

THE ANALYSIS OF HEADLINESE AND TOPIC VALUE OF HEADLINES NEWS IN DAILY ONLINE NEWSPAPER “THE JAKARTA POST”

1st R. Agus Suryahadi
English Education Department
Universitas Panca Sakti Bekasi, Indonesia
Agus.suryahadi@yahoo.com

2nd Lenny Solo
English Education Department
Universitas Panca Sakti Bekasi, Indonesia
lennysolo@panca-sakti.ac.id

Abstract. This study investigates the use of **Headline** and the topic value of **Headlines News** in the daily online news publication "**THE JAKARTA POST**". Headline refers to a style of writing commonly used in Headlines News, characterized by condensed phrases, abbreviations, and present tense verbs. The research aims to analyze the prevalence of Headline in Headlines News and identify the prominent topics covered by "THE JAKARTA POST" during the month of August 2023. The research methodology involves collecting Headlines News from "THE JAKARTA POST" archives for the specified time frame and conducting a word-by-word analysis to identify the stylistic features of Headline. Additionally, the study categorizes the Headlines News based on their topic value, including politics, economics, sports, arts, and other relevant themes. The findings reveal the frequency of occurrence of specific words and phrases across multiple editions of Headlines News, providing insights into the linguistic patterns and thematic trends in "THE JAKARTA POST". The analysis also highlights the effectiveness of Headline in conveying information succinctly and capturing readers' attention. Based on the results, implications for English teachers, students, readers, and other researchers are discussed, along with suggestions for future studies in the field of Headlines News analysis and journalistic language.

Keywords: The Jakarta Post; Headlines News; Headline.

INTRODUCTION

In the fast-paced world of online news media, the Headlines News play a crucial role in capturing readers' attention and conveying key information succinctly. Mass media plays a crucial role in disseminating information, conveying messages, shaping public opinion, and influencing social behavior within society (Duignan, 2024). As readers scroll through their news feeds, Headlines News serves as gateways to the articles they choose to read, making them a vital component of journalistic communication.

Mass media is a term denoting that section of the media specifically designed to

reach a very large audience (typically at least as large as the whole population of a nation-state), today including not only radio and television, which tend to be limited to the local or national level, but also the Internet, which is global. It was coined in the 1920s, with the advent of nationwide radio networks, mass-circulation newspapers, and magazines, especially in the United States, although mass media was present centuries before the term became common (Duignan, 2024). Headlines in journalism, like headings in other documents, are both the most important and least important parts of the writing (Garner, 2016).

In the last 25 years, online media has dominated more than other media, it cannot be denied because online media can be accessed by people easily and at any time, but there are still shortcomings in online media and there are still some news that cannot be filtered well, so online media often used by certain individuals to spread fake news (Hoax). The key function of mass media is to communicate various messages through television, movies, advertising, radio, the internet, magazines, and newspapers (Pulse, 2023).

The Headlines News is a unique article dedicated to written media. This is the most creative field of journalistic writing. Even the Headlines News can be compared to poetry, because several parts are linguistically related to poetry. The Headlines News is a unique piece of writing specifically for written media. It is undoubtedly one of the most creative areas of journalistic writing and, in some aspects, comparable to poetry in that it borrows extensively from linguistic features generally associated with versification (Isani, 2011).

Headlines News is essential for attracting readers to delve further into the content of the news, Headlines News has their own way of writing them, therefore Headline News writers should be the best writers in the newspaper. A regularly printed document consisting of large sheets of paper that are folded together, or a website, containing news reports, articles, photographs, and advertisements (Cambridge, 2024).

A paper that is printed and distributed usually daily or weekly and that contains news, articles of opinion, features, and advertising (Merriam-Webster, 2024). However, in Headlines News there is no specific definition of 'Headlines News'. The

words written in Headlines News seem to be used intuitively, not even in Headlines News linguistic studies.

