

# **A STYLISTICS ANALYSIS OF LANGUAGE PATTERNS OF NEWS NARRATION IN THE PRINTED AND ELECTRONIC MEDIA**

*Analisis Stilistika Pola-Pola Bahasa pada Narasi-Narasi Berita yang terdapat pada  
Media Cetak dan Elektronik*

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**ENGLISH LANGUAGE STUDIES**

**POST GRADUATE PROGRAM**

**HASANUDDIN UNIVERSITY**

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**2013**

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## **Thesis**

Submitted in Partial Fulfillment of the Requirements  
For the Degree of Magister in English Language Studies

Written and submitted by

**WIDIASTUTI**

to

ENGLISH LANGUAGE STUDIES  
POST GRADUATE PROGRAM  
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2013

**THESIS**

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NARRATION IN THE PRINTED AND ELECTRONIC MEDIA**

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Menyatakan dengan sebenarnya bahwa tesis yang saya tulis ini benar-benar merupakan hasil karya saya sendiri, bukan merupakan pengambil alihan tulisan atau pemikiran orang lain. Apabila dikemudian hari terbukti atau dapat dibuktikan bahwa sebagian atau keseluruhan tesis ini hasil karya orang lain, saya bersedia menerima sanksi atas perbuatan tersebut.

Makassar, 20 Agustus 2013

Yang menyatakan

**WIDIASTUTI**

*Truly dedicated to:*

*My Beloved Husband, **Zaenal Arifin***

*My Parents, **Muchsin Haruna and Nurjannah  
Dahlan***

## ABSTRACT

**WIDIASTUTI.** *A Stylistics Analysis of Language Patterns of News Narration In the Printed and Electronic Media* (Under the supervision of **Burhanuddin Arafah** and **Mustafa Makka**)

This research aims to (1) find out language patterns used by printed and electronic media, and (2) to present the way of the editors in composing the news narration based on the selected patterns.

The method used in this research was descriptive qualitative method. The data were collected through (1) recording, (2) observation, (3) documentation, and (4). notes taking. The sources of data were printed media : "*Tribun Timur*", and "*Fajar*" whereas electronic on the Media: "*Metro TV*" and "*TV One*" started from July 2012 to May 2013. The Population in this research was several of newspaper in Makassar and national news television program whereas the samples were a number of news narrations which obtained from "*Tribun Timur*" and "*Fajar*" as printed media and "*Metro TV*" and "*TV One*" as electronic media chosen by purposive sampling.

The result of this research indicates that Language patterns used by the printed and electronic media, using figurative language (metaphor, personification, hyperbole, repetition and metonymy), lexical choice or selection of diction (foreign term / word usage), denotative and connotative meaning, idiom (idiomatic phrases and idiomatic sentence), proverb, acronym and pejoration. Then, editors put the distinctive language patterns in composing the news narration. The data show that the selected language patterns which are used by the editors are mainly figurative language especially metaphorical expression

## ABSTRAK

**WIDIASTUTI.** *Analisis Stilistika Pola-Pola Bahasa pada Narasi-Narasi Berita yang terdapat pada Media Cetak dan Elektronik.* (Dibimbing oleh **Burhanuddin Arafah** dan **Mustafa Makka**)

Penelitian bertujuan untuk (1).mengetahui pola-pola bahasa yang digunakan oleh media cetak dan elektronik, dan (2) cara editor dalam menyusun narasi-narasi berita berdasarkan pada pola-pola yang dipilih.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Teknik pengumpulan data yang dilakukan, yaitu (1) teknik rekam, (2) teknik pengamatan, (3) teknik dokumentasi, dan (4). teknik catat. Sumber data yang digunakan adalah media cetak meliputi: Tribun Timur dan Fajar sedangkan media elektronik yang meliputi Metro TV dan TV one yang dimulai dari bulan juli 2012 sampai mei 2013; Adapun populasi pemilihan ini ialah beberapa surat kabar di Makassar dan program berita televisi nasional, sedangkan sampelnya adalah sejumlah narasi-narasi berita yang diperoleh dari Metro TV dan TV One sebagai media elektronik dan Tribun Timur dan Fajar sebagai media cetak yang dipilih berdasarkan sample purposif.

Hasil penelitian ini menunjukkan bahwa pola-pola bahasa yang digunakan oleh media cetak dan elektronik adalah bahasa kiasan (metafora, personifikasi, hiperbola, repetisi dan metonimia), pilihan leksikal atau diksi (penggunaan istilah atau kata asing), penggunaan makna denotatif dan makna konotatif, idiom yang berbentuk frase atau kalimat, peribahasa, akronim dan peyorasi. Kemudian editor menggunakan pola-pola bahasa yang khusus dalam menyusun berita. Data menunjukkan bahwa pola-pola bahasa khusus yang digunakan oleh editor adalah bahasa kiasan khususnya ekspresi metafora.

