Implication Analysis on News Headlines in Electronic Media Sopolos.com

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Abstract

This research aims to examine (1) the forms of implicature in Solopos.com newspaper; (2) the functions of implicature in Solopos.com newspaper. The research utilizes a qualitative approach applying descriptive methods. The data source for this study is social, cultural, and educational news in electronic media. The data in this research take the form of implicatures in the titles of social, cultural, and educational news in electronic media. Data collection techniques involve recording and documentation. Data analysis includes several steps of data reduction, involving data identification and classification. The research findings indicate that (1) the forms of implicature in Solopos.com newspaper include four aspects: news, questions, and exclamations. (2) the functions of implicature in Solopos.com newspaper are found in the form of implicatures of satire, criticism, advice, protest, and support.

Kata kunci: *implikatur, surat kabar, bentuk, fungsi*

1. INTRODUCTION

As social beings in contemporary life, humans require information to support their survival [1]. The satisfaction of this informational need enables people to communicate with each other. Human communication utilizes language as a tool [2]. Language, based on its communicative function, is employed by society for cooperation, interaction, and self-identification. Language is a sign system in the form of sounds, which is arbitrary and used by a linguistic community to collaborate, communicate, and identify themselves [3]. Language, as a system, means that it is shaped by rules, norms, or specific patterns, whether in the phonetic system, word arrangement, or sentence structure. If these rules, norms, or patterns are violated, communication is disrupted. In communication, humans use agreed-upon language between speakers and listeners [4].

Currently, various written languages, particularly through newspapers, are frequently encountered and familiar. Newspapers not only convey information about news but also express opinions used to respond to inaccurate events or issues [5]. Newspapers have four characteristics: reality, popularity, periodicity, and universality [6]. Mass media or newspapers serve as communication tools for journalists to convey information to the public. Mass communication is a process of creating shared meaning between mass media and society, where mass media disseminates information that reflects a country's culture [7].

The communication process between two or more people, known as the speaker and interlocutor, has specific functions, goals, and targets [8]. Communication is a series of speech acts systematically used to achieve a specific or various purposes [9]. Verbal communication

content is often not explicitly conveyed because the message sender typically uses words in the form of indirect literal speech acts, expressing speech acts in sentence modes that do not align with the intended speech act [10]. However, the words themselves shape it according to the speaker's intent. Such aspects can be observed in pragmatics, which relates to implicature [11]. The communication process utilizes language as a medium to convey messages. Communicators (speakers), communicants (listeners), messages, and speech contexts are vital components of communication and are expected to flow smoothly to convey the message [12]. Asynchronous understanding from the speaker prevents the message from being effectively conveyed.

The use of implicature in news certainly has its own metrics as a step to discover relevant facts [13]. One step in determining implicature is to identify the forms and functions of implicature contained in an object. Lestari et al. [14] divide sentence patterns into four categories: news sentences (declarative), interrogative sentences (interrogative), and exclamatory sentences. On the other hand, Akbar [15] divides implicature functions into five categories: assertive, directive, commissive, expressive, and declarative.

Meaning discussion is inseparable from linguistic studies [16]. Implicature is something implied in speech. A sentence spoken by a speaker may seem to have "multiple interpretations" for the listener or speaker [17]. Therefore, the key is to understand the speaker's intention; the interlocutor must interpret the speaker's words. In other words, implicature is an indirect expression, meaning the conveyed meaning is not literally reflected in the vocabulary [18]. There are two types of implicature: conventional implicature and conversational implicature.

Implicature can occur in various forms, both oral and written, such as in direct dialogue between a speaker and interlocutor or in dialogues used in theater and film scenes [19]. Moreover, when writing newspaper columns, we often find several implicit elements. Conversational implicature is the meaning implied by sentence expressions in context [20]. even if the meaning is not part of what is said. Therefore, implicature is a concept that interprets what is said differently from what is expressed. The ability to analyze meaning is influenced by language proficiency. Mustaqim [21] explains that pragmatics relates to the science that wants to delve into language and its users or others.