Sometimes the Headlines News is intentionally misspelled or with its own spelling to get attention and have a characteristic. In English-language Newspapers, there are separates provision that regulates the grammar in writing Headlines, known as "Headlinese". Headlinese is an informal term for the abbreviated style of Newspaper Headlines, a register characterized by short words, abbreviations, clichés, noun stacking, wordplay, present-tense verbs, and ellipses. The Oxford English and Spanish online dictionary defines HEADLINESE simply as, "The condensed, elliptical, or sensationalist style of language characteristic of Newspaper Headlines.". HEADLINESE combinations are not in themselves sentences, said linguist Otto Jespersen, and often cannot be directly supplemented so as to form articulate sentences: they move, as it were, on the fringe of ordinary grammar (Nordquist, 2021).

This study delves into the realm of Headlines News writing, focusing on the use of Headlinese and the thematic content of Headlines News in the English-language online news publication "THE JAKARTA POST". In Britain, the first 'news papers' appeared in the 16th century, and the first regular English daily newspaper was the Daily Courant, established in 1702 (Oxford, 2024).

Through meticulous analysis and examination, the Writer aim to uncover the stylistic features of Headlinese and identify the prevalent topics covered in "THE JAKARTA POST" during the month of August 2023.



The Jakarta Post

Still bold, fiercely independent

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**Headlines** PAGE 3

Western Canada wildfires force tens of thousands to flee

**World** PAGE 8

Japan PM says no decision on Fukushima water release date

**Features** PAGE 12

Skeleton saint Santa Muerte attracts devotees among US Latinos

Govt forms task force to curb Jakarta pollution



With the advent of digital technology, the landscape of journalism has evolved significantly, presenting new challenges and opportunities for writers and readers alike. A research objective is defined as a clear and concise statement of the specific goals and aims of a research study (Jain, 2023). By delving into the intricacies of Headlines News language and content, this study seeks to shed light on the ways in which Headlines News shape readers' perceptions and understanding of current events. Headlines News are almost always the first thing that catches a reader's eye. They are the hook, the reason a reader chooses to dive into a story rather than keep scrolling (Sharp, 2020).

The Writer hope that this study will contribute to a deeper understanding of Headlines News writing practices and their impact on readership engagement and comprehension. May it serve as a catalyst for further inquiry and exploration into the fascinating world of journalistic language.

METHOD

Qualitative Content Analysis: Headlines News will be analyzed qualitatively to identify instances of Headline and categorize them based on their linguistic features and stylistic elements. Qualitative Content Analysis enables a systematic analysis of textual material especially important for educational research. Transcripts from open ended data collection methods present insights in inner processes of learning and development

(Mayring, 2023).

Topic Analysis: The subject matter or theme conveyed by each Headlines News will be assessed to determine the topic value. Headlines News will be categorized based on their primary topics or subjects, allowing for an analysis of Headlines News topics over the one-month period. Topic analysis is a text analysis method that allows you to identify and distinguish various topics present in a collection of internet mentions (Pağowska 2024).

Design

1. To examine the prevalence and characteristics of Headline in Headlines News.
2. To identify the types of Headline commonly used in Headlines News.
3. To assess the topic value conveyed by Headlines News in "The Jakarta Post."
4. To explore any patterns or trends in the use of Headline and Headlines News topics over time.

Data Collection

The primary data for this research will consist of Headlines News published in "The Jakarta Post" during the one-month period from August 1, 2023, to August 31, 2023. Headlines News will be collected from the online archives of "The Jakarta Post" accessible through its official website or digital platforms.

Data Analysis

Findings from the content analysis will be analyzed to identify patterns, trends, and insights regarding the use of Headlines and Headlines News topics in "The Jakarta Post". They recognize that the difficulty nowadays is to keep the Headline News 'from shouting too loudly', and they cannot condemn too heartily mere 'Headlines' (Oxford, 1934). Overarching themes and key findings will be synthesized to draw conclusions and implications from the data. The entire research process, including data collection, analysis, and interpretation, will be thoroughly documented. Findings will be reported in a comprehensive research report, which may include tables, figures, and textual descriptions to present the results effectively.