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**Writer**

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## LIST OF ABBREVIATIONS

Tt	=Tentang
DPW	= Dewan Perwakilan Rakyat
PKB	= Partai Keadilan Bangsa
PILWAKOT	= Pemilihan Walikota
PDIP	= Partai Demokrasi Indonesia Perjuangan
POLRI	= Polisi Republik Indonesia
DSB	= Dan Sebagainya

# CHAPTER I

## INTRODUCTION

### A. Background

In daily life, media is one of the tools that is used to convey the information to people. Media is a tool to connect between writer and the reader, both in written and pictorial form or a combination of both. It is a tool of communication for public (Ratna, 2009 : 318). As a tool of communication, media delivers message and news to the public. In drawing up the news, the editors sometimes choose a specific vocabulary to provide specific information, and make readers interested in reading the news. The use of diction, vocabulary, rhyme, and structure by the writers in composing the news narrations are considered as style in language.

The term style is commonly used in everyday conversation and writing. It is regularly used to refer to the shape or design of something. 'The elegant style of a house and when talking about the way in which something is done or presented "his style of leadership or to describe someone's manner of writing is "a vigorous style of writing"

In language, style refers to a distinctive manner of expression through whatever medium this expression is given. Yet, in line with the other description of style mentioned above, it needs to be considered what makes an expression distinctive – having a quality that makes it different and easily noticed. – Why it has been devised and what effect it has.

In composing a news narration, both in the printed and electronic media proficiency is required. Mastery of language can not be separated from the mastery of words because the vocabulary is one aspect of language acquisition. The editor must be able to understand and use the vocabulary that will be used, a person who has a vast vocabulary, will have a high capability in choosing a word to the letter which most harmonious to represent the intention or idea to be conveyed. Tarigan (1986:2) suggests that the quality of a person speaking is highly dependent on the quality and quantity of his/her vocabulary. Increasingly rich vocabulary possessed the greater the likelihood that a person skilled in. so that, the editor who has a good vocabulary can create a message that appeals to the readers and listeners. From his/her vocabulary, the editor should be able to select or prefers the appropriate words. The choice of word is having the same meaning to the term diction. The precise word choice is talking about the ability of a word to pose the right ideas at the imagination of the reader or listener, like what is thought or felt by the author.

From the above description, it can be concluded that the diction has a very important role both language role in the oral and written language to master one's diction, the more skilled a person also convey his/her ideas through language.

The news narrations compiled by the editors in the the printed and electronic media should be interesting. So that, languages are created on the news narration become increasingly effective and not boring for the readers and listeners of that news.

Furthermore, in composing the news narration, the editors use the certain packaging of the message in accordance with the intent of the message. Junus

(1989:990) says that the language style of dealing with manipulation attempts, the possibility of choice, and style as a variation. Style is reflected through the choice of words used. Through the choice of words that can be delivered in a variety of impression that the imagination of the reader or listener of the news.

In line with the above statement, it means that vocabulary is very closely related to the act of speaking. Usually in the act of speaking the words used is clear and plain. But there is also a writer who likes to use words with implied meanings and wished. The author means using specific packaging in conveying his/her thoughts. It is also one of the styles disclosures. In this case the use of the language involved in the choice of what will be delivered and how to deliver it. If someone is always using the language option in certain ways, means a personal style that shows his trademark because everyone has personal characteristics in both speaking of how to choose the type of sentences, vocabulary and style used. Language style used by the author in compiling the news in printed and electronic media allow for the use of imaginative language or figurative language in wrapping of the editor's idea.

In language and literature field, Stylistics means the ways of using the distinctive languages so that it can give certain effects. Therefore, all processes associated with the analysis of language pattern which has a distinctive expression. That analysis is used to reveal aspect of language in the text such as: diction, sentence, or the use of figurative language, the form of discourse, rhetoric and other facilities. So that, Stylistics is the authors' way to express their intention by using language as facility.



The study of style or stylistics can be defined as the analysis of distinctive expression in language and the description of its purpose and effect (Verdonk, 2002: 3-4).

In arranging the news, it is important to know that how such analysis and description should be implemented and how is the relationship among them? The analysis description of purpose and effect are established remains debatable since concept of style crucially involves choice. Different choices will produce different style and effects. The effects depend on the reader assuming that. These verbal features are matter of choice on the part of the writer.

There is one example of the text which contains the distinctive expression in one article in the internet:

*Setelah Angelina Sondakh alias Angie ditahan Komisi Pemberantasan Korupsi (KPK), siapa lagi elite politik yang akan menyusulnya. KPK harus mampu membersihkan “**tikus-tikus**” berdasi yang selama ini menggerogoti uang rakyat, terutama “**tikus-tikus**” yang bersarang di gedung parlemen Senayan, Jakarta, bermarkas di kantor-kantor partai politik, kantor pemerintahan dan lembaga-lembaga negara.*

After Angelina Sondakh or Angie is detained by The General Election Commission, who else is going to catch up with the political elite. The General Election Commission should be able to clean up "the rats" tie that had been eating away the money of the people, especially the "rats' nest in parliament Senayan, Jakarta, is headquartered in the offices of political parties, government offices and state institutions.  
(Kompas, Saturday 28<sup>th</sup> April 2012).

The words “rats” in the above sentence have two meanings. They are denotative and connotative meanings. Denotative meaning is a true or lexical meaning. It refers to the literal meaning of a word. On the other hand, connotative meaning refers to the associations that are connected to a certain word or the emotional suggestions related

to that word. The connotative meanings of a word exist together with the denotative meanings. The denotative meaning of the “rats” is a smelly and disgusting animal. But in the connotation meaning the word “rats” is synonymous with the corruptors. So that, the word “rats” has been negatively stigmatized.