According to Mustika and Sinaga [22], conversational implicature is a proposition implied by uttering a sentence in context, even if the proposition itself is not part of the previous statement. This definition refers to the fact that a sentence can also imply another sentence that is not part of the relevant sentence fragment. According to Pudyastuti and Zamzani [23], implicature is a statement that explains what is said but does not mean the same as what is actually said. This understanding refers to the fact that a sentence can also imply another sentence that is not part of the relevant sentence fragment.

Understanding the impact of the Solopos.com newspaper is also essential for high school students. This is a requirement for implementing the Independent Curriculum that directs learning towards a project-based approach. Project-based Indonesian language learning demands, among other things, acquiring the ability to understand and create anecdotal texts for Grade X. Anecdotes are short, funny, impactful, and interesting stories, usually based on real stories about important or famous people [24]. Anecdotes generally contain satire aimed at criticizing various issues in society, such as government policies and public service policies that are often in the spotlight. Therefore, to write anecdotal texts, students must have experience

and knowledge of various real-world issues that occur in society [25]. This aligns with the theme of Grade X anecdotal text learning, "Criticism and Humor in Public Service," and enables students to understand anecdotal texts and use them as a means of communicating criticism of issues in the service sector.

Studying anecdotal texts in school is a new thing. Generally, students are uncomfortable with anecdotal writing and struggle when they have to create anecdotes. The main difficulties faced by students are finding ideas and thoughts that can be expressed in anecdotal texts. Data on events that occur around students are not enough as inspiration for determining writing ideas. News headlines are one reference used by students to find and develop ideas when writing anecdotes. Additionally, by reading newspaper headlines designed to familiarize students with newspapers as a learning source, it also increases their reading interest.

Based on the above explanation, the researcher is interested in analyzing headline implicatures in the Solopos.com newspaper. Implicature analysis is chosen because it elicits responses in the form of sarcastic sentences written by Solopos.com editors and implies that the goal is to maintain ethical politeness. The editor also explicitly encourages readers to understand the premise itself. For this reason, readers must be aware of the context involved in the news. In this regard, the editor invites readers to participate in critical reflection.

2. METHOD

The research employed a descriptive approach with a qualitative method [26]. Descriptive research involves presenting data in descriptive sentences rather than numerical values. According to Meru [5], descriptive research seeks to explain actual problems that are currently occurring.

The data source for this study comprises social, cultural, and educational news in electronic media. The data take the form of implicatures in the titles of social, cultural, and educational news in electronic media. Data collection techniques involve recording and documentation [27]–[30]. The researcher identified titles of social, cultural, and educational news in electronic media, subsequently collecting findings related to the use of implicatures.

Data analysis involves several steps of data reduction, including data identification and classification. The identification of research data involves the use of implicature forms and functions found in the news headlines of Solopos.com newspaper. Furthermore, the classification of implicature functions is based on Searle's theory [31], namely: assertive, directive, commissive, expressive, and declarative. In the study titled "Implicatures in the News on Solopos.com Newspaper," the implicature functions focused on only three functions, and these three functions were found unsuitable as a theory related to the research. Fadli [32] has demonstrated that narrative texts are most commonly used to present data in qualitative research. Data presentation in this study consists of data description, data analysis, data recapitulation, and implicature title news diagrams in Solopos.com newspaper.

The collected data undergoes a data reduction process, including data identification, data classification, and data codification. Once the data reduction is completed, the data is presented in the form of data description, data analysis, data recapitulation, and graphs. The final stage of the data analysis technique used by the researcher is drawing conclusions. The data that has passed the analysis stage is finalized to fulfill the objectives of this research.

3. RESULT AND DISCUSSION

Based on the analysis of Solopos.com newspaper, the results reveal interconnection and related functions. Namely, (1) Solopos.com newspaper has four aspects in its language format: News, Questions, and Exclamations. The implicature functions found in this research also vary depending on the context of the statements. (2) The functions identified include satire, criticism, advice, protest, and support.

a.   Forms of Implicatures in Solopos.com Newspaper

The forms of implicatures used by speakers are statements conveying messages to the interlocutor. The speech acts take the form of message sentences, exclamatory sentences, and interrogative sentences [21], [22], [33].