By following this Method and Procedure of Research, the study aims to provide valuable insights into the use of Headlines and Headlines News topics in "The Jakarta Post" Newspaper, contributing to our understanding of Headlines News construction and communication practices in online news media.

RESULTS AND DISCUSSION

Results

In summary, the findings of the study shed light on the complexities of Headlines News writing practices in online news media, with implications for both journalism practice and audience engagement. The findings contribute to our understanding of the role and impact of Headlines in contemporary journalism, paving the way for further research and innovation in Headlines News writing strategies. An informative Headline News, on the other hand, is designed to give the reader a clear idea of what the article or content is about (Rehman, 2023).

The findings obtained by the Writer, can comprehensively answer questions from the research that the Writer carried out, so that in this research there is no doubt for the Writer to be able to conclude.

Overall, this research provides a comprehensive analysis and discussion of the study's findings, offering valuable insights for Practitioners, Teachers, Students Scholars, Readers and Stakeholders in the field of journalism and communication.

In the table below, the Writer presents example of several findings from the Jakarta Post newspaper editions dated 1, 2, 3 August 2023.

HEADLINES NEWS ANALYSIS FINDINGS TABLE

No.	Date of edition	Headlines News Title	Topic	Headlines Type	Grammatical Explanation
1.	August 1, 2023	KPK-TNI tension brews over graft case.	Politic	Informative type Headlines	This Headlines News is concise and informative, capturing the main idea that there is tension between the Corruption Eradication Commission (KPK) and the Indonesian National Armed Forces (TNI) regarding a graft case.
		"tension" and "graft case"		Impactful type Headlines	
		"KPK-TNI"		Abbreviated type Headlines	
		"brews"		Present Tense Verb Headlines	
2.	August 2, 2023	Drought-induced famine kills six in Papua.	Social Issues	Kondensor type Headlines	This Headlines News highlights a specific event - a drought-induced famine - and its impact, which is the death of six individuals in Papua.
		"kills"		Present Tense Verb Headlines	
		"Drought-induced famine" and "kills"		Impactful type Headlines	
3.	August 3, 2023	Parties awaiting ruling on presidential age limit.	Politic	Trendy type Headlines	This Headlines News informs readers that political parties are waiting for a ruling regarding the presidential age limit.

Word by Word Analysis Findings Table.

No.	Date of edition	Headlines News Title	Word by Word Analysis
1.	August 1, 2023	<u>KPK-TNI tension brews over graft case.</u>	
		"KPK":	Abbreviation for Corruption Eradication Commission.
		"TNI":	Abbreviation for Indonesian National Armed Forces.
		"tension":	Noun indicating a state of strained relations or conflict.
		"brews over":	Verb phrase indicating development or intensification.
		"graft case":	Noun phrase referring to a corruption scandal
2.	August 2, 2023	<u>Drought-induced famine kills six in Papua.</u>	
		"Drought-induced":	Adjective indicating the cause of the famine.
		"famine":	Noun indicating an extreme scarcity of food.
		"kills":	Present tense verb indicating death.
		"six":	Numeral indicating the number of fatalities.
		"in":	Preposition indicating location.
		"Papua":	Proper noun referring to a region.
3.	August 3, 2023	<u>Parties awaiting ruling on presidential age limit.</u>	
		"Parties":	Noun referring to political organizations.
		"awaiting":	Verb indicating anticipation.
		"ruling":	Noun indicating a decision or judgment.
		"on":	Preposition indicating the subject.
		"presidential":	Adjective indicating the subject matter.
		"age limit":	Noun phrase referring to the maximum age for presidential candidates.

Discussion

There are many things that were obtained from the research that the Writer carried out regarding the style of writing Headlines News.

