

AN ANALYSIS OF THE UNDERSTANDING OF THE NEWS TITLES INTERPRETATION TO THE NEWS CONTEXT IN *THE JAKARTA POST*

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Abstract : This research focuses on an analysis of the understanding of the news titles interpretation of *The Jakarta Post*. The research is aimed to find out: 1) some interpretations found in the news titles of *The Jakarta Post*, 2) the causes that makes news titles of *The Jakarta Post* having more than one interpretation, 3) the meanings conveyed in the news titles regarding to the news context.

This research is a descriptive qualitative research. The source of data of the research is *The Jakarta Post* published in 2008-2011. This research applies purposive sampling technique. Through the data, there is questionnaire distributed to the students to know students interpretation.

The research concluded that: 1) there are two kinds of ambiguity creating misunderstanding found in *The Jakarta Post*: grammatical and lexical ambiguity. 2) The students' ability in understanding the meaning of the news title is good enough. Most of the students got score more than 50 of the correct answer. Only 6,6% of the students who get the lowest score, that is 50.

People need language to communicate. Language is used as a bridge for daily interaction. People use language to express their idea and share information, in spoken and written form. In sharing information, printed and electronic media become the means of communication. Due to the development of technology of communication, nowadays, people can get easily many kinds of information from television, internet, radio, magazine, and newspaper as the media of communication. Due to the development of language, English plays an important role in globalization era. It becomes international language for business, economy, politic, science, and technology. It also influences media of communication (printed and electronic media), moreover in Indonesia. There are many media of information using English for communication, such as television news programs, television and radio talk show programs, one-day English radio programs, advertisements, songs, and even English magazines and newspapers. Many English magazines and newspapers can be found in Indonesia. One of English newspapers published in Indonesia is *The Jakarta Post*.

Sometimes, readers read texts or articles in a newspaper based on their interest. A title of the news becomes the first impression and attraction for the readers. It is common for readers to read the title for the first to know the content of the news. Based on this phenomenon, a journalist has to do something with the news title to make it more interesting. News title is made to stimulate readers to understand the message of the writer conveyed through the news text.

Seeing the phenomenon that many readers choose to read newspaper based on their interest and it can be raised from the attractive title, the journalists try to make the title as interesting as possible. From the title, the readers may interpret the identity of the news. The readers may know what the news is about, though it is not always exactly correct.

There are some causes why the readers get wrong in interpreting the context of the news from the

title. The news title should be brief, simple, compact, and factual. Additionally, economically, the journalists also face the constraint of limited space. The longer and wider space used means the more cost needed. The title is made short in order to be quickly read and fitted into an efficient space and cost. The short words used in the title leads to the misinterpretation.

Literary Review

The Concept of Meaning

Strawson (1970) in Minnis, ed. (1971) states that it is impossible to give an adequate account of the concept of meaning without reference to the possession by speakers of audience-directed intentions of a certain complex kind. Strawson brings the theory of communication-intention to explain the concept of meaning. Still, the concept of meaning needs certain context referring to the intention of the speakers. It is intended to communicate by uttering sentences and what those conventionally mean. Thus, there are at least three possible starting points from which construct an explanation of meaning according to Kempson, (1977) – the signification of words, the interpretation of sentences, or what a speaker is intending to convey in acts of communication. Lyons (1981: 136) gives the identification of meaning, as follows:

“According to what has long been the most widely accepted theory of Semantics, meanings are ideas or concepts, which can be transferred from the mind of the speaker to the mind of the hearer by embodying them, as it were, in the forms of one language or another.”

Bloomfield (1961) states that the meaning of a linguistic form has been defined as the situation in which the speaker utters it and the response that it calls forth the hearer.

The Kinds of Meanings

Leech (1997) translated by Paina and Soemitro (1997) divides meaning into seven types of meaning.

There are: a. Conceptual Meaning (denotative or cognitive meaning), b. Connotative Meaning, c. Stylistic and Affective Meaning, d. Reflected and Collocative Meaning, e. Associative Meaning, f. Thematic Meaning, and g. Intended Meaning and Interpreted Meaning.

Journalism

Mappatoto (1993, 69-70) quotes from 3 different arguments explaining journalism, as follows: "...journalism embraces all the forms in which and through which the news and the comments on the news each public." (Bond, 1961)"

"...the systematic and reliable gathering, writing, interpreting, processing, and disseminating, of public information, public opinion, and public entertainment for publication in newspapers, magazines and broadcasts" (Wolseley, 1969)."