1)   Declarative Sentences (News)

Declarative sentences are sentences or expressions intended to convey something, to provide information to the interlocutor about information or an event [34]. The utterance takes the form of a message phrase used by the speaker or writer to be responded to, making its content new to the listener or reader.

Data 1
Ganjar Admits Not Signing the Host Commitment, Gibran: My Signature
Several commitments from the signatures of the U-20 World Cup host agreement were realized by ensuring the venue, ensuring the event runs smoothly, and safely.

The situation or context representing data (1) is news where the Mayor of Solo, Gibran Rakabuming Raka, stated that the Central Java regional head who signed the commitment pledge of the U-20 World Cup agreed that he himself did not. Central Java Governor Ganjar Pranowo. The message writer then responded to the news with a quip about several commitments made after the signing of the U-20 World Cup organizing agreement was fulfilled by securing the venue and ensuring the smoothness and safety of the event.

The sentence or quip response to data (1) is a news sentence designed to immortalize Ganjar Pranowo netizens because the U-20 World Cup in Indonesia has been canceled. One by one, netizens expressed their frustration, anger, and disappointment with Ganjar's decision to reject the Israeli national team in the U-20 World Cup. They considered Ganjar one of the causes of the cancellation of international football matches in Indonesia.

2)   Interrogative Sentences

Interrogative sentences are sentences containing questions addressed to the interlocutor. The task of interrogative sentences is to receive answers from respondents [35]. Characteristics of interrogative sentences include the use of rising intonation, the use of question particles, and the use of question words.

Data 2
24 Hours of Dance at ISI Solo 2023 Held, The Cast Includes Artists from Abroad

24 hours of dancing at ISI Solo will be followed by hundreds of dancers; almost all ISI Solo students will be involved. Aren't the dancers tired?

The situation or context that builds data (2) is the news that the 24-hour dance event at ISI Solo will take place simultaneously in five locations at ISI Solo for 24 hours from 06:00 WIB to 06:00 WIB the next day. The event will be held in the Rektor Building, Pendapa Ageng, Small Theater Room, Kapal Theater Room, and Big Theater Room. The journalist then responds to the discussion with a quip, *"24 hours of dancing at ISI Solo followed by hundreds of dancers, almost all ISI Solo students are present, aren't the dancers tired?"*

The sentence or quip response to information (2) is interrogative because it uses an interrogative clause (?). Its mission is to mock ISI Solo for holding a 24-hour dance event. Later, he urged the event organizers to give the dancers a break.

3) Exclamatory Sentences

Exclamatory sentences are expressions used to express or describe someone's feelings, such as anger, annoyance, sadness, joy [36].

Data 3
Ramadan Blessings, BRI Distributes Dividends of IDR 34.89 Trillion Today
Two thumbs up for BRI, Keep it up!

The situation or context of information (3) is the news that PT Bank Rakyat Indonesia (Persero) Tbk or BRI is distributing cash dividends of IDR 34.89 trillion. This is in line with the decision of the 2023 Annual General Meeting of Shareholders (RUPST), which decided that BRI would distribute 85% of the net profit of the 2022 Group as dividends. The message writer then responds with support for data (3). *"Two thumbs up for BRI, Keep it up!"*

The supporting phrase for data (3) is an exclamatory sentence and is used to support PT Bank Rakyat Indonesia (BRI) as evidence of the company's real commitment to creating economic and social value for all stakeholders, especially the community.

b.   Functions of Implicatures in Solopos.com Newspaper

Implicatures included in the Solopos.com newspaper, see the latest news from the Solopos.com newspaper. What is conveyed or written in the Solopos.com newspaper is presented with a playful tone, full of humor, and sometimes a bit of sarcasm, but the goal is to persuade, criticize, etc. Based on the author's research, it can be said that implicature functions are found in the form of satirical, critical, advisory, supportive, and appreciative implicatures [11].

