CHAPTER I

INTRODUCTION

1.1 Background of Study

The evolution of technology and the internet brings many significant changes. Almost every industry has changed from traditional age to the internet and reached a large following in the technology age (Geçkil et al., 2020). Changes in the information or news media are one of those affected. Currently, many conventional or printed news media have switched to online or digital media. Previously, readers had to buy or subscribe to printed media such as newspapers, magazines, or other bulletins to get the latest information. However, unlike print media, people can easily get information from online media.

Online media is a digital-based platform to access all information anywhere and anytime using a smartphone or device that has been connected to the internet. With this convenience, many readers began to leave print media and began to switch to online media that were more sophisticated. Nowadays, Millennials are confused between preferring the familiarity of print and being enthralled by the rapid flow of new technology (Dayton, 2016). The development of online media is also quite rapid compared to print media.

Rapid development makes online media the best place to reap profits. The more visitors who visit the online media, the more benefits obtained by the online media. These benefits are usually obtained from advertisements on online media websites. The increase in advertising revenue contained in online media comes from

how many visitors come in a certain period (Geçkil et al., 2020). Therefore, today many online media are looking for ways to attract many visitors and click on their online media.

Based on this, an idea emerged by using a sentence in the headline that is a little absurd and even not in accordance with the actual content to provoke the curiosity of visitors to visit their website. Then, came the term known as "Clickbait". Clickbait is a title, image, or social media post that entices (or attracts) readers to read or watch an article or video by promising fantastic or useful information, but the narrative turns out to be uninteresting, fake, or about an entirely other issue. (Thiel, 2019). The strategy, then, is carried out to attract the attention of potential users (Kertanegara, 2018).

Websites that use images or sentences which contain clickbait elements have more visits than sentences that do not contain clickbait. Content that contain clickbait gets more attention so that it can attract more users widely (Rony et al., 2017). This opportunity is taken advantage of by online media. One that utilizes this clickbait is news content. There has been a lot of news content that implements this clickbait technique. Usually, they will put clickbait elements in their headlines. Headlines themselves are an important part of news content. According to Chen et al. (2015) headline, as one of the important keys of capturing the reader's attention, should trigger the reader's interest in what the article is about, luring the reader to open the article. In addition, a headline is the best way which frequently used to get potential reader interested in an article (Kuiken et al., 2017). Ifantidou (2009) found that readers will ignore the clarity of information, meaning and length of headlines as

long as those headlines grab their awareness. Bhowmik et al. (2019) in their research found that 33.54% of clickbait headlines in mainstream media, up to around 40% in untrustworthy media and There are four categories that tend to use clickbait, Funny category at the top of the list at around 95.8%, followed by the anime category which has a percentage of 91%, then entertainment with 89%, and the last is culture with 86%.

Although clickbait headlines are quite profitable for online news media companies, some people are turned off by clickbait headlines. First, it wastes the reader's time, leaving them disillusioned and upset. Second, it harms the publisher's reputation by violating the broad code of ethics in journalism. Third, if social media website traffic is saturated with low-quality clickbait content and formulas, it will suffer (Zhou, 2017). Online media will give more dangerous effects when using clickbait (Chen et al., 2015). Clickbait headlines can also broaden fake news that will affect many people in confusion. Articles that use headlines with clickbait elements are often unverified, misleading, and have great potential for the spread of fake articles or news (Silverman, 2015).

The spread of fake news has been around for a long time, especially with the easy access of information through social media nowadays (Burkhardt, 2017). Fake News has become a prominent component of social media, raising concerns about the credibility, quality, and veracity of information. Fake news is progressively affecting society norms, shifting perspectives on crucial problems and themes as well as redefining facts, realities, and beliefs. (Olan et al., 2022). Research conducted by Barthel et al. (2016) showed that the spread of fake news has been carried out by a

quarter of American people on social media . Based on this, researchers are interested in researching more about clickbait headlines in New York magazine. In particular, what type and characteristics of clickbait headline are used to cause the spread of fake news. New York Magazine is one of the information media that displays several news options ranging from soft news to hard news and can be accessed online.

Each media has its own characteristics in making clickbait titles. Biyani et al (2016) classified the types of headlines into eight types, such as Exaggeration, Teasing, Inflammatory, Formatting, Bait-and-Switch, Ambiguous, and Wrong. It is also possible to use the combination of those types. In their research, Biyani et al (2016) found that the combined performance of all the features is better than performance of all the individual types of features. Clickbait headlines also have their own characteristics in writing to attract readers to read the article. According to Molina et al. (2021) there are seven characteristics in making Clickbait headlines, namely Question, List, Wh- words, Demonstrative Adjective, Positive Superlatives, Negative Superlatives, and Modals.

