

Word_Choice_for_Cover_Story_ Title_of_Koran_Tempo

by Eny Setyowati

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PREFACE

First of all, Let us praise The Almighty Allah SWT, who has given health and opportunities to all of us, so that today we can carry out the International Conference on Learning and Education (1st ICLE) STKIP PGRI Pacitan in 2022. Hopefully, this activity will provide blessings and benefits for all of us.

On this occasion, we would like to express our sincere gratitude to the speakers who are willing to share with us in this seminar. This seminar raised the theme "Demand for innovation and education connectivity". It is hoped that it can unravel the demands for innovation and educational connectivity, as well as disseminate various ideas, thoughts, and results of scientific research as well as empirical experiences related to these themes in order to make government programs successful with the jargon of independent learning. The output of this seminar will be published in the International Seminar Proceedings of STKIP PGRI Pacitan. This seminar will also be held regularly every year with an up-to-date theme and present competent speakers from within and outside the country.

We thank all of you for your participation, and we wish you all the best for participating. Thus, if there are things that are less pleasing, I sincerely apologize to all of you. May we always be given health and given ease in all our affairs.

Pacitan, 22 July 2022
Committee Chairman

ttd

SUGIYONO, M.Pd.

SPEECH FOR INTERNATIONAL CONFERENCE

Assalamu'alaikum Warahmatullah Wb.,
Blessings to all of us.

The Excellency:

1. The Governor of East Java, Hj. Khofifah Indar Parawangsa, in this case was represented by the Deputy Governor of East Java, Dr. Emil Elistianto Dardak, M.Sc
2. The Chairman of the PGRI of East Java Province, H. Teguh Sumarno, M.M.,
3. The Regent of Pacitan, Mr. Indrata Nur Bayuaji
4. Associate Professor Roger Chen (Department of English, Tzu Chi University Taiwan)
5. Associate Professor Dr. Anis Malik Thoha (UNISSA Brunei Darussalam)
6. The Chairman, and all Management of PPLPT STKIP PGRI Pacitan
7. Invited guests (Head of Education Office, Head of Branch Office, College Colleagues, Chancellor and Chairperson)
8. Vice Chairs, Heads of Study Programs, Heads of Bureaus, Heads of Institutions, Heads of Technical Services Units, and staff
9. Lecturers, presenters wherever you are,
10. Students, alumni and all seminar participants.

For a moment, let us praise and thank Allah SWT who has given His mercy, taufiq and inayah, so that we can be present virtually at the International Conference on Learning and Education (1ST ICLE). Let us give shalawat and greetings to the Prophet Muhammad SAW, hopefully one day we will get his intercession, amen.

Dear virtual guests,

First of all, I would like to welcome, virtually, to all ladies and gentlemen in the City of 1001 caves, the city where the 6th President Susilo Bambang Yudhoyono (SBY) was born. Pacitan is a city, which is very charming, comfortable, friendly, beautiful and scenic. This city is well worth it for anyone to visit.

This international seminar was very special, because the Deputy Governor, Chair of the PGRI of East Java Province, and the Regent of Pacitan were pleased to join us all online. On behalf of the leadership and the entire academic community of STKIP PGRI Pacitan, I would like to express my sincere and infinite gratitude. Their presence certainly confirms to all of us for their commitment, dedication and concern for the quality of education, including higher education. We would also like to thank all the resource persons who are willing to spend their time and thoughts in this forum. Moreover, we would also like to express our gratitude to all the committee members who made this event a success.

Dear Ladies and Gentlemen.

This international seminar is actually a series of activities on the 30th Anniversary of STKIP PGRI Pacitan. Carrying the theme "Demands for Educational Innovation and Connectivity". This theme emphasizes that this campus is very serious in improving institutional capacity, quality of graduates and preparing themselves to respond to the challenges of the times. We ask for prayers, blessings, support and assistance, ladies and gentlemen, especially to the Governor of East Java who was represented by the Deputy

Governor, The Chair of the PGRI of East Java Province and the Regent of Pacitan so that this Campus would be of higher quality, standing firm, and highly competitive.

Ladies and gentlemen, in virtual space wherever you are,
We hope that this international seminar can be a medium for transfer of knowledge and transfer of value for lecturers, teachers, education staff, students and the wider community who are engaged in education. The various knowledge gained later, hopefully can be a provision to face the changes and demands of life in this era.