To this end, the writer would like to focus on the language patterns through the news narration that have distinctive language expression through the language analysis of the selected expression presented appropriately in accordance with the language norms that certainly cover patterns, grammar, structure, vocabulary and other elements of the English Language.

### **B. Identification of the Problem**

Based on the background above, the writer can identify the problems as follows:

1. There are some forms of language patterns used in news narration in the printed and electronic media.
2. The way of editors in composing the news narration based on the selected patterns.

### **C. Scope of the Problems**

In this research, it is necessary to make clear the scope of the problems, in order this thesis focus. The writer focuses on the pattern and the distinctive expression of language by using a stylistics analysis.

### **D. Research Questions**

Based on the background of the above problems, the formulation of research questions can be written as follows:

1. What are the forms of language pattern used by the printed and electronic media?
2. How do the editors compose the news narration based on the selected language patterns?

### **E. The Objective of Writing**

In achieving the objectives of this research, the writer would like to search and examine the problems systematically as follows:

1. To find out the form of language patterns used by the printed and electronic media.
2. To present the way of the editors in composing the news narration based on the selected language patterns.

### **F. Significance of the Research**

Significance of the research consists of two parts, as follows:

The significances of this research in theoretical point of view are:

1. Give contributions in a general Linguistics development especially in language patterns that contained in the news narration.
2. Give information to other researchers who want to conduct the future research with the relevant topic.

The significances of this research in practical point of view are:

1. Useful for some researchers and the news readers. For the researcher who wants to do further research, this thesis can be a reference for him/her and for the news reader. This thesis can help him/her to understand and to know the figurative languages of the newspaper's author from the meaning which is presented in the language pattern of the newspaper.
2. Useful for the other editors in improving their vocabulary and the style in composing the news narration in the media.

### **G. Sequence of Presentation**

In order to get a good presentation, this writing is ordered systematically to some chapters. Chapter one contains introduction which consists of the background, identification of the problem, scope of the problems, research questions, the objectives of writing, significance of the research and sequence of presentation. Chapter two includes review of literature which explains the theories which have relation to the topic of this writing. Chapter three includes the research methodology. In this chapter the writer explains the method used in collecting and analyzing data.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

To support this present study, the writer presents a number of previous studies and related literatures. This chapter also presents the conceptual framework of the study which attempts to connect the important parts in this study

#### **A. Previous Studies**

Some researchers have done studies on the Stylistics. Some of the research findings are presented in the following section. Haeba (2003), from Hasanuddin University investigated Stylistic Analysis to the language of Gusdur's anecdotes. The title of his research is Stylistic Analysis to the language of Gusdur's Anecdotes. He used the descriptive qualitative interpretative method and the result of his study showed that there were three kinds of humor style manipulated by Gusdur in his anecdotes; namely pun, irony, cynicism, sarcasm, satire and wit.

Furthermore, the study about stylistics conducted by Haryeni (2004) who states that to understand the meaning of a poem depends on a number of cases. One of them is being able to understand the way a poet uses his language which may possibly mark his individual style. Studying stylistics elements in a poem can lead to a better understanding of and appreciation for its meaning. It is also expected that through this study the individual style of the poet would be brought out. She used qualitative descriptive study. The aim of her study is to reveal the language use of the poet Toto Sudarto Bachtiar and his stylistic feature in the selected poem. This is a qualitative – descriptive study. His

study indicated that the poet tends to use words that to some extent relate to nature or maritime context.

Min li (2009) also applies a Stylistics analysis in writing his article 'The Stylistic Analysis of the Magazine Advertisement -----Atkins Chocolate Chip Granola Bar (2009)'. Min li gives an overall analysis of the advertisement of "Atkins Chocolate Chip Granola Bar" from the aspects of linguistic description (graphological style markers, lexical style markers, syntactic style markers, grammatical style markers, and semantic style markers), textual analysis (the layout and the paragraph development, cohesive devices) and contextual analysis (medium of communication and role-relationship) by the application of modern linguistic theory and stylistic analysis pattern in order to find out the general stylistic characteristics of commercial advertisements.

The next researcher on Stylistics Analysis is Johar (2000). In the article "Stylistics Analysis of Amin Rais and Gusdur's Political Statements" He says that the political statement by Amin Rais and Gusdur are interesting to study scientifically. In his research the analysis is used based on the meaning of stylistic that is the use of language to express idea, especially the use of language style. He used descriptive qualitative method. The result of the study indicated that the collective characteristics are (1) The use of style as a choice of probability which is marked by the use of antithesis and repetition, and (2) the use of style as a variation which is marked by the use which is marked by the use of satire and polysindeton. The purpose of his research is to describe the choice of words, meaning and style used by Amin Rais and Gusdur.

Another study involving Stylistics analysis is the study conducted by Dorcas (2011). In his study, he analyzes the campaign speeches of President Goodluck Ebele

Jonathan by using the elements of Stylistic under Phonology, Morphology, Graphology, Lexico-syntactic and Cohesion

In contrast to previous studies which use the Stylistics analysis of the political figures speech and language in poetry, this study had focused on the language patterns in the media that have distinctive expression include diction, figurative language, meaning of the sentence, structure and their effect on the reader when they read the news.

