

CHAPTER I

INTRODUCTION

1.1 Background of Research

The most significant part of a newspaper is headline, because it contains the significant words written by a journalist that portrays a topic. It is also the first part before the readers read the news. Dor (2003) detected that some people who read the news frequently browse headlines more often than they read articles. The headline must be fascinating because it affects the readers' willingness to know the news. The more fascinating headline that are displayed, the more attractive the reader is to know the news. The text that is placed on the top of the article is the headline, and commonly written by the news writer, the page layout designer, or the editors. This headline is written because its to grab the reader's attention quickly and concisely.

Some essential words include the headline that imply the subject and the topic. Tinono (2008) discovered that specific, accurate, clear, and concise are the characteristics of all aspects of headlines. Headline is regulated by a special language. This happens because it is meant to entice the reader to read the story. In addition, space for writing headlines on newspaper pages is limited. Therefore, grammar and structure will facilitate the writers write every headline in a newspaper and it frequently uses nonstandard and ungrammatical structure to generate headline successfully. Tinono (2008) structurally determines many sort of headline, such as sentential headline and non-sentential headline. Sentential headline could be a headline that has common sentence structure. It is classified into simple and multiple sentence. While, non-sentential headline could be a headline that has an irregular structure. This structure is termed minor sentence, which is a sentence with no finite verb form.

On the other hand, it is need to have clearly about understanding of linguistic features which are related to structure in the headline news. Linguistic features are specific pairs of structure or meaning formed in language. This example was taken from journal by Anugrah Pradibta (2015) which the title of headline is *Ahok officially nominated Djarot*. This sentence include as headline because there are several linguistic features. It uses simple and specific words it's means that the first pre-requisite of any good headline, like official or nominated. In addition, it uses active verbs to give meaning and weight. This means that this headline is written by using an active verb and provides its meaning. The active verb used in this headline is a *nominate*. This means that Ahok will officially nominate Djarot

as deputy governor. In addition, long words should be replaced with short ones. In this headline, it is given take a closer actually a very long text. *Ahok will officially nominate Djarot*. However, this headline is short because a language feature must be used. It uses infinitive to describe future tense. Because of that, it turned out that *Ahok officially nominated Djarot*. In terms of tense, this headline uses a future form in its structure. This means using an infinitive to indicate that it will happen in the future

There are some previous researches which are similar to this topic research. The first previous research is from a thesis, entitled “Language style in the headlines of Lampu Hijau Newspaper” by Genjit Marjianto (2016). This thesis focused on analyzing language style of Lampu Hijau Newspaper. He used descriptive qualitative method. The result of the research showed that the headlines of Lampu Hijau newspaper use formal, informal ,and slang language style. The author used different language style to make their headlines look different from the others. The second previous research is from a journal by Anugrah Pradibta (2015), entitled “Linguistic feature of the Jakarta Post News Headline”. He used descriptive qualitative method. This research only focused on semantics. The result is if writing headlines is included with the meaning, it will be a long headline by using the linguistic feature the author can make it short and structured. The last previous research is from a journal, entitled “Critical Discourse Analysis of News Headline about Imran Khna’s Peace March towards Wazaristan” by Farhat Sajjad (2012). He used descriptive qualitative method. In this research he focused on finding out the different representations of the same

news item in local and foreign media through CDA of media by Van Dijk's with Olowe's technique for analysis of newspaper headline. His research found out how ideologies are constructed through news headlines by working within the framework of CDA of media.

Based on those three researches above, the similarity can be seen in the corpus data, which is Headline news. However, there are slight differences between this research and those previous research. This study has a purpose of analyzing the linguistic features of news headline which include the analysis of semantic factors found in newspaper headlines and determine what types of news headline, so that the readers not only get the information but also can understand the meaning of the headline written by the journalists.

1.2 Research Problem

According to background of research, the research problems that will be analyzed are as follow:

1. What types of news headline are in the New York Times?
2. What are the linguistic features in the New York Times of news headline?

1.3 Research Objective

Based on the research of problem, this study has purposes such as:

1. To find out what types of news headline are used in the New York Times
2. To describe linguistic features that occurs in the New York Times of news headline

1.4 Scope and Limitation

This research focuses on analyzing news headline in the New York Times edition in May until July 2020. The researcher focused on 30 headlines in the newspaper. To analyze this research, the writer applies the theory about news headline by Sunil Saxena and I.Nani Tinono for the analysis of semantic factors found in newspaper headlines.

1.5 Research Methodology

This research uses a descriptive method to analyze the linguistic features of the news headlines. It aims to describe the linguistic features of news headlines and to find out the types of news headlines which are used by New York Times newspaper in their articles.

1.5.1 Data

The data of this research are headline news taken from the New York Times online newspaper edition in May until July 2020. Then, the data for this research were taken randomly from different editions start from May until the end of July, which are May 4th 2020, June 7th 2020, and July 4th 2020 in order to find the linguistics feature and the types of news headline of the New York Times.

1.5.2 Data Collection

Technique of data collection is the way the writer collects and gets the data. In collecting the data of this research, there are three techniques that are used. First, the writer finds headlines from the online newspaper. Second, the writer selects the data and chose the topic. Third, the writer analyzes the selected headlines.

1.5.3 Data Analysis

After collecting the data from newspaper, the data will be analyzed through some steps. First, the writer will read and comprehend the specified data. Second, the writer will identify the specified data based on the linguistic features by using Sunnil Saxena theory (2008). Third, the writer will categorizes the linguistic features found in news headline and specify the types of news headlines. Fourth, the writer will interprets the analysis.

1.6 Organization of Writing

This research consists of four chapters. Chapter one consists of background of study, statement of problem, research objective, scope and limitations, and research methodology. Chapter two consists of the theories that support the research and a framework that are used as a guidance in this thesis. Chapter three is the analysis of the data using theory from Sunnil Saxena and I Nani Tinono. Chapter four is the final chapter which gives the conclusion of the research.