Welcome and congratulations on attending the seminar, hopefully you will be enlightened. That's all we have to say, for all our mistakes, we ask for forgiveness. To conclude this speech, we ask the Regent of Pacitan and the Deputy Governor of East Java to give a speech. *Waallahu muafiq ila aqwamitthariq, wassalamu'alaikum warahmatullahi wabarakatuh.*

Wassalamualaikum wr. wb.

Pacitan, 22 July 2022
Chairman,

signed

Dr. Mukodi, M.S.I.

**PROCEEDING
INTERNATIONAL CONFERENCE ON LEARNING AND EDUCATION
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WORD CHOICE FOR COVER STORY TITLE OF KORAN TEMPO

5
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Abstract: The existence of news headlines and articles in the mass media, both print and online is vital. Because, of an interesting title, it will arouse the interest of readers to continue reading the content of the news or article. This study aimed to obtain a description of the choice of words used in the cover story of the November 2021 edition of Koran Tempo. The method used in this study was qualitative which is descriptive. Data and research data sources in the form of words and phrases selected from the titles of the cover story of the November 2021 edition of Koran Tempo. Based on the results of the analysis, it was concluded that based on the meaning, the words and phrases used in the cover story of Koran Tempo, there were words or phrases have denotation and connotation meaning, while, based on lexical, there is the use of synonyms, the choice of title words in the form of active verbs, and has connotative and figurative meanings.

Keywords: word choice, title, cover story

INTRODUCTION

The title of the writing is the first attraction for the reader. The reader will continue to read the content of the writing or not be affected by the title. A good title describes the content of the writing. Writing in mass media known as journalistic writing or journalistic work pays great attention to the existence of titles, especially on the front page (cover) of both print and online mass media.

Journalistic writings use the language of journalism. The characteristic of the language of mass media is straightforward, concise, simple, and easy to understand. Journalistic language Sugono (2009) incorporates journalistic language into a variety of languages based on the subject matter being discussed. Saragih (2005) states that the variety of journalistic languages is different from the variety of other languages. The characteristics of the text of the journalistic variety, in particular, the language in newspapers are different from other languages. Journalistic texts have the most dominant features, namely projection, the objectivity of language (especially in the news, except in editorials), contractions, and metaphors. Meanwhile, Poerwadarminta (in Waridah, 2018) revealed that the variety of journalistic language must be based on the grammatical norms consisting of correct sentence structures and appropriate word selection, even the journalistic language is included in the standard language barrel.

The specificity of journalistic language is seen in all types of mass media, both printed, electronic, and online media. Romeltea (2018) mentions the characteristics of printed media, including printed journalism through a long process that includes reporting, writing, editing, layout, and printing; involves layout, graphic design, and cover; news is disseminated and takes effect within a day; there are often misprints or typos so that there is a rectification for the next issue; has a headline that is prominently displayed on the cover; presenting news or information in the form of text (writing) and images (photos); the number of news stories is limited to columns and pages; and using strict journalistic language due to space limitations, as well as knowing deadlines, because they have to print immediately.

Similar to printed media, in online media, the script is written concisely and to the point. An

online news script should ideally be 400 words and a maximum of 800 words for opinion and feature articles. Titles and leads should be made as attractive as possible so that they are eye-catching because readers generally only read titles. Romli (2018)

The limited space and time of readers in accessing news and articles online, force journalists, illustrators, and editors of mass media to package the appearance of print newspapers and online media as attractive as possible. So that the choice of words, as well as the accompanying illustrations, must be able to captivate the reader.

Koran Tempo is one of the mass media moving from printed to digital lines, it also pays attention to the appearance of the frontpage. The front page of Koran Tempo, which is named the cover story, always displays unique illustrations and titles that often attract the attention of the masses, and bring up pros and cons. Tempo's senior illustrator, Paramita (Tempo, 2021) said the pros and cons are reasonable and necessary for a democratic country like Indonesia as long as the criticism is delivered without breaking the law. The illustrations shown in tempo reports are multi-interpretive and the illustrators do not conclude in one frame. The illustration function in the cover image is a spoiler to accompany the text, provoke the reader and help the reader understand the image, not to sum up everything displayed. Thus, the reader is given the freedom to interpret what is displayed.