## **B. Theoretical Background**

### **1. Stylistics**

According to Sudjiman (1993 : 13) Stylistics is the science of style. Style is the center of stylistics' attention. That is the ways in which a speaker or writer expresses his/her point by using the language. Sudjiman (1993:3) also added that stylistics is how to use the language in a particular context by a particular person for a particular purpose.

Furthermore, Lyons (1978:614) states that stylistics can be used in a variety of terms. It can be used to refer to the kind of systematic variations in the text covered by the term - the formal term, colocal, (the market), and pedantic.

In other words Stylistics is the science of style. Shipley in (Ratna, 2009:8) defines stylistics as the study about language (style), whereas "style" is derived from the word's root of "Stillus" from the Latin word. As for the term, stylistics is a science that examines the use of language and style of language in any text containing any

distinctive language expression by examining the elements of language as a medium of the text.

Verdonk (2002 :3-4) defines Stylistics

As the analysis of distinctive expression in language and the description of its purpose and effect.

So that, if we talk about Stylistics in the news narration, It is not only just read that news narration, but also consider with the effect that will be happened in the reader.

Abrams and Noth in Ratna ( 2009 : 22 ) say that theoretically, the research can be divided into two kinds, they are traditional and modern stylistics research. Traditional stylistics researches are still influenced by the dichotomy of content and form, what and how to describe an object. The contents include information, message and meaning, while the shape is style of language itself. Modern stylistics research analyzes formal characteristics of languages.

Murry in Ratna (2009:160) says that Stylistics is the quality of language that communicates between thoughts and feelings so that both elements can be implicit or explicit meaning. In brief, stylistics analysis involves linguistic quality, esthetic, and the emotional response of the reader.

Regarding the scope of the study stylistics, proposed by Junus (1984:8) includes language, words, meanings and structure of sentence. Field study of stylistic is style, the way in which a writer or speaker expresses his/her point by using language as a tool.



Elements of language used and style become the focus of attention in stylistics. Actually, the use of force and the force of science broadly covers all aspects of human life, how everything is done, declared and disclosed.

From some views on Stylistics, it can be concluded that Stylistics is the study or science that investigates the use and style of language that is part of the discipline of applied linguistics as the study of linguistics is closely associated with language assessment.

## **2. Style**

Style is characteristic, the standard language, and the style is a way of expression. However, in general, the style is considered as a specific term, merely discussed and thus utilized in a particular field, especially in language.

Enkvist in Junus (1989:4) points out that there are three views about Style: (1) Style is from of authors' standpoint, (2) Style is seen as a characteristic of the text, which can be seen by studying the text and (3) The meaning of style is connected with the audience's impression.

Sudjiman (1993:13-17) states that language style includes diction, structure of sentence, figurative language, and rhyme pattern which are the author used in his/her work.

Ratna (2009: 302-303) differentiates style into three kinds as follows:

- a. Style as a particular form of language usage
- b. Style as having the power of artistic styles.

c. Style as a way to use and has a distinctive artistic power that once came from the community.

Style according to Kridalaksana (1993:63) as follows: (1). Utilization of property by a person in a language to speak and write. (2). Use of a particular variety to obtain certain effects, (3) Overall characteristics of a group of authors of literary language

### **3. Features of Style**

According to Verdonk (2002 : 4) "There are some features of style. They are: (a) Style in a newspaper headline. (b) Style as motivated choice, (c) Style in context and (d) Style and effects.

#### **a. Style in a Newspaper Headline**

Headline writers use a wide range of devices to create a very specific style, which is sometimes called "headlines". Their one-liners must put in a nutshell the main point of the news story they relate to and at the same time capture the reader's attention. Therefore, an essential feature of headlines is their typographical form. They are usually in a larger and bolder typeface than that of the articles they introduce. As a result of the size of the print and the restricted space available in the layout of the page, elipsis (which means that some words have been missed out) is very often a feature of the language headlines. The result is a succinct, pungent style, which has a direct and powerful effect on the reader. Usually, the omission can be recovered or guessed from context.

#### **b. Style as Motivated Choice**

Style is indeed a distinctive way of using language for some purpose and some effect. It has also demonstrated that in order to achieve his or her purpose effect. In

fact, all the devices which have been used to create an attention seeking and effective result of the choice of certain forms and structures over others that could have been chosen but which were not. For instance, the words, the grammar, the sound effects, and another text are all a matter of choice among other possibilities. So in making a stylistical analysis the writer doesn't really focus on every language form and structure in a text. The writer also focuses on a distinct patterning or parallelism in a text's typography, sounds, word-choice, grammar, or sentence structure. Other potential style markers are repetitions of some linguistic element, deviations from the rules of language in general or from the style you expect in a particular text type or context.

From all explanations above it can be concluded that the concept of style crucially involves choice: it rests on the fundamental assumption that different choice will produce different style and thereby different effect.

### **c. Style in Context**

At this point, it should be distinguished between two types of context: linguistic and non-linguistic context. Linguistic context refers to the surrounding features of language inside a text, like the typography, sound, words, phrases, and sentences which are relevant to the interpretation of other such linguistic elements. The non-linguistic context is a much more complex notion since it may include any number of text-external features influencing the language and style of a text.

