

An Analysis of Language Styles Used in the Daily Newspaper of *Radar Selatan*

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Abstract

Language styles are commonly used in newspapers intended to interact the readers' reading interest and comprehension towards the delivered information. The aim of this research was to describe the language styles including the meaning used in the daily newspapers of *Radar Selatan* March 2021 edition. This research was designed by using a qualitative approach with a descriptive method. The research data was the news found in the daily newspapers of *Radar Selatan* March 2021 edition. The data was collected through observation and interview, and analyzed by using an analysis model proposed by Miles and Huberman. In this case, the researchers implemented triangulation techniques as the data validity technique of this research. The result of this research revealed that there were some types of language styles used in the daily newspapers of *Radar Selatan* March 2021 edition. The most dominant language styles found in the newspaper included: (1) metonymy, such as the use of some familiar and popular words used by the society, (2) parable, such as the use of parable to illustrate something based on the characteristics, (3) pars pro toto, (4) figurative language of association, (5) antanaclasis, (6) synecdoche, (7) epizeuxis, (8) eponymy, and (9) anaphora.

Keywords: Language Style Analysis, Newspaper

A. Introduction

The growth of sophisticated technology has enabled people to get news easily. It also can be used to create a great civilization by promoting the knowledge of the people through the information delivered in the mass media such as newspapers. It is in line with the growth of sciences in society, especially in the world of journalism. Journalism has been growing rapidly both in theory and practice. It can be understandable as journalism has many different characteristics. Journalism can be the work of print mass media, such as books,

magazines, and newspapers. In addition, there are also electronic mass media, such as television, internet and radio.

Journalists deliver their knowledge in news writing, editorials, opinions and so forth. The writing is presented in several topics, aims, and objectives. For instance, news of theft which has the purpose of conveying information to readers when it happened, where, how, why, and who. In contrast to news, there are also those that provide entertainment such as corners, stories, and so forth which are intended to entertain the readers.

News is functioned to convey information on various events that occur in the society. The language style in newspapers should be as attractive as possible in order to enhance the readers' reading interest towards newspapers. It should be noted that newspapers also function to obtain information on various news among the public. News writing in newspapers basically has its own characteristics in providing information such as by using a certain language styles (Aminuddin, 2002).

A language, as a means of communication, is used as the tool of written language in newspapers (Tarigan, 1995). Through this media news can be conveyed to the readers so that they can find out information. Each print media writer has his or her own way in attracting readers' interest, both from the topic of the news or the use of language in determining the content of the news to be published.

News writing also varies according to the creativity of the writer. In order to be read and get a lot of attention from readers, news writing should be written in a unique and interesting way, and has its own style of language in each news content. In the daily newspaper of Radar Selatan, news writing was packaged as attractively as possible and contained elements of questions pertaining to the language styles of the news.

Language style has several types, for instance, parable is a language style that has a different meaning from what is stated (Sobur, 2004). Personification, which is a comparative language style that considers inanimate objects as if they are living things or have properties like humans and other living things. There are still

many styles of language that we can find in the news published by the author. The author uses the style of language in the news to emphasize, strengthen, and refine the delivery as a form of respect or appreciation (Wellek & Austin, 1995; Dhohiri, 2007; Damayanti, 2019).

Based on the description above, the researchers were interested in conducting the entitled "**An Analysis of Language Styles used in the Daily Newspaper of *Radar Selatan* March 2021 Edition** " as there was no similar research that analyzed the daily newspaper of *Radar Selatan* March 2021 edition. This research was expected to be a reference or a guidance for readers and news writers regarding the types and the meanings of language styles.

B. Research Method

This research was designed by using a qualitative approach with a descriptive method. Qualitative research can be defined as a research whose data is collected in a natural setting to interpret the phenomena. In this case, the researcher functioned as the key instrument (Esti, 2019; Ahmadi, 2019; Sugiyono, 2019). Moreover, the research method used in this research was a descriptive method. This method is used to find facts using the right interpretation. This research method was to illustrate a certain situation or event (Tarjo, 2019).

