

LANGUAGE STYLES IN THE JAKARTA POST HEADLINES ABOUT COVID-19

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Abstract

Language style is a variety of language caused by differences in language situations or differences in the relationship between the speaker (writer) and listener (reader) (Joos, 1976). The purposes of this research are: 1) to identify the types of language styles used in The Jakarta Post headlines about Covid-19 2) to analyze the function of language styles in The Jakarta Post headlines about Covid-19. This research analyzed using Joos theory as the basis of analysis. Joos (1976) said that there are five types of language styles; 1) frozen style, 2) formal style, 3) consultative style, 4) casual style and, 5) intimate style. The object used in this research is from The Jakarta Post newspaper. the researcher uses a qualitative case study as a methodology to analyze this study. The steps of analyzing data are determining the criteria of each category, matching each data which fit to the types of language styles, and describing the function of language styles in The Jakarta Post headlines. Based on the result of the analysis, the researcher found 108 data of the types of language styles, there are 8 data of frozen style and 100 data of formal style. In addition, the researcher takes 20 data to describe the function of language style in The Jakarta Post headlines about Covid-19. The conclusion of this research is The Jakarta Post headlines dominant with formal style and frozen style in conveying the topic. Because, the topic of Covid-19 is talking about serious thing, therefore using frozen style and formal style is more suitable than the other styles.

Keywords: *Language styles, The Jakarta Post headlines, Covid-19.*

INTRODUCTION

The strategy of The Jakarta Post news writer is they make something new on their news by giving unusual language style. Even, news writers insert the language style on the headline or in the topic of the news. Using this strategy is effective for The Jakarta Post newspaper to attract readers.

Jakarta Post is one of the most popular newspapers in Indonesia which used the English language. Besides printed version, it is also available on the website that makes people easier in the reading newspaper about several topics which are viral; among others is Covid-19. Covid-19 is a disease caused by the Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-Cov-2) virus. Covid-19 can cause respiratory system disorders, ranging from mild symptoms such as flu to lung infections, such as pneumonia. The first case was in China at the end of 2019 and then it spread to various countries, and one of them is Indonesia.

Therefore, this phenomenon makes the researcher interested in analyzing the language style in Jakarta Post headlines. The researcher will focus on the main topic of the news about Covid-19. The researcher found several previous studies from other researchers that have a similar topic with this research. Moreover, the research also focuses on language style or headline that is similar to this research.

The researcher will review three previous studies as a guide to make this research more valid. The first research is written by Genjit Majiyanto (2016) entitled Language Style in the Headlines of Lampu Hijau Newspaper. His research discusses the language style in the headlines of Lampu Hijau newspaper use formal, informal, and slang language style. His research has the same study, it is analyzing the object by using sociolinguistics views. However, his object of research focused on the Lampu Hijau newspaper, while the researcher in this paper will focus on The Jakarta Post newspaper. The second research is written by Marshelina Fatin (2014) entitled The Differences Between Men and

Women Language Style in Writing Twitter Updates. Although the object of the research is different, her research used language style as the study. Her research discussed the differences between men's and women's language in writing twitter updates by using Adelaide Haas (1979) and A. Mullac (2001). The result of her research is the men and women have different words choice. Men's language form is found harsher while women's language form is weaker and more polite. The last research is Language Style in The Jakarta Post Advertisement by Octaviana Arini Haqo (2016). Her research same as the researcher's object. It took from Jakarta Post. However, in her research, he used advertisement as the topic of her research. Her research discussed the language style in advertisement and divided it into four types of language style namely hard-sell style, soft-sell style, and straightforward style. While in this paper the researcher will focus on headlines and using different theories. Even though the topic is the same with some research (language style), this research has a different perspective since the researcher gives the analysis of the news.

This research analyzes language style in Jakarta Post headlines about Covid-19 in March-July, 2020. Based on the above background, the problems to be solved in this research are: 1. What are the types of language styles in The Jakarta Post headlines about Covid-19?, and 2. What are the functions of language styles in The Jakarta Post headlines about Covid-19?

METHOD

There are several types of analysis data by qualitative research. First is ethnographies. Ethnographies are analyzing the cultural context by collecting, primarily, and observational data (Creswell, 2003, p. 14). In this study, the researcher decided to use qualitative research by using case study as methodology. Because the researcher only examined one subject, it is The Jakarta Post newspaper. This research will take the data from The Jakarta Post website in March-July, 2020. According to Stake (1995, p. 175) as cited in Creswell (2003, p. 15): CALL, 2021, 3(2), 1–13 3 “Case studies in which the researcher explores in depth a program, an event, an activity, a process, or one or more individuals. The case(s) are bounded by time and activity, and researcher collects detailed information using a variety of data collection procedures over a sustained period.”

The research was done through several steps of collecting the data. These are some steps in collecting data:

1. Reading the text from www.thejakartapost.com;
2. Identifying and selecting the data which wrote by the author of The Jakarta Post which were following the objectives of the study;
3. Copying the text which matches to the categories of language styles from www.thejakartapost.com;
4. Recording the data into the data sheet;
5. Re-checking the accuracy of the text.