#### **d. Style and Effect**

When language is used, it creates effects on its readers. Important effects created by language included engaging its readers, moving them emotionally, surprising, attracting or entertaining them, creating authority and trust, and so on

#### **4. Language Pattern**

According to the KBBI (1997: 778) the definition of pattern is the permanent shape or structure. So that, language pattern is the permanent shape or structure of the language. The writing or speech/utterance will be more effective, if it has a good structure of the sentences and also has the attracted style. Language patterns are the conventional way in making sentence and clause. In line with the title of this research, the meaning of language patterns are all of the expressions of languages that contain in many news narrations in the printed and the electronic media. In that media, the language pattern is used to compose the news narration media by the editors. Sometimes the form of language pattern is normal (it has subject, predicate, object and complement) and also it can use the certain form. The certain form of the language patterns such as the using of figurative language, the lexical choice or selection of diction (foreign term / word usage), denotative and connotative meaning, idiom (idiomatic phrases and sentence), proverb, acronym and etc. The intention of the language pattern usage is in order to make a beautifully writing. So that, it can make the readers like and interest in reading the news

#### **5. Figurative language**

Dale cited by Tarigan (1985:112) said that figurative language is the beautiful language that is used to elevate and enhance certain effects with a way to introduce and compare the objects and other things that are more common. Figurative language is the use of words that go beyond their ordinary meaning. It requires you to use your imagination to figure out the author's meaning. It may involve analog to similar concepts or the other context, and may involve exaggerations.

Many experts had given their opinions and definitions about the figurative languages. All of those help the readers to get more understanding about the figurative language.

Perrine (1969:65) assumes that:

Figurative language is any way of saying something other than the ordinary way, and some rhetoricians have classified as many as 250 separate figures. For our purpose, however a figure is more narrowly definable as a way of saying one thing and meaning another, and we need be concerned with no more than a dozen. – FIGURATIVE LANGUAGE- Language using figures of speech – is language that cannot be taken literally.

The information which is given from the explanation above can be concluded that figurative language is a language that is used to compare one thing with another to influence the reader. Style of language used by the author in general has a figurative meaning. Language style which has figurative meaning, firstly formed by comparison of something or equation by comparing something to something else and try to find a characteristic that shows similarity only between the two languages style which have figurative meaning aims to obtain certain effects to arouse the reader's or listener's attention. In short, the use of a particular style will be able to change and cause the value of a particular flavor.

Keraf divides the types of figurative language, namely in terms of language and non-language. To see the figurative language extensively, then the distribution of non-language based issues still needed, even to give the ability and skills, it will be necessary. Division in terms of non-language based on: author, period, medium, subject, place, audience and purpose. Then, the division based on terms of the language which can be distinguished based on the starting point of the language elements are:

- a. Style languages based on word choice
- b. Style language based on tones contained in the discourse
- c. Style based on the structure of the sentence.
- d. Style languages based on direct or absence of meaning.

There are some of figurative languages based on direct and indirect meaning. Such as: Metaphor, Personification, Hyperbole, Litotes, Repetition, Metonymy, Euphemism, Dysphemism, etc.

Thus, in this part, the writer refers to the opinion from Keraf (1988:129), which limits the division of figurative language only based on the direct and indirect meaning.

**a. Metaphor.**

Reaske (1966:36) says that metaphor is a figurative language which compared a thing to another directly. A metaphor is a statement that one thing is something else or its a comparison made between things which are essentially not alike. It is similar to a simile, but does not use like or as.

Wahab (1990:142) has written some kinds of metaphor based on the view of syntax. According to him, metaphor is divided into three groups. They are Nominative metaphors, 2. Predicate metaphor and Sentence metaphor.

### (1) Nominative metaphors

Nominative metaphor is the marker of metaphor which is only found in the noun sentence. Because the position of the noun in the sentence differently. So that, nominative metaphor can also divided into two kinds, namely subjective nominative metaphor and objective nominative metaphor, or commonly known as the nominative metaphor and complementary metaphor.

1. Subjective nominative metaphor is figurative symbol which is found in the subject of the sentence, while the other parts are still expressed with words that have a direct meaning.
2. Objective nominative metaphor is figurative symbol is found in the object of the sentences.

Example:

*Longsoran tanah menutupi badan jalan*

(Landslide covered the main part of street).

### (2) Predicate metaphor.

In predicate metaphor, metaphorical expressions are placed in predicate sentences, while other parts are expressed literally.

Example:

*Penggunaan BBM telah menggerus biaya operasional kapal sekitar 40-50%.*

(The usage of oil has waisted the ship operational cost approximately 40-50%).

### (3) Sentence Metaphor

Sentence metaphor is a metaphor in the form of sentences. That means that all parts of the sentence expressed metaphorically and would have no real meaning.

Example:

*Raja singa telah pergi keperaduannya.*

(Lion king has gone to his stall).

### b. Personification

According to Keraf (1988:140), personification is a kind of figurative language depicting inanimate objects or items that do not animate as if it has a humanitarian nature. Personification is figurative language which shows an analogy to draw a thing as if human characteristic, or these thing, animal, and abstract term is made as human.

