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## USING BAHASA IN NEWSPAPER HEADLINE IN MAKASSAR

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### ABSTRACT

The research aims at getting the illustration of the form and structure of Bahasa which used in the newspaper headline. The research applied qualitative descriptive approach in analyzing the data which taken from headline news in Harian Fajar and Kompas. The research result of using Bahasa in newspaper headline shows that form and structural of Bahasa such as: (1) using verbal without prefix *meng-*, *ber-*, and *ter-*, (2) using numeral on the beginning of headline news. (3) using idiom. (4) using passive and active sentences, (5) using collocation without conjunction.

**Keywords:** *Bahasa, Newspaper Headline, Makassar.*

### 1. INTRODUCTION

The language that used in the news paper is written language which known as journalistic. According to Badudu (1985:138) [1] and Anwar (1984) [2], states that press or journalistic is one of the several of Bahasa that used in journalistic consists of various languages which used in the oral press such as: radio, television, and written press such as: newspaper and magazine. Wojowarsito in Anwar (1984:1-2) [2] states that language of journalistic is public communication which can be found in the daily newspaper and magazine so, the languages that used must be easier and clear to be read by the intellectual and public society enjoyably. The language that used in journalistic have to follow the norm of the structure that used.

Furthermore Anwar (1984:1) [2] and Badudu (1985:138) [1], state that journalistic language is used special language, they are simple, short, interesting, and full of meaning. Therefore the language that used in the journalistic have to follow the standard language such as spelling, lexical, and also vocabularies follow the language that used in the society.

Using language in the newspaper headline has priority toward the economical principal of the words as manifestation of the newspaper space and pages in order that the news can be understood by the reader easily. Some of the principal economics of language is omitted the unneeded words to get good impression news. So, the writer gets their goal in sending the message by using the efficient language in their writing. Moreover Wojowarsito (1977:16) [3], states that the language that can get as much reader is not based on the great language but the common language such as: polite, well-ordered, and easy to be read and it does not make the reader to be confused.

News is a thing that delivered to the reader through newspaper to support the society need in the short time, easy to be known and understood. So, every newspaper hoped not to make the reader confuse to catch the meaning.

As explained before the criteria of journalistic language. Anwar (1994:43) [2] explains the rule of using Bahasa in the newspaper headline as follows: (1) using the standard of Bahasa, (2) reduce using the abbreviation and acronym, (3) keep the suffix and prefix, (4) use the short sentence, (5) avoid using idiom, (6) omitted the unneeded word, (7) only one main idea, (8) avoid the other languages, (9) follow the structure of Bahasa, (10) communicative.

### Writing of the Headline News

Headline or title is the other names which used for chapter in the book that can explain the contents of the book or chapter shortly (KBBI, 2001:367) [4]. Title can be also called composition head which consists of the words that explain in the body of the writing. Keraf (1980:128) [5], states that the good title and suitable with its theme will stimulate the reader. It is possible the same writing so, the title that used in the writing must be the original title. The original title is not meant that the title never used before. It can be used the old famous title, because of the different approach of life attitude need to keep the original of the title.

Nafsiah (1981:94-95) [6] explains the aspect which needs to be considered in making title of the writing, they are: (1) related title, (2) short, (3) clear, (4) must be proactive, and (5) logic. Abdullah, (1992:35) [7], states that making title same when put the banner of the shop. By seeing the banner of the shop can be known and imagine the goods that the shop sells in. When we put the headline news the reader can also imagine the contents of the news immediately. It indicated that the title is very important to be considered.

To make the good headline news, we need to know the criteria of how to write the title rightly. Anwar (1984:85-86) [2] states that there are few items the writer has to be considered they are: (1) the title has to be life, (2) the title consists of the topic of the news, (3) the news must in active sentence, (4) based on the reality or fact.

Based on the statements above the writing has original title, because the title is an ethic in writing. Title is a slogan which shows the interesting topic (Keraf, 1980:128:129) [5].