Another interesting thing about Koran Tempo that deserves to be researched is the awards it has achieved, namely the Best National Daily Newspaper category for the cover, and the Best Newspaper Editorial category in terms of content at The 12 Indonesian Print Media Awards 2021 organized by the Pers Union of Companies.

Research related to the news titles or articles in mass media and cover stories of Koran Tempo has been carried out by several researchers. One of the studies related to the selection or use of words in news headlines was carried out by Dewi (2015) with the title of the article Language Style on Online Media: Interesting Titles Do Not Have to Be Non-Standard. This study analyzed the frequency of use of non-truth words in the news headlines of online media Detik.com and Kompas.com. The results of the analysis state that the use of the word standard does not reduce the reader's interest in reading the news.

Research by Rahmawati and Didah (2018) with the title Lexical and Grammatical Meanings in the News Titles of City Postal Newspapers (Semantic Studies) shows that the lexical and grammatical meanings of the news titles of Pos Kota newspapers are quite appropriate because there are several words whose meanings cause misinterpretation. The total data analyzed was 44 news headlines, 10 lexical meanings, and 34 grammatical meanings. The lexical meanings found belong to the class of verbs, nominates, and adjectives. Grammatical meanings found include the meaning of affixation, duplication, composition, conversion, and acronyms. There is 18 distorted news headline meaning data, so it needs improvement, and other news titles are correct in meaning and writing, but they need explanation. Several words do not have a meaning in the KBBI, so it is necessary to include these words and their meanings as the main reference for finding meaning.

Meanwhile, research related to diction or word choice in mass media was carried out by Winiharti and Silva (2011). Research to examine the diction used in reporting the meeting of the Committee of the House of Representatives of the Republic of Indonesia in investigating the Bank Century case, especially in the headlines of Kompas, Koran Tempo, and Media Indonesia. The study of this choice of words shows that the form and style of writing applied by the three print media in the headline of the news regarding the meeting of the Committee of the House of Representatives of the Republic of Indonesia for the case of Bank Century are different. Kompas is very careful in word selection and tends to maintain the image of the government, Koran Tempo tries to be objective in its reporting but remains selective in choosing words, and Media Indonesia gives the impression of contradicting the government's decision regarding the Bank Century case.

Research on the cover story of Koran Tempo was conducted by Farahdiba (2021) with the title Rhetoric Analysis of Cover Story of Koran Tempo Edition 15 October 2020: The Way Forward. The research aims to reveal the meaning and message that appears in the depiction of the cover story

of the October 15, 2020 edition of The Tempo Newspaper using a semiotic analysis of Pierce's model. The results of the analysis show that the government seems to be trying to turn a blind eye and ear to the actions of rejection by the public towards the ratification of the Job Creation Law.

Articles in previous studies discussed the use of standard and non-standard words in news titles, language styles, lexical and grammatical meanings, writing styles in news, and meanings in the illustrations of Koran Tempo cover stories. Meanwhile, this study discusses the choice of words in the cover story title related to the content of the November 2021 edition of the Koran Tempo article.

LITERATURE REVIEW

Choice Word

Word choice or diction is the ability to correctly distinguish the nuances of meaning from the idea to be conveyed, and the ability to find an appropriate form (suitable) to the situation and taste value possessed by the community (Keraf, 2008). While Rahardi (2009) expresses diction or word choice in language practice questions the ability of a word, phrase, or group of words to cause the right ideas in the imagination of the reader or listener (Rahardi, 2009).

Keraf (2008) sorts diction into points, (1) based on denotative meaning and connotative meaning. Connotative meaning is a type of word that has a non-actual meaning. (2) based on linguistic and nonlinguistic contexts. A linguistic context is a relationship between one language element and another language element. The linguistic context includes the context of the relationship between the word and the word in the phrase in a sentence or discourse, and also the relationship between the sentences in the discourse. The nonlinguistic context includes two things, namely the relationship between words and goods or things, and the relationship between language and society or also called the social context. This social context has a very important role in the use of words or language. The use of words such as land crocodiles is used to adapt to the social context at hand. (3) on a lexical basis there are a) synonyms, which are words that have the same meaning. b) antonyms, are two words whose meanings are opposite. c) homonymous, is a word that has the same pronunciation and spelling but has a different meaning. d) homophone, is a word that has different meanings and spellings with the same pronunciation. e) homograph, is a meaning that has different meanings and pronunciations but the spelling is the same. f) polysemy, is a word that has many meanings. g) hypernyms, are words that represent many other words. The word hypernym can be a common word from the mention of other words. h) hyponyms, are words that are represented in meaning by hypernymous words.