Personification is a figurative language that draws an animal an object or an ideas having human characteristic (Kinayati, 2006:19). When something that is not human is given human-like qualities, this is known as personification

Example:

*Beberapa ranting pohon patah ditebas angin*



*(Some branch of tree broke cut by wind).*

### **c. Hyperbole**

According to Perrine (1969:110) hyperbole or overstatement is simply exaggeration in the service of truth. Exaggerating, often in a humorous way, to make a particular point is known as hyperbole. Reaske (1966:34) says that hyperbola is a figure of speech, which employs exaggeration. Hyperbola differs from exaggeration in that it is extreme or excessive. It can produce a very dramatic effect. He also states that the idea of seeing a thousand errors is of course an exaggeration or hyperbolic expression of the poet.

Hyperbole is an expression of exaggeration such as a bombastic. Consequently, Hyperbole is kind of figure of speech which is used by the poet to exaggerate something. Exaggeration of the description of what we see and feel followed by emotion, so the users of language do not satisfy that they express only what we can say, but it is added by other words to show their expression more attractive. In fact, we can prove the truth because the truth sometime is an opposite expression. Sometimes hyperbole is called overstatement.

For example:

*Rapat Paripurna DPR pada selasa 5 juni 2007, diwarnai hujan interupsi  
terkait ketidakhadiran presiden dalam memberikan klarifikasi.*

*(The legislative main meeting on Tuesday 5 June 2007, colored by lots of  
interruption deal with the absence of president in giving clarification).*

### **d. Repetition**

Repetition is a figurative language, which used by the writer to repeat several words in his/her sentence. It can be whole repetition or half repetition. Repetition consists of some expression like repetition of sounds, words.

Example:

*Sekali merdeka tetap merdeka*

(Always in freedom).

#### e. Metonymy

According to Perrine (1969:65) metonymy is the reference of something using words that have become its characteristic, brand or attribute.

Example:

Menurut Kroda, dibanding tahun lalu, pada 2012 ini penjualan **Daihatsu** mengalami peningkatan di wilayah Indonesia timur. Dari sejumlah daerah di Indonesia timur, permintaan **Daihatsu** yang mengalami peningkatan signifikan adalah dari wilayah Kalimantan (Tribun Timur Makassar, Thursday 21<sup>st</sup> June 2012).

The news narration above contains one of the figurative languages. Namely: metonymy. Metonymy is the figurative language that use characteristic of the body, title or position a person as a substitute for proper name. The word "*Daihatsu*" in that article means "car". "*Daihatsu*" is one the type of car.

#### f. Ellipsis

According to Keraf (1988:132), ellipsis is a style which manifested removes one element of a sentence that can easily be filled or interpreted by the reader, so the grammatical structure meets the prevailing pattern

#### **g. Euphemism**

According to Keraf (1988:132), euphemism is a reference in the form of expressions that do not offend others or subtle expressions to replace references that might be perceived insult, offend or suggest unpleasant something.

Example:

*Juanda, bocah yang tertangkap membawa ganja di Lembaga Pemasyarakatan (LP) Binjai, bakal ditahan Polres Binjai.*

*(Lembaga pemasyarakatan” is more politeness than “penjara” (prison)).*

Figurative language is used to create a special effect or feeling. It is characterized by figures of speech language that compares, exaggerates, or means something other than what it first appears to mean. Every writer wants his/her writing gets a good response from the reader or listener. So that the goal can be achieved, then the writer must be very clever in choosing the words interesting and beautiful. So that, their writing will feel alive and doesn't boring.

#### **6. Meaning Change**

From time to time, the meaning of words can change, so will pose the new difficulties for users who are too conservative. Therefore, to keep always the right

choice of words, each speaker should always pay attention to the meaning of the changes that occur (Keraf, 2009 : 95).

**a. Meaning extension**

Meaning extension is a process that changes the meaning of a word that had experienced it contains a special meaning, but then expanded to cover a class of more general significance. (Keraf, 2009 : 97)

Example:

Formerly, the word "*Bapak*" and "*Saudara*" is only used in a biological relationship, now all the people who are older or of higher social status is called a father "*bapak*" and others with relatives "*saudara*".

**b. Narrowing of the meaning**

Narrowing of the meaning is a process that experienced a long word where the meaning is broader in scope than a new meaning. ( Keraf, 2009 : 97)

Example:

The word "*sarjana*" formerly is used to mention all the smart people. Now used for a title of university.

**c. Amelioration**

Elevation or amelioration of meaning is the meaning of the change process that resulted in higher perceived meaning of a new, more respectful, or better value than the old or original meaning. (Suwandi, 2008)

Example:

The word “*istri*” feels more has better value than “*bini*”.

(The word “*tunakarya*” is more polite than “*pengangguran*”).

#### d. Pejoration

Pejoration is a process that changes the meaning or significance resulting new meaning now perceived lower, less good, less fun, or worth less refined than the original meaning (old meaning) (Suwandi, 2008).

Example:

The sentence “*Presiden Soeharto dilengserkan oleh mahasiswa*”, this sentence had pejoration. The word “dilengserkan” in line with the meaning of the word reign forcibly terminated. The meaning of “dilengserkan” considered impolite.

