled “*A Pragmatic Study on Clothes Advertisement Slogan in Aneka Magazine issued in January-September 2006*”. This research is aimed at describing the linguistics form and finding out the speaker intention of Slogan in clothes advertisement. To achieve these objectives, she classified the data based on the kinds of linguistics form, and then she applies the speech act theory to justify the meaning.

The second research is conducted by Rodhotus Salamiyatul Murtafi'ah (2007) with her research entitled “*An Analysis of Persuative Expressions of Goods Advertisement*”

in Kompas". This research is aimed at determining the form and finding the illocutionary meaning of English expression in goods advertisement in Kompas. The analysis of the form of the English expression in Kompas is based on X-bar theory of syntax and to determine the meaning of the English expression in goods advertisement in Kompas, she uses illocutionary meaning of Speech act in Pragmatics.

While in this research the writer is going to analyze the political headline of Jakarta Post, especially use linguistics form and the intention, because the writer is sure that her research has not been analyzed yet.

C. Problem Statement

Based on the background of the study above, the problem statements can be formulated follows:

1. What are the linguistic forms of the political headlines in the Jakarta Post?
2. What are the intentions of the political headlines in the Jakarta Post?

D. Objective of the Study

In relation to the problem above, the objectives of the study are:

1. To describe the linguistic forms the political headlines in the Jakarta Post.
2. To describe the intention of the political headlines in the Jakarta Post.

E. Limitation of the Study

This research will only analyze "the linguistics form and the intention" that can be found in the political headlines of Jakarta Post in *headlines news and national rubric* from 01 January until 06 February 2009. So, it will not analyze all headlines in the newspapers. The writer will identify the linguistics form and the intention.

F. Benefit of the Study

The writer hopes that her research on the pragmatics in headline news in Jakarta Post has some benefits. Those are:

1. Academic Benefit
 - a. This research will give contribution in pragmatics study especially in speech act.
 - b. This research finding will enrich the theories in pragmatics, especially in headline language of newspaper.
2. Practical Benefit
 - a. The readers are able to recognize the linguistics form of headline especially in newspaper.
 - b. The readers are able to know the intention of the headline in newspapers, especially in the Jakarta Post.

G. Paper Organization

The organization of research paper is given in order to make the readers understand the content of the paper as follows;

Chapter I is introduction, which consists of the background of the study, review of the previous study, problem statement, objective of the study, limitation of the study, the benefit of the study, and organization of research paper.

Chapter II is underlying theory. It deals with pragmatics, the kinds of linguistics form, speech act theory, linguistic context, the notion of headlines news, and punctuation.

Chapter III is the research method. It consists of research method, the source of the data, the method of data collection, and the technique of data analysis.

Chapter IV is research result. In this chapter, the writer will present the data analysis, the discussion of research finding.

Chapter V is conclusion and suggesting.