2.2. News Title

A news headline is a phrase consisting of two words, title, and news. The title in the KBBI is mentioned as the name used for the book or chapter in the book which implies in short the content or intent of the book or chapter, and the title is the head of the essay. Meanwhile, news etymologically comes from the Sanskrit translation of 'vritta' which means an event or what is happening.

Romli (2018) defines news as an event report that is published or broadcast in the mass media in the form of facts or ideas, consists of elements of 5W + 1H, and contains news values or journalistic values. While Charnley (Budyatna, 2014) defines news as the timely report of facts or opinions that hold interest or importance, or both, for a considerable number of people. Meanwhile, Bleyer (Assegaff, 1983) describes the news as something that journalists choose to be published in newspapers because it can attract interest or have meaning for newspaper readers.

Tempo Institute (2019) an attractive title on an online site is a title that meets the elements: (1) Interesting, attractive without damaging the accuracy of the title. One example is using trending words or solicitation words. (2) Be brief, because a long title will give a long-winded impression, and the ideal word count for a title on an online site is eight. (3) Straightforward, title should be made to the point. (4) Easy to guess, according to its function, the title is made to help the reader guess the content of the writing. (5) Summarizing the content, a good title is a title that can

indirectly summarize the content of the writing.

The writing of the title in a news story should use language that is easy to understand, clear, and unambiguous. According to Sumadira (2004), a good news headline must meet the requirements, including (1) provocative, (2) concise, (3) relevant, (4) functional, (5) formal, (6) representative, and (7) using standard language. Sumadira also revealed the headline of the news is the identity of the news. Without a title, no matter how great the news is, it is meaningless. Since without a news headline it is unknown and incapable of giving a message, the title is the first attraction trigger for the reader to read.

Based on the above definition, it can be concluded that the headline of the news is an interesting, short, concise, and straightforward essay head that implies the content of the news being written. An interesting headline will arouse the interest of readers to read the content of the news. In this regard, the title should use the words or phrases chosen first.

22 RESEARCH METHOD

21 This research method is a descriptive qualitative method. Djajasudarma (2006) stated that qualitative methods are procedures that produce descriptive data both oral and written that develop in society. In this study, the data was presented as it is factually based on the titles of the cover story of the November 2021 edition of Koran Tempo.

The source of the 26 research data is the titles of the cover story of the November 2021 edition of Koran Tempo, while the data source is in the form of words in the news title that implies the content of the cover story writing. Data collection uses the heeding method with note-taking 12 techniques as the basic technique. Mahsun (2014) stated that it is called the heeding method because the data is obtained by heeding the use of language. Heeding to the use of language both spoken and written. 2021, (2) read and mark the words and phrases in the cover story title, (3) classify the types of words used in the titles, and (4) explain the findings in the classification of words and phrases used. Bongdan and Biklen (Moleong, 2014) state that data analysis is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, searching and finding patterns, finding what is important and what is learned, and deciding what can be told to others. The stages carried out in the analysis are (1) recording the title of the November 2021 issue of the cover story, (2) reading and marking the words and phrases in the cover story title, and (3) classifying the types of words used in the titles, and (4) explaining the findings in the classification of words and phrases used.

RESULT AND DISCUSS

Word Choice Based on Lexical Structure

Lexical structures are various semantic relations found in the word. The relationship among these words can take the form of synonymy, polysemy, homonymy, hyponymy, and antonymy (Keraf, 2008). The lexical structure contained in the choice of the title of the Cover Story of Koran Tempo is synonymous. Synonyms are words that have the same meaning. This is seen in the data in the following table.