Research subjects can be related to anything that can be used as the source of data. It can be people, things, or institutions. The subject of this research was the daily newspaper of *Radar Selatan* March 2021 edition. The data in this study were strengthened by the opinion of the informants. Informants can refer to people who are able to provide information about the situation and condition of the research setting. The criteria for the informants in this research were honest, reliable, obedient, talkative, and supportive.

Data collection techniques can be deemed as the most important step in research since the main purpose of research is to obtain data. Data collection techniques in this research were observation and interview. The researchers used source triangulation (data) and triangulation techniques to test the validity of data related to the research problem. The data used in this research was the news in the

daily newspaper of *Radar Selatan* March 2021 edition. Furthermore, the researchers implemented the analysis model proposed by Miles and Huberman in analyzing the research data consisting of data collection, data reduction, data presentation, and verification.

C. Result and Discussion

1. Result

The results of the research revealed that there were types and the meaning of language styles used in the daily newspaper of *Radar Selatan* March 2021 edition. The types of language styles included metonymy, synecdoche, pars pro toto, antanaklasis, and eponymous. The types and the meaning of language styles were explained in the following explanation:

a. Metonymy

The use of metonymy found in the daily newspaper of *Radar Selatan* March 2021 edition could be seen in the following data:

The sentence “*petani itu ditemukan sudah tidak bernyawa dengan posisi nilon terikat di leher yang dikaitkan dengan tiang dapur rumahnya*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*nilon*” which could be referred to as a thread.

The sentence “*ganjal terlepas, truk sawit terbalik*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*truck*” which could refer to a transport car used to carry goods.

The sentence “*Menghafalkan al quran ternyata tidak terlalu susah*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*alquran*” which could be referred to a holy book of muslims.

The sentence “*Dimasuki risau atau maling akibatnya dua unit handphone kunam atau hilang*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*handphone*” which could be referred to as a communication tool.

The sentence “*Untuk anggaran lelang jabatan eselon II tetap dianggarkan*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*eselon*” which referred to a particular level within an organization.

The sentence “*Pedagang dan pembeli wajib patuhi prokes Covid-19*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*covid-19*” which could be referred to the virus pandemic found in 2019.

The sentence “*Keunggulan lain servis di bengkel resmi Yamaha adalah ketersediaan spare part Yamaha yang lengkap*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*Yamaha*” which could be referred to as the name of a motorcycle.

The sentence “*Dinkes Seluma terus menjalankan vaksin kepada sasaran yang sudah ditetapkan*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*vaksin*” which could refer to the process of providing active acquired immunity to a particular disease.

The sentence “*Membersihkan genangan air terlebih disaat turun hujan supaya tidak menjadi media tempat perkebang biaknya nyamuk penyebab DBD*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*DBD*” which could be referred to a disease infecting human beings caused by the mosquito-borne viral disease.

The sentence “*Mutafidah kehilangan suatu unit Oppo A53 yang menyebabkan korban kerugian materil rp 2,5 juta*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*Oppo A53*” which could be referred to a communication tool.

The sentence “*Kepada para sopir bus sekolah agar berhati-hati dalam berkendara dan taatilah aturan yang ada*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*bus*” which could be referred to a transportation mode.

The sentence “*Jangan lagi antrean solar*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*solar*” which could refer to diesel fuel.

The sentence “*Ratusan peserta pengguna All New NMAX*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*NMAX*” which could refer to the name of a motorcycle.

The sentence “*Mengantuk Toyota Inova nyemplung ke sawah*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the words “*Toyota* and *Inova*” which could be referred to the names of a transportation or car. Thus, the words could be considered as hyponymys as the words have been popular in the society.

The sentence “*PR setuju dibentuk timsus penagihan wallet*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*wallet*” which could refer to the name of a popular bird in the society. In this case, the people have known the bird. Thus, it could be considered as a sentence containing hyponymy.