## 2. METHODOLOGY

The research using qualitative descriptive approach in analyzing the data which has taken from newspaper headline such as: *Harian Fajar* and *Kompas*:

## 3. RESULTS AND DISCUSSION

### Form of Word in Headline News

#### a. Using Verb in Headline News

Some of the headline news has been found which using verb as follows:

- (1) *Pengusaha akan Menjemput Bola*
- (2) *Penjaga Gawang Menciptakan Gol*
- (3) *Kiper Persegres Menghilang*
- (4) *Polres Ponorogo Meringkus Tersangka Penipu Tenaga Kerja*
- (5) *Korsel Belum Beruntung*

In the titles above which consist of active verb *menjemput*, *menciptakan*, *menghilangkan*, *meringkus*, and *beruntung*. Using of the verbs above is very important because without verb the title will has not meaning. The function of the verb in the headline news is not only to attract the reader but also to make the title itself. According to Anwar (1984:86) [2], that without verb in the title which called the headline news will die.

Besides of the active verbs above, there is also passive verb in the headline news. Using passive verb in the headline news is variety. It mean that can be found in the beginning, middle, and the end of the headline news which can be seen as follows:

- 1) *Diancam Dihabisi Babinsa Menyutat ke Pangdam*
- 2) *Pengungsi Dilanda Penyakit*
- 3) *Helikopter Duta Bear AS ditembak*

There are some passive verbs in the title above which can be seen in the beginning, middle, and the end of the sentences. In the first title the passive verb *diancam* is used in the beginning of the sentence, In the second title the passive verb *dilanda* is put in the middle of the sentence, and the third title passive verb *ditembak* is put in the end of the sentence.

Based on the title above, using active verb or passive verb in the headline news is very important. It is not only to attract the reader but also to make the title become life so, the journalist always write the headline news by using verb.

#### b. Using Verb without Prefix in Headline News

Based on the writer observation toward the *harian Fajar* and *Kompas* newspaper, they also using verb in the headline news without prefix. They omitted only the certain prefix but some prefix still exist such as: *di-*, *ber-*, and *ter-*, the verbs can be seen in the headline as follows:

- 1) *ABRI Siap Renovasi Rumah Korban Tsunami*
- 2) *Mendagri Bantah Pelecehan Seksual*
- 3) *Sain Australia Siap Bantu Asia Pasifik*

The examples above consists of verbs without using prefix *meng-*. The titles above only use *renovasi*, *bantah*, and *bantu* without prefix *meng-*. The words actually using prefix *meng-* such as: *merenovasi*, *membantah*, and *membantu*. Because the verbs are used in the title so, the prefix is omitted in order that simple and dynamic.

#### c. Using Numeral in the Beginning Sentence of the Headline News

Based on the Bahasa standard or Ejaan Yang Disempurnakan (EYD) using numeral at the beginning of the headline news is breaking the rule. But, the headline has to be simple and dynamic. So, using numeral in the title can be seen as follows:

- 1) *50 Penerima Kredit Terbesar Wajib ajukan Proposal Baru*
- 2) *300 Militan Tewas*
- 3) *30 Calon Pelatih Sepak Bola Ditatar*

All of the titles above are written at beginning by numeral not in the numeric. The first title, beginning with number 50, the second title beginning with number 300, and the third title beginning with number 30.

#### d. Using Idiom

Using idiom in the headline in orders that interesting title to attract the reader, and the more important to make the title become shorter and dynamic. To get this point part of the word is omitted. Many people wanted to buy Habibie's picture in the meeting of Bugis-Makassar businessmen. *Harian Fajar* did not write the news headline as follows: "*Foto Habibie Dilelang*", but they wrote as, "*Habibie Dilelang, Laku Rp 261 juta*".

The word "*Foto*" as an object in the selling event was omitted in the headline news, it is focused in to *Habibie* without *foto* but the word *Habibie* is put the apostrophes such as "*Habibie*". When the apostrophes are omitted in the *Habibie* It will make other senses for the reader. The most important thing on the title above is making the attractive title to get as much as possible readers to know what the content of the news is. From the reading arose many big questions, is *Habibie* sold or not? But after reading the news the readers concluded that only the *Habibie's foto* not *Habibie* as a person. This is the successful of journalist in determining the title.

#### e. The Structure of Headline News

##### 1. Passive and active sentences

The title sentence can be passive or active. The structure has variety functions, they are subject and predicate. Subject is followed by coma and then predicate. Subject that followed by passive without the doer or followed by the doer.