This style of writing Headlines News is closely related to the way we attract readers' attention. Not only in writing Headlines News for a newspaper, but in the current era of digitalization, the narrative delivery like the form of digital marketing, business proposals, YouTube channel titles, podcasts, etc., is very important to use an attractive title. So that by studying the style of writing Headlines News that has been exist for more than a century, it will bring Us a special skill in today's digital era

CONCLUSION

Based on the analysis and findings carried out on Headlines News and by underlining their relationship with Headline, several conclusions can be drawn below.

1. **Headline Structure and Style:** The Headlines News **consistently** exhibit **characteristics of Headline**, including condensed phrases, present tense verbs, and the omission of articles and auxiliary verbs. These elements contribute to the brevity and impact of the Headlines News,

allowing them to efficiently convey information to readers.

2. **Topics Covered:** A diverse range of topics is covered in the Headlines News, including politics, economics, sports, legal affairs, Education, International Relations, health, and environmental issues. This reflects the **broad scope of news coverage** provided by "The Jakarta Post" and its relevance to various aspects of society.
3. **Frequency of Abbreviations and Condensed Phrases:** Abbreviations and condensed phrases are **frequently utilized** in the Headlines News, particularly when referring to organizations, events, or complex concepts. This practice helps save space and streamline the presentation of information but may pose challenges for readers unfamiliar with the abbreviations.
4. **Word-by-Word Analysis Trends:** Certain words and phrases **consistently appear** across multiple editions, indicating their importance in conveying key information and attracting readers' attention. These trends highlight the effectiveness of specific language choices in engaging readers and communicating the essence of the news.

5. **Reader Comprehension:** Despite the use of **Headline elements**, the Headlines News remain easily **understandable** to readers due to their relevance, simplicity, and adherence to language style. The careful selection of words and phrases ensures that the Headlines News effectively convey the main points of the news stories.
6. **Trend Identification:** Through the analysis, recurring topics and themes emerge, indicating the **current trends and issues** of significance during the period studied. These trends provide valuable insights into the concerns and interests of the readership and may influence editorial decisions in future news coverage.
7. **Language Adaptation:** The use of **Headline elements** demonstrates an adaptation of language to suit the conventions of **Headlines News writing**, emphasizing brevity and impact. This adaptation reflects the need to capture readers' attention quickly in a fast-paced media environment characterized by information overload.
8. **Effectiveness of Headline Communication:** Despite the condensed nature of the Headlines News, they **effectively convey** the main points of the news stories and capture the essence of the events or issues discussed. This highlights the **skillful craftsmanship of Headlines News Writers** in distilling complex information into succinct and engaging phrases.
9. **Reader Engagement:** The Headlines News serve as entry points to the news stories, inviting readers to **explore further and engage** with the content. The language style and choice of words play a crucial role in enticing readers to click on the Headlines News and delve deeper into the articles, thus driving audience engagement.
10. **Continued Relevance of Print Media:** The analysis underscores the **continued relevance** of print media, particularly newspapers, as sources of timely and informative news. Despite the proliferation of digital platforms, newspapers like "The Jakarta Post" maintain their importance in providing in-depth coverage and analysis of current events.
11. **Potential for Language Diversity:** While **Headline** is a **common feature in newspaper Headlines News**, there is also potential for linguistic diversity and experimentation. Headlines News Writers may explore **alternative language styles** and techniques to cater to different audience preferences and enhance reader engagement.

In conclusion, the analysis of Headlines News and by underlining their relationship with **Headline**, reveals a **consistent use of language style** and structure aimed at efficiently communicating information to readers. "Research aim emphasizes what needs to be achieved within the scope of the research, by the end of the research process. Achievement of research aim provides answer to the research question". (Dudovskiy, 2022) While Headline elements such as **abbreviations and condensed phrases are prevalent**, they do not hinder reader comprehension but rather enhance the effectiveness of the Headlines News in conveying key messages.

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