## 7. Diction

Diction derived from the Latin word, meaning to say “dictum”. Diction means of selecting and words arranging in speech or writing. (Scott, 1980:107).

Diction is the selection of words to express ideas and feelings (Achmadi, 1988:126). Good diction is the choice of words effectively and appropriately in accordance with the meaning and subject matter, audience, and events.

So that, based on the explanation about diction above, it can say that diction is not only used to indicate which ones need to be used to express ideas, but also includes matters of style, expressions and so on. Thus, the choice of words can not be seen as a stand alone but must be viewed in the context.

The function of diction is to acquire power in order to increase the beauty of expressivity. Then a word would be more obvious, if the word choice is appropriate and suitable. Precise word choice intended to avoid different interpretations between the writer or the speaker to the reader or listener, while the suitability of the intended order not to spoil the atmosphere. In addition it serves to soften the words and sentences in order to feel more beautiful.

The choice of words is very important to turn the sentence. For the selection of diction is required mastery of the vocabulary. Tarigan (1986:2) argues that the quality of a person's skill depends on quality and quantity of its vocabulary. Increasingly rich vocabulary they have the greater the chances for a skilled person is speaking.

In connection with the above opinion, Parera (1990:66) argues that the choice of words is closely linked to syntactic rules, the rules of the meaning of language, the language of social rules, norms fabricated reef. In essence, the choice of words intended to create effective communication, both verbal and written. So it is clear that one of the efforts to achieve optimal communication, one needs to master the choice of words or diction in accordance with the rules.

Dealing with a sense of diction, Keraf (1984:25) argues that there are three items on the diction.

- a. Diction includes understanding which words are used to convey an idea, how to form a grouping word or phrase that right, and which styles are best used in a situation.
- b. Diction is the ability to accurately distinguish nuances of meaning from the idea to be conveyed and the ability to find a shape that suits your situation and a sense of value owned by the community of listeners.
- c. Word choice and suitable only made possible by a large number of vocabulary or vocabulary word. The definition of vocabulary words or the vocabulary of a language that is owned by the whole word of a language.

In this case the diction is not just which words are used to express the idea of communication, but more than that, which includes questions that follows:

1. The words in the grouping or style that involves specific ways tangible expression.
2. Style that is related to individual expressions or certain characteristics, and
3. Expressions.

From the various opinions raised above it can be affirmed that the diction has two meanings concerning two main problems, namely: (a) Use the right words on the rules of language and (b) The use of words according to the rules of its use in the community.

William Kenney tries to explain about the diction, in his book how to analyze fiction, "Diction is meant simply the author's choice of words. The author's way of using language and arranging words into such larger units as sentences" (Kenney. 1966: 60)

Gorrys Keraf also try to explain about diction that,

*Diksi adalah pemilihan kata yang dipergunakan bukan hanya untuk menyatakan kata-kata mana yang dipakai untuk mengungkapkan suatu idea atau gagasan tetapi meliputi persoalan fraselogy, gaya bahasa dan ungkapan (Keraf. 1990: 20).*

Sense of the word refers to the use of certain words are deliberately chosen and used by the author. If viewed from the ability of language users, there are several things that affect the choice of words, such as: Just select a word to express the idea or the 'mandated', the ability to precisely distinguish the nuances of meaning in accordance with the idea to be conveyed and the ability to find form appropriate to the situation and the sense of its readers. Master a vocabulary in the communities the language, and able to mobilize and leverage their wealth into a web of clear and effective sentences.

The function of Diction is the choice of words or to add beauty to gain power expressivity. Then a word will be clearer, if the choice of the word is appropriate. Precision of word choice is not intended to create a different interpretation of the writer or speaker to the reader or listener, while the suitability of the word intended not to damage the atmosphere. In addition it serves to soften the words and sentences in order to feel more beautiful.

## **8. The Meaning of the Word**

### **a. Denotative Meaning**

Denotation is the dictionary meanings or literal meanings of word. Laurence Perrine from America gives a definition about denotative meaning is:

Denotation is the basic part of this meaning; that is, the dictionary meaning or meaning of the word. The general meaning, non emotional meaning that a word has. It is the general significant a word gives up as it names predefines its referent object or concept. The word in Home, for instance, by denotation means only a place where one lives (Perrine, 1983: 38).

William Kenney explain that denotation and connotation as follows:



A word's denotation is simply its dictionary meaning, its connotation are the suggestions and associations aroused by it. A number of different words may have essentially the same denotation, while differing significantly in their connotation. (Kenney. 1966: 59).

Meanwhile, Chaer Abdul in Rahmatullah also tries to explain about denotation meaning and connotation meaning, he says that;

*Makna denotatif adalah makna konseptual yang diberi penjelasan sebagai makna yang sesuai dengan hasil observasi menurut penglihatan, penciuman, pendengaran, perasaan atau pengalaman lainnya. Jadi makna denotative ini menyangkut informasi factual objektif.*

Denotative meaning includes matters designated by the symbols or words (the so-called referential meaning) that we usually find in the dictionary. Denotative meaning is straightforward, namely that there is special meaning in a mark, and in essence can be called a picture of a marker

Kennedy (1991 : 560) also states that:

Every word has at least one denotation; a meaning as defined in a dictionary, but the English language has many a common word, with so many denotation; a meaning as defined in a dictionary, but the English language has many a common word, with so many denotation that a reader may need to think twice to see what it means in a specific context.