Table 4.1 Lexical Structure of Synonyms

Edition	Title
1/11/2021	Ambisi Halau Emisi
2/11/2021	Sengkarut Persoalan Kereta Ringan
3/11/2021	Rawan Kecelakaan Di Lintasan Kereta Layang
6/11/2021	Botak di Hulu Petaka di Batu
8/11/2021	Akrobat Kereta Cepat
14/11/2021	Tren Mantenana Minimalis
20/11/2021	Salah Alamat Bantuan Sosial
22/11/2021	Di Bawah Ancaman Predator Kampus

Edition	Title
23/11/2021	Melawan Pemangsa Seks

The choice of the word *ambisi* means a great desire to achieve something. The choice of the word *ambisi* in the title of the cover story of *Ambisi Halau Emisi* was chosen because the article it was discussed the hope for the government to make ambitious policies to overcome the surge in carbon emissions. Ambition describes a great desire. On the data, *Sengkarut Persoalan Kereta Ringan*, the word *sengkarut* which has an erratic equivalent has many intricacies – its intricacies are chosen to describe the complexity of the problem. *Kereta Ringan* and *Kereta Layang* as translations of Light Rail Transit (LRT) were chosen because of the translation from English which means light elevated train.

The choice word *botak*, or is equivalent to bald which means to have no hair, and is used for humans, was chosen to describe a bare forest. Instead, the selection of the words *predator* and *predator* used for animals, in the context of this title is used for humans. Depictions of humans behaving like animals and giving rise to a frightening impression. The word *akrobat* in the title data above was chosen to replace the word dexterity. The word *mantenan* is an uptake from Java. Keraf (2008) mentions that one of the causes of the use of synonyms is absorption from other languages. Although there is already an equivalent in Indonesian, the author uses *mantenan* which is synonymous with marriage.

Some of the factors that cause synonymy are emotive (taste value) and evaluative meanings. The cognitive meaning used has the same meaning as other words but has a different emotive meaning. So journalists choose words that have an emotive meaning to describe the content of the news/article written so that readers are interested in reading it.

The choice of words based on the meaning contained in the titles of the November 2021 issue of cover stories recorded the use of words that mean connotations. Keraf (2008) limiting connotations or connotative meanings is a type of meaning in which stimulus and response contain emotional values. The connotative meaning occurs in part because the speaker wants to cause feelings of agreement and disapproval, pleasure and displeasure, to the listener, and on the other hand, the chosen word shows that the speaker harbors the same feelings. Regarding the data in this study, the speaker is the author/journalist of Koran Tempo who conveys his ideas to readers. The connotative meaning in the title of the cover story is contained in the following data.

Tabel 4.2 Word Choice By Meaning

Edition	Title
10/11/2021	Kemahalan Lalu <i>Banting Harga</i>
11/11/2021	<i>Mati Angin</i>
19/11/2021	<i>Salin Rupa</i> Sang Mentor
25/11/2021	<i>Jungkat – jungkit</i> Prediksi Ekonomi Jokowi
30/11/2021	<i>Menangkis</i> Serangan Omicron

The phrase *banting harga* in the title above has the meaning of falling the price as low as possible. The word *banting*, which means to be thrown as hard as possible, contains an emotional meaning. This is related to the price of the polymerase chain reaction (PCR) test which was previously IDR 2,500,000.00 to IDR 300,000.00. The use of the phrase *Salin Rupa* above describes the change of the Mentors of the Islamic Network which became an Islamic political movement.

Mati angin in describing Garuda Indonesia's position was used in the cover story on November 11. The *mati angin* has the figurative meaning of helplessness. This is to the content of the article about the helplessness of Garuda Indonesia due to debt. *Jungkat – jungkit* is a verb that has the meaning of going up and down. This choice of words describes the prediction of an increase in economic growth in 2022. Growth is predicted to rise in line with the reopening of

business activities, but this must be faced with the challenges of normalizing monetary and fiscal policies in developed countries.

In the title data *menangkis*, attacks have the meaning of restraining, facing, and resisting. The choice of the word *parry* has an emotional or cognitive meaning rather than holding back or confronting. Because *parrying* can resist deftly.

CONCLUSIONS

The choice of words for the cover story titles of the November 2021 edition of *Koran Tempo* is by the criteria for writing news titles in online media, including short, concise, to the point and provocative. Based on the identification of the choice of words used in these titles, it can be concluded that the selected word falls into the category of synonymous lexical structures and means connotative and figurative.

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