A previous study on clickbait conducted by Bazaco et al (2019) entitled "Clickbait as a strategy of viral journalism: conceptualisation and methodst". This study explained that clickbait headlines are a phenomenon that arises from the media industry and some news media companies use a strategy that impacts the quality of news. They do this by presenting banal and exaggerated stories, often enriched by expressive resources in order to grab attention on social networks. In this research, Two Spanish news sources, El Mundo and El Pais, were analyzed for the presence of

incomplete information, stanza headlines, hyperbole, and use of pre-eminence. Clickbait is present in a high percentage of the messages and in a great diversity of sections, so it can be recognized as a phenomenon that is functionally used to gain visits.

Another study conducted by García Orosa et al (2017) with the title "Use of clickbait in the online news media of the 28 EU member countries". This study looks at the use of clickbait in online media in 28 countries in the European Union. The result is that the use of clickbait has redefined the role of news headlines, shifting their focus from providing information to persuading readers to stay on the webpage for as long as possible. However, the use of clickbait undermines the traditional journalistic value of article writing and editing. In general, Online media in 28 European Union countries generate clicks by using catchy, provocative, and sensational titles and headlines in nearly half of their articles in order to exploit the curiosity of readers, rather than by producing quality content.

1.2 Research Problems

Based on the problem above, there are some questions that researcher will answer:

1. What are the types of clickbait headlines used in New York Magazine?

2. What are the characteristics of clickbait headlines used in New York Magazine?

1.3 Research Objectives

The objectives of this research are:

1. To find out the types of clickbait headlines found in headlines of New York Magazine

2. To identify the characteristics of clickbait headlines used in headlines of New York Magazine

1.4 Scope and Limitation

The researcher focuses on analyzing on the headlines in politic section which published in the period of February to April 2023 in New York Magazine. This research uses types of clickbait headline theory by Biyani et al in their journal and the characteristics of clickbait headline theory by Molina et al.

1.5 Research Methodology

1.5.1 Method

In this research, the researcher uses qualitative method to analyze the data. Qualitative research is a research process to understand human or social phenomena by creating a comprehensive and complex picture that can be presented in words, reporting detailed views obtained from informant sources, and carried out in a natural setting (Walidin et al., 2015). Qualitative research focuses on emphasizing understanding of problems in social life based on realistic conditions or natural settings that are holistic, complex, and detailed (Fadli, 2021).

1.5.2 Data Sources

The researcher uses headlines related to political news contained in the New York Magazine that published from February to March 2023, data is taken as many

as 17 data which is selected for every month with potentially clickbait headlines. The following data sources are:

1. Trump Wants to Divide Republicans and Conquer DeSantis, Feb 7, 2023

2. Liberals Shouldn't Fear Ron DeSantis, Feb 10, 2023

3. What Would 2024 Look Like for Democrats If Biden Retired? Feb 12, 2023

4. Joe Biden Is Running in 2024, So Please Stop Annoying Jill About It, Feb 24, 2023

5. Will the 2024 Convention Site Actually Help Democrats Wins?, Feb 24, 2023

6. Will Abortion Come Back to Bite Ron DeSantis?, March 12, 2023

7. George Santos Wants to Do This Again, March 14, 2023

8. Could a Criminal Indictment Actually Help Trump's 2024 Campaign?, March 18. 2023

9. Ron DeSantis Eating Pudding With His Hand Will End His 2024 Bid, March 23, 2023

10. Can America Survive a Second Trump Presidency, Emotionally?, March 25, 2023

11. Donald Trump Thinks America Is a Sh*thole Country, March 26, 2023

12. 2016 Loser Chris Christie Thinks He Can Destroy Trump, March 28, 2023

13. Trump Is Going on Trial, But You Won't Be Able to Watch, April 1, 2023

14. 5 Clues That Joe Biden Is Already Running, April 6, 2023

15. Trump's Legal Drama Will Dominate the 2024 Primaries, April 6 2023

16. What If DeSantis Takes a Pass 0n 2024, April 9, 2023

17. Is DeSantis Just Not Dumb Enough for Republicans? April 21, 2023

1.5.3 Data Collection

Working on this research, the first step is to visit the New York Magazine website at nymag.com. After that, read the headlines and do a simple analysis of all the headlines of politic news section of New York Magazine for each month from February to March 2023. Then, choose some headlines on New York Magazine that has potential clickbait.

1.5.4 Data Analysis

The researcher will be analyzed the clickbait headline in politic news section of New York Magazine by applying the theory of the type of clickbait headlines by Biyani et al and theory of characteristic of clickbait headline by Molina et al.

1.6 Organization of Writing

There are four chapters of this research which consist of some sub-chapters in each chapter. The first chapter is an introduction that explains to the readers about the background of the research, research problem, objectives, scope and limitation, and research methodology. The second is theoretical framework. In this chapter consists of two theories by Biyani et al about the types of clickbait headline as well as the theory of characteristics of clickbait headline by Molina et al that is used in this research. The third chapter is the analysis and discussion. This chapter will explain the process where the data are analyzed by using theories to answer the research problem. The fourth chapter will be the final chapter of this research. It consists of the conclusion of the whole analysis.