The sentence “*Jadi terlapor ini melampiaskannya dengan cara menuliskan pesan di grup whatsapp*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*Whatsapp*” which could be referred to as a social communication tool. Thus, it could be considered as a sentence containing hyponymy as the people have known the communication tool.

The sentence “*Lansia tewas ditabrak mio*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word “*mio*” which could be used to name a transportation, especially motorcycle. It could be considered as hyponymy as the word has been popular in the society.

The sentence “*Menikung, Hilux adu kambing lawan Grand Max*” revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the words “*Hilux* and *Grand Max*” which could be used as the name of transportation, especially a car. Thus, it could be considered that the sentence contained hyponyms.

The sentence "*Izin lengkap indomaret silahkan beroperasi*" revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word "*Indomaret*" which could be used to name a mini market or a store that sells food and goods.

The sentence "*Makin keren All New Nmax jadi primadona konsumen*" revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word "*NMAX*" which could refer to the name of a motorcycle.

The sentence "*5 ekor sapi positif jembrana*" revealed that there was the use of hyponymy in the sentence. It could be seen from the use of the word "*jembrana*" which could be used to name the disease infected animals. Thus, the word could be considered as the hyponymy in the sentence.

The sentence "*Hotman SE turut menyoroti perizinan indomaret dan alfamart*" revealed that there was the use of hyponym in the sentence. It could be seen from the use of the word "*Alfamart*" which could be used to name a mini market or a store that sells food and goods.

The sentence "*Ditemukan dua kasus HIV/AIDS*" revealed that there was the use of a hyponym in the sentence. It could be seen from the use of the word "*HIV/AIDS*" which could refer to the disease infecting human beings.

The sentence "*Pasca peristiwa bom bunuh diri di gereja*" revealed that there was the use of a hyponym in the sentence. It could be seen from the use of the word "*Gereja*" which could be referred to as the name of christian worship place. The word was considered as the hyponym in the sentence since it has become the popular word to name the worship place of christians in Indonesia.

b. Synecdoche

The sentence "*Pelaksanaan pilkades serentak di kabupaten Kaur*" revealed that there was the use of synecdoche in the sentence. It could be seen from the use of the nominal phrase "*kabupaten Kaur*" or in English "Kaur Regency" which could represent all villages in the regency. Nevertheless, the sentence meant to refer to the villages whose people were going to have the headman election simultaneously in the regency.

The sentence "*Rencana pembentukan penagihan pendapatan daerah sarang burung wallet di kabupaten Seluma*" revealed that there was the use of synecdoche in the sentence. It could be seen from the use of the nominal phrase "*kabupaten Seluma* " or in English "Seluma Regency" which indirectly included all villages in the regency, even though the sentence meant to refer only to a few villages that had wallet bird nests.

The sentence "*Sepekan dua terkonfirmasi covid-19*" revealed that there was the use of synecdoche in the sentence. It could be seen from the use of the word "*sepekan*" or "one week" in the sentence, while the actual fact only referred to several days in a week.

c. Pars pro toto

The sentence "*Kata kepala dinsos*" revealed that there was the use of synecdoche in the sentence. It could be seen from the use of the word "*kepala*" which had been considered as one of body parts, but in the sentence it referred to the head of a certain official organization.

d. Antanacclasis

The sentence "*Pembelian mobnas baru dinilai akan mengurus keuangan daerah sehingga Gusnan tetap menggunakan mobnas lama untuk mendukung operasional kepala daerah*" revealed that there was the use of synecdoche in the sentence. It could be seen from the use of the word "*mobnas*" which referred to a new or old official car.

e. Eponym

The sentence "*Vaksin tak membuat jadi superman*" revealed that there was the use of an eponym in the sentence. It could be seen from the use of the word "*superman*" which referred to a strong person.