Examples:

- (1) *Puluhan Pencari Kerja Datangi Kantor Depnaker Bogor*
- (2) *Penjaga Gawang Ciptakan Gol*
- (3) *Persiden Dukung Pelaksanaan Tugas Komnas HAM*

The titles above are active voice; it means that the main idea is put in the beginning of the sentence to emphasize the main idea. The part of the sentences such as: *puluhan Pencari Kerja*, *Penjaga Gawang*, and *Persiden* as the main idea of the sentences so, they are put in the beginning of the sentences. The main idea of the sentences always put in the beginning as subject of the sentences. The predicate are *datangi (mendatangi)*, *ciptakan*, and *dukung (mendukung)* followed by object. Based on the titles above they are included as active transitive, by the structure subject, predicate, and object (S-P-O).

The sentences above are found in the news paper headline but it is shorter and compressed. It means that the subject and predicate is not connected by verb copula directly such as: "adalah" or "as" but only separated by coma (,) to make the title shorter and meaningful.

Examples:

- (1) *Penyimpangan siswa, Kendala tingkatkan Mutu Pendidikan*
- (2) *Kepulauan Seribu, Simalakama bagi Telkom*
- (3) *Pertemuan Rembang, Reuni Para "Buyut"*

The headline news that omitted the main idea of the sentence is found in the passive sentence where the predicate as verb passive as follows:

- (1) *Satpam pasar Sentral diperiksa polisi*
- (2) *Masyarakat Diimbau Waspada Diare*
- (3) *Pembongkaran BalePutra Dihentikan*

The titles above are phrases "*Satpam Pasar Sentral*" and "*Pembongkaran Bale Putra*" the important thing is placed the predicate in the beginning of the sentence. The predicates of these titles are directly by the doers.

## 2. The Collocation sentences

The collocation sentence consists of two parts of the sentences or two clauses as follows:

### a. Parallel sentences

To see the problem clearly, analyze the phrases as follows:

- (1) *Oknum Lurah Kawin Lari, Orang Tua Gadis Dilapor*
- (2) *Oci Masih Buron, Barang Bukti Sudah diamankan*
- (3) *Di Luar Kawan, Di Lapangan Musuh*

The headlines above consists of two clauses but they do not have conjunction but by using coma to avoid the wasting words in the headline news. This is the rule in the press and can be accepted.

### b. Unparallel sentence

Using unparallel sentence in writing of the newspaper headline is commonly happened, but they do not have conjunction to connect the clauses only separated by come. The function of punctuation coma to change the conjunction can be seen as follows:

- (1) *Asap Tebal Selimuti Jambi, MNA Sementara tak Bereoperasi*
- (2) *Dua Tahun Tewas, Dua Oknum Polisi Diperiksa*
- (3) *Tebang Pohon, Enam Orang Disidang*

The titles above are unparallel sentences. The sentences above consist of two clauses they are independent clause and dependent clause. The sentences do not have conjunction but only separated by come instead of conjunction.

## 4. CONCLUSION

Based on the analyses of the research above that the using of Bahasa in the headline news of news is concluded as follows:

- 1) News paper, functioning as media of information, education, entertainment, people aspiration, social control, and Bahasa training.
- 2) Using Bahasa in the headline news of newspaper can be seen the form and structure which written shortly and dynamic aim at attracting, impression, attention, and curiosity of the readers.
- 3) The words form of the headline news in the news paper using verbal without prefix ber-, ter-. Besides, using numeral in the beginning of the sentence, idiom, in order that shorter and meaningful. Moreover, economical space in the newspaper.
- 4) The headline news using form Bahasa in passive and active voice and collocation structurally.
- 5) Passive and active sentence, the main idea of the sentence is placed in the beginning of the sentence whereas the supported idea placed in the end of the sentence. In this sentences copula is omitted and substituted by punctuation coma. Predicate of the sentence is placed in the beginning of the sentence and followed by subject. The form is place predicate in the beginning followed by punctuation coma then subject.
- 6) In the headline news which using collocation, the conjunction is omitted, and dependent clause always previous of independent clause.

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