1)   Satire
Data 4
Ganjar for PDIP Presidential Candidate, Gerindra Sukoharjo Taunts His Cadre Not Party Officials

Really not a party official?

The response to the above utterance implies satire directed at Gerindra Sukoharjo cadre who is not a party official, as Gerindra and PKB parties have announced the formation of a coalition called the Indonesian Great Awakening Alliance (KKIR). One point of cooperation of KKIR is to agree to surrender the decision of presidential and vice-presidential candidates entirely to the general leadership of political parties. Therefore, the Gerindra and PKB Sukoharjo parties chose to focus on strengthening the unity of the coalition rather than responding to Ganjar Pranovo's appointment as a presidential candidate (candidate) of the PDIP.

2) **Criticism**
   Data 5
   Tiktoker Bima Criticizes Lampung's Infrastructure, PDIP: There Should Be No Intimidation!
   They say Indonesia is a democratic country, but why anti-criticism?

The response to the above statement touches on criticism from TikToker Bima Yudho Saputro, who was intimidated after reporting on infrastructure development in Lampung. Joanes Joko asserts that the Jokowi government always focuses on filtering the community to improve public government services. He also stressed that the Presidential Staff Office (KSP) would continue to collaborate with law enforcement to respond to public criticism and opinions so that similar cases would not recur.

3) **Advice**
   Data 6
   Blora's HDI Rises, Regent Says Average Years of Schooling Increase
   Continue to be strongly committed to providing the best service.

The response to the above statement suggests a recommendation because it can provide input to the Regent of Brora about essential services such as health services, road construction, educational institutions, and other infrastructure developments to be continued. Regarding the independent curriculum applied by schools, Arief suggests that schools include waste management material in the self-curriculum for cultivating clean and healthy living behavior from an early age.

4) **Support**
   Data 7
   Wow! Residents of 4 Hamlets on the Border of Sragen-Grobogan Process Rainwater into Clean Water
   Good, so residents don't have to worry about a shortage of clean water.

The response to the above statement implies support for the small villages of 4 on the border of Sragen and Grobogan to process rainwater into clean water. The first IPAH

hybrid innovation was successfully tested in two RTs by Dukuh Ploso Ombo located on the border between Sragen and Grobogan. From 2019 to 2021, they will stop receiving drinking water assistance. Then, the community's innovation was developed in four hamlets, namely Dukuh Ploso Ombo, Kedu, Ngingkung, and Bungkus.

5) Appreciation
Data 8
Achievement, 18 Teachers and School Principals in Klaten Receive Awards from the Regent *Develop your achievements!*

The response to the above statement implies appreciation directed at 18 Teachers and School Principals in Klaten who have excelled with competencies including written tests, interviews, and presentation assessments of classroom actions.

Implicature analysis in Solopos.com electronic media headlines is an important study in the context of language understanding and analysis. Implicature is the hidden or implied meaning in a speech or text that is not stated directly but can be inferred from context and background knowledge [8], [20]. When analyzing news headlines on Solopos.com, it is necessary to examine how the headlines can convey implicit messages that may not be explicitly stated in the news text. Such analysis will help readers understand the messages conveyed by the media and also uncover hidden agendas behind these news headlines. Moreover, implicature analysis in Solopos.com headlines can assist in revealing how the media utilizes editorial policies and word choices to influence readers' perceptions. Such analysis helps the public to be more critical in reading news, understanding the media's perspective, and approaching news with a deeper understanding. Thus, implicature analysis in Solopos.com headlines provides a sharper and more critical insight into how this media presents information to the public.

4. CONCLUSION

Newspapers not only convey information about news but also express opinions used to respond to inaccurate news or issues that occur. Implicature is something implied in speech. A sentence spoken by a speaker may appear to the listener or speaker to contain "multiple interpretations." Based on the implicature analysis in Solopos.com newspaper, it can be said that Solopos.com newspaper has forms of implicature used in message sentences, exclamatory sentences, and interrogative sentences. Meanwhile, the functions of Solopos.com newspaper implicature are in the form of satirical, critical, advisory, supportive, and appreciative implicatures.

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