For example: the word "cat" has denotative meaning "a carnivorous animal, domesticated as a rat catcher or pet". In other word, the word *cat* (kucing) can be defined as the depiction of four-legged animals, furry, and a mustache.

Concerning of denotative and connotative meaning Blomfield in Armady (1998: 17) gives a term, normal or central meaning which refers to denotative meaning and marginal or metaphoric meaning to connotative meaning. Meanwhile Berlo (1963: 191), states about denotative meaning that: denotative meaning consists of a relationship between a word sign and an object. In fact, denotative meaning is as sign object

relationship. Another definition of denotative meaning also stated by Palmer (1983 : 17). He says that.... *The former (denotation) is used to indicate the class of person, thing, etc.*

### **b. Connotative Meaning**

Beyond its denotations, a word may also have connotations. The connotations are what it suggests beyond what it expresses. It overtones of meaning Perrine (1969 : 38):

Connotation refers to the definition a person has for a word, based on experience with ideas, the word represent. Connotative meanings are often based on a person feeling about the personal images the word convey to her or him. Connotation refers to the feelings and attitudes we have built up about a word (Palmer, 1983 : 19).

Connotative meaning is subjective in the sense that there is a shift from a general meaning (denotative) because there has been the addition of flavors and a certain value, its form of symbols A symbol can be called if the word has connotations of meaning, that if the word has positive or negative of the value of the good feeling. Connotation is the sign level that explains the relationship between signifier and signified within which to operate meaning that no implicit, indirect, and uncertain (open to the possibilities)

Connotative meaning is the emotions that a word creates. For example the sentence "*kucing garong*" is not associated to the animals but rather, to the nature of a man who often "play around" with women. The existence of connotative phrase is a wider aspect of the denotative aspect, which emerged when the denotative words are no longer able to explain something more emotional.

Based on the previous discussion about denotative and connotative, it is clear for us that denotative meaning is mostly used in scientific writing, where defined meaning as sign-object relationship. It is used to indicate the class of person, thing, etc and also it's meaning as defined in a dictionary. Meanwhile connotative meaning is used in all literary works, which gives effect to the reader. It is often based on a person feeling about the personal images the world convey to her or him

## **9. Idiom**

Idiom is one style of the many styles that use human language to communicate with each other, using this idiom deliberately done primarily to express something indirectly to the listener, by stating something outside the context of the actual word more easily digested and understood by the listener without misperceptions between speakers and listeners.

Idiom derived from the Greek, "*idios*" which means special, independent, personal. According to Keraf (2005:109), "idiom" is a structural pattern which is deviate from the rules of the common language, usually shaped phrases, while meaning can not be explained logically or grammatically, by focusing on the meaning of the words that make it up.

In line with the above opinion, Chaer (2009: 74) suggests that idiom is language units (can be a word, phrase, or sentence) whose the meaning can not be predicted from the lexical meaning of its elements and grammatical meaning of these units.

Alwasilah (1993:165) says that "idiom" is a group of words that have a special meaning different from the meaning of each word in that group. Kridalaksana (2008:90)

states that the idiom is a construction of the elements that each vote, each member has a meaning that is simply because with the others, the construction of meaning is not the same as the meaning of the combined meanings of its members.

Example: *kambing hitam*” in the sentence “*dalam peristiwa kebakaran itu hansip menjadi kambing hitam padahal mereka tidak tahu apa-apa*”. in here, the meaning of phrase “*kambing hitam*” as a whole is not equal to “*kambing*” or “*hitam*”.

Based on the opinions of experts can be seen that the idiom has characteristics:

1. It is a unit of language (can be a word, phrase, or sentence).
2. It has a special meaning, its elements can not be replaced or eliminated, and deviate from lexical or its grammatical meaning.

## **10. The Media**

In KBBI (1997), Media is the plural of the word medium. In communication science, media can be interpreted as a channel, connecting means, and tools of communication. Media sentence actually comes from the Latin, literally has the meaning intermediaries or introduction.

In journalism field, media categorized into the following three types:

- a. Printed media, consisting of daily newspapers, weekly, tabloid, magazine, newsletter or journal.
- b. Electronic media, consisting of radio and television.
- c. Media On-Line, Internet media, such as Website, Blog.

In general, "media" refers to various means of communication. For example, television, radio, and the newspaper are different types of media.

## **a. Kinds of Media**

### **(1). Newspaper**

Newspaper is sheets of paper with the news. It is divided into columns, published daily or periodically (KBBI, 1997:525). A newspaper is a publication containing news, information and advertising; it is usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily or weekly. Newspapers reach people in countries worldwide, keeping readers in their respective nations abreast of local, national and international stories that editors and writers find of interest. Prior to newspaper publishing, transmission of information primarily takes place verbally, through word-of-mouth messaging.

### **(2). Television**

Television is a medium of communication which provides a variety of the latest information, and distribute the information to the public. Baksin (2006:16) says that television is the result of high-tech products that delivers the message content in the form of audiovisual motion. Audiovisual motion message content has a very high strength to affect mental, mindset, and individual acts.

# CONCEPTUAL FRAMEWORK