The steps of the researcher in analyzing data are:

1. Determining the criteria for each category of language styles used about Covid-19 in The Jakarta Post headlines by copying the data text from The Jakarta Post which read by the researcher;
2. Matching each data to the categories of language styles about Covid-19 in The Jakarta Post headlines based on the theories from Joss (1976);
3. Describing the function of language styles about Covid-19 in The Jakarta Post headlines by using the theories which has written in Chapter two.

FINDINGS AND DISCUSSION

This chapter is analyzing the data that has gotten the data from The Jakarta Post website. This part is analyzing about the types of language style in The Jakarta Post headlines about Covid-19 and the function of language style in The Jakarta Post headlines about Covid-19. The researcher found the number of data that will be written in the table.

Table 1. Language Style in The Jakarta Post Headlines about COVID-19

No.	Types of Language Styles	Quantity
1	Frozen Style	2
2	Formal Style	2
3	Consultative Style	0
4	Casual Style	0
5	Intimate Style	0

1. Types of Language Styles in The Jakarta Post Headlines About Covid-19

In this part, the researcher will analyze the data by using the theory from Joos (1976, p. 156), there are five types of language styles; frozen style, formal style, consultative style, casual style and intimate style.

a. Frozen Style

Frozen style is the most formal language style. It is used in the special occasions or formal ceremonies. In the written text, it can be a document of history, laws etc (Abdul Chaer, Leonnie Agustina, 1995).

Datum 1

“The health ministry reported its biggest one-day rise in the number of confirmed COVID-19 cases as it confirmed 533 new cases on Saturday.”

The text above shows that the health ministry has reported about the nominal of cases of Covid-19 cases which are 533 cases on Saturday. The health ministry gives the statement as formal. Therefore, the writer in Jakarta Post used frozen style as how to report the news about Covid-19 to the audience, because the writer wrote the news text looks like most formal language and as a document history. It means that the statement based on the data.

Datum 2

“As of Saturday, there are 13,645 confirmed cases across the country, with 959 fatalities and 2,607 recoveries”

The text above shows that the language used by the writer of Jakarta Post’s news is frozen language, because it looks like the opening of important news for audiences completing by the time such as “Saturday” and the data such as “13,645 confirmed cases across the country”.

b. Formal Style

Formal style is the formal language style that commonly used in formal speech, official meeting, formal meeting of directors in some organization, etc (Abdul Chaer, Leonnie Agustina, 1995).

Datum 1

“This illustrates our discipline in obeying health protocols as part of the government’s efforts fighting the COVID-19 outbreak.”

The text above shows that the language used in conveying the message, The Jakarta Post has given the formal speech as the way of giving the information to the audiences because the dictions are formal.

Datum 2

“Yurianto said on Saturday the PSBB must be more effective to reduce virus transmission,” Pandu said.”

According to The Jakarta Post newspaper, it shows that the writer of Jakarta Post has input the interview of Yuriyanto about the PSBB as the effort of reduce the virus transmission.

From the text above, it shows that Yuriyanto used formal speech when interviewed by the reporter from Jakarta Post.

2. The Function of Language Styles in The Jakarta Post Headlines About Covid-19

In analyzing the function of language styles in The Jakarta Post headlines about Covid-19, the researcher uses several theories, there are Chaika, Ramos, and Trudgill's theories. The researcher concludes that the function of language style is to tell the hearer or reader how they act to the messages given by the speakers or author seriously, humorously, happy or sadly, or in some others way.

In addition, language style is also to control for one style that must be chosen, in order to control the speakers or author in delivering the messages. Thus, the reader or hearer should understand the messages.

Based on the data that has taken from The Jakarta Post newspaper, the researcher got several data that shows if the text has a function if the text using language style. It can seen from the data below.

Datum 1

“Navaratnasamy Paranietharan said Indonesia should increase its testing capacity to make its data on transmission rate more reliable before the government moved to relax social restrictions.”

Navaratnasamy Paranietharan is one of influence person in Indonesia. How Navaratnasamy speaks shows that he is an important person, therefore it is the reason she speaks using language style as formal to reflect that he speaks as representative of World of Health Organization (WHO). The topic he conveys is about Covid-19, in addition he needs to tell about this to all people in Indonesia through the media. It shows that the speaker delivers the information seriously and the diction he used is to make the hearer or reader understand what he said.

Datum 2

“Bookings on Air New Zealand flights will be managed to ensure the government can safely place citizens into managed isolation facilities, Housing Minister Megan Woods said in a statement.”

Based on the text above, it shows that Housing Minister Megan Woods speaks to the media about management in booking on Airline New Zealand flights and isolation facilities. The Housing Minister told it as formal. It has a function to make a reader easily understand about the topic, because the reader of this topic is from several countries. Therefore, using language style is important in delivering the message and also it is to reflect how The Housing Minister speaks.

CONCLUSION

Based on the result of analysis about types of language styles and the function of language style in The Jakarta Post headlines about Covid-19, the researcher concluded that the types of language styles used in The Jakarta Post which topic about Covid-19 dominant with frozen style and formal. It proved by the total of data found by the researcher, there are 2 data of frozen style and 2 data of formal style. Then, the researcher takes 2 samples of data for describing the function of language styles in The Jakarta Post headlines about Covid-19. It can be seen that the topic about Covid-19 in The Jakarta Post is included to serious topic, which means that to convey about Covid-19 is more suitable using frozen style and formal style than consultative style, casual style, and intimate style.

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