2. Discussion

Based on the results of the research above, the researcher analyzed several types of language styles based on the theories. The combination of these theories was intended to obtain accurate data regarding the types of language styles in the daily newspaper of *Radar Selatan* March 2021 edition.. The dominant types of language style found in the daily newspaper were discussed as follows:

a. Metonymy

Seen from the analyzed data above, it was found that there were several forms of metonymy found in accordance with the results of the research above. The metonymy was considered as one of the most dominant language styles found in the daily newspaper of *Radar Selatan* March 2021 edition. It could be reasonable as there were several words used in the news sentences that mentioned the substitute name of a certain popular word in the society (Pradopo, 1995). Therefore, the researchers revealed some of the data above regarding the metonymies found in the newspaper. The data were analyzed in accordance with several theories. Abidin (2013) argues that metonymy relates to the use of language as an attribute of an object or the use of something very closely related to it to replace the object.

Several forms of metonymy mentioned in the research results had been strengthened by the eligible informants of this research who stated and agreed that the results of the research relating to the metonymy analyzed by the researchers were correct and in accordance with the theories.

b. Synecdoche

According to Nurdin (2002), synecdoche relates to a language that mentions the name of the part as a substitute for the whole name or vice versa. After analyzing some of the data above, there was the use of synecdoche in the news found in the daily newspaper of *Radar Selatan* March 2021 edition. It could be seen from several sentences that used some words based on the context. In this case, the researchers grouped the synecdoche based on the theories proposed by the experts. Moreover, several forms of synecdoche in the research data had also been strengthened by the informants who approved and validated the research data analysis by the researchers. and in accordance with the related theories.

c. Pars pro toto

According to Nurdin (2002), pars pro toto relates to a style of language that describes a certain word based on the context. Seen from the analyzed data above, there were several forms of pars pro toto language style found in accordance with the results of the research. The pars pro toto was considered as one of the

language styles because there were the uses of words that mentioned some words based on the context. The data had been analyzed in accordance with several theories by the experts.

Several forms of pars pro toto language style mentioned in the research results had also been strengthened by the eligible informants who approved and validated that the research results relating to the pars pro toto language style analysis by the researchers were correct and in accordance with the related theories.

d. Antanaclasis

According to Ducrot and Todorov (1981), antanaclasis is a style of language that contains the repetition of the same word with different meanings. Seen from some of the analyzed data, after being analyzed, it was found that several forms of antanaclasis were found in accordance with the results of the research. It was considered as one of the language styles as there were several uses of words in the news sentence in the data that mentioned one word that had more than one meaning. The data had been analyzed in accordance with several theories proposed by the experts.

Some of the forms of the antanaclasis style of language mentioned in the research results had been strengthened by the eligible informants who approved and validated that the results of the research were correct and in accordance with the related theories.

e. Eponym

According to Keraf (2004), eponymous is a style of language in which a person's name is often related to a certain trait used to express the same characteristics. Seen from some of the analyzed data, several forms of eponymous language style were found in accordance with the results of the research. The eponymous language style was considered as one of the language styles since there were several uses of words in the news sentences in the data that equated a person's character with the characteristics of famous people. This research data had been analyzed in accordance with several theories proposed by the experts.

Several forms of eponymous language style mentioned in the research results had been strengthened by the eligible informants who approved and validated the results of the research relating to the eponymous analyzed by the researchers correct and in accordance with the related theories by the experts.

D. Conclusion

Based on the result and the discussion of this research, the researchers concluded the language styles found in the daily newspapers of Radar Selatan March 2021 edition in the following explanation:

1. Metonymy was used the most dominantly in the daily newspaper of Radar Selatan March 2021 edition. There were several news articles which used this language styles with different meanings.
2. The other types of language styles were also found dominantly in the daily newspapers of Radar Selatan March 2021 edition including: pars pro toto, synecdoche, and antanaclasis.
3. The various language styles were intended to interact with the readers' reading interest and comprehension in reading the news reported by the daily newspaper of Radar Selatan March 2021 edition.
4. The dominant use of metonymy in the daily newspaper of Radar Selatan March 2021 by the writers was intended to make it easier for the readers to understand the information of the news through the familiar and popular words used by the people.

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