"...the occupation in which interpretation and opinion based on news are given" (Emery, 1986)"

News Title

Santosa (2006) classifies the English news title into 7 different types:

Type 1: V + s / o: shows happening in the past in active voice.

Type 2: Past Participle Verb / V+en: shows happening in the past in passive voice.

Type 3: Infinitive Verb / to+V: shows happening in the future.

Type 4: V + ing: shows happenings that are still going on by the time the news are written and published.

Type 5: Modal = Verb.

Type 6: Nominal sentence (Without Be)

Type 7: Noun Phrase (Nominal Group)

METHODOLOGY

This research is a descriptive qualitative research. The source of the data of the research is *The Jakarta Post* newspaper published in the internet on 2008-2011 according to the enough data. The possible misinterpretation of the news titles in *The Jakarta Post* published on 2008-2011 are used as the data of the research. This research applies purposive sampling technique.

ANALYSIS

The title of the news becomes the first impression when the readers read the newspaper. There is a tendency for people to read the title first before reading the whole text. A good news title will attract the readers. Based on this phenomenon, the journalists try to do something in writing the attractive title. They try to make it brief, simple, compact, and factual. Sometimes, they make short words which are quickly read and fitted into a small space on a newspaper. Ambiguity is one of the problems of Semantics; how a person can understand the one and only one (correct) meaning. A sentence is said to be ambiguous whenever it can be associated with two or more different meanings (Cann, 1993: 8).

Two kinds of ambiguity found in *The Jakarta Post* are grammatical ambiguity and lexical ambiguity. Among the 14 data, they are:

1. Lexical ambiguity

006/TJP/1/06/2011	Most Online Customers Think Indoneisa Is Still in Recession
007/TJP/30/01/2008	Desperate Button still believes in world title dream
013/TJP/27/5/2011	Govt to purchase submarines
014/TJP/13/05/2010	Federer fit to play for 13 th crown

2. Grammatical ambiguity

Data	News Title
001/TJP/05/01/2008	Japan's growing class of new rich party like it's 1989
002/TJP/17/01/2008	Google targets global warming and poverty
003/TJP/26/05/2011	SBY's English Speeches Illegal: Mahfud
004/TJP/31/05/2011	Suspendi Suspects He's Dragging PKS Down
005/TJP/25/05/2011	PKS sec. gen. Happy with New Political Contract
008/TJP/28/03/2011	1000 Players Grace League and Cup Programme
009/TJP/22/3/2011	Putri A New Drug User: Police Games transactions
011/TJP/18/04/2011	Strict supervision of nat'l exams 'unnecessary'
012/TJP/10/04/2011	7 killed, 15 wounded in Dutch mall shooting

To know the students ability in understanding the title of the news found in *The Jakarta Post*, This research was conducted by distributing questionnaires asking about student's interpretation of the news title. Through the questionnaires, here is the result.

Table 3. Questionnaire Result

No	Score	Number Of Student	%
1	64,286	1	3,333333333
2	57,143	6	20
3	92,857	7	23,33333333
4	85,714	7	23,33333333
5	78,571	2	6,666666667
6	50,000	2	6,666666667
7	71,429	5	16,66666667
Total		30	100

From the table of result, the student's interpretation of the new title is good enough. From the percentage of the student, it describes that most of student got score more than 50 of the correct answers. It explains that understanding the news title is well done by comprehending the all text based on the context of the text.

CONCLUSIONS & SUGESTIONS

CUNCLOSIONS

1. There are two kinds of ambiguity found in *The Jakarta Post*:
 - a. Grammatical Ambiguity
 - b. Lexical Ambiguity

In lexical ambiguity, there are two causal factors arising in the ambiguous news titles, they are polysemy and homonym. In grammatical ambiguity, three causal factors of ambiguity are found in the analysis: grammatical word form, equivocal phrasing, and contextual ambiguity.
2. The student ability in understanding the meaning of the news title is good enough.
3. To get the right interpretation of the meaning conveyed by the writer in the news title of *The Jakarta Post*, the readers need to read the text context.
4. Due to the effort of a journalist in making the title more interesting and having the constraint of limited space, he/she may raise the case of ambiguity (although not all the title ambiguous) that somehow creating misunderstanding in catching the meaning.

SUGESTIONS

1. Journalists
Since the ambiguity may cause misunderstanding, the journalist should be able to construct every word of the title carefully in writing the title.
2. Newspapers' Readers
It is better for the readers to read the text, at least, the first paragraph of the text.
3. Other Related Researchers
The researcher may combine and develop the research with many interdisciplinary studies, not only journalism, in term of ambiguity or interpretation.

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