

Chapter I

INTRODUCTION

This chapter consists of background of the study, research questions, objectives of the study, significance of the study, scope and limitation, theoretical framework, and definition of key term.

1.1 Background of the Study

People are social creature. They interact by communicating with each other. Through communication, they can get a lot of information. People get information not only by informal communication, but they also get it through media that provide news. People need news to be able to know the condition of the world especially their own country. People can get information in various ways, such as watching TV, browsing the internet, and reading newspapers.

Even though reading newspapers is considered outdated, there are still many people who prefer reading newspapers to watching TV. Usually, people read newspapers in the morning to get the latest information of the day. People nowadays use smartphones almost all the time everyday since it is practical. They can communicate and at the same time get information by using smartphones. In term of reading news, it is also more practical to browse it online by using smartphones. It is also not a waste since some people do not know what to do with the newspaper after reading it, and they sometimes just keep it in the storage room or even throw it away.

Nowadays, almost all newspapers have their official websites; therefore, we do not need to worry of getting false information.

In Indonesia, there are many newspapers such as *Kompas*, *Jawa Pos*, *Surya*, etc. They are all written in Indonesian. There are also other newspapers which are written in English such as Jakarta Globe, Tempo, Jakarta Post, etc. They are all good newspaper; however, Jakarta Post is the most popular English newspaper in Indonesia. Jakarta Post is also a popular newspaper read by various groups of people from different ages, and most of the readers are educated people. That is why the writer is challenged to analyze whether the news headlines in the Jakarta Post follow the Grice's Maxim.

Because of its important purpose to deliver information for readers, newspapers have to meet the cooperative principle, meaning that it has to be written in such a way so that the readers can understand what the news is about. According to the Cooperative Principle, there are four elements people have to consider when communicating. First, information has to be true or based on fact. Second, it has to be enough to make people believe. Third, it has to be stated clearly and not ambiguously, and the last, it has to be relevant to the topic being discussed. Those elements are called the Grice's Maxims: maxim of quality (be true), maxim of quantity (be brief), maxim of manner (be clear), and maxim of relevance (be relevant). However, in this study, it is hard to analyze whether a headline is based on a fact; therefore, the maxim of quality will not be included in this study.

In reading a newspaper, people have to be critical. Before reading a whole article, readers read the headline first to preview what will be in the article. They also decide whether they want to read the whole article from the headline. Westley (1953:113) states that headlines are called the window of the newspaper, but they are actually more than that. They are the great important information for hasty newspaper readers. That is why in this study, the focus analysis is on the headlines since it is an important part of an article.

Headlines should tell readers what the news is really about in a brief and informative way. However, a lot of journalists still somehow violate that rule to make the headlines seem catching. Barus (2011:60) gives an example of a violation of headline writing “*Pinjaman US \$200 Juta Diberikan Indonesia*” which in English means “A loan of 200 USD Given by Indonesia”. He explains that here the journalist writes that headline on purpose so that people will think that Indonesia, which is a developing country, can be a donator for another country. However, after reading the news, it was actually the other way around. Indonesia was given such loan. Here, the headline should be “A loan of 200 USD was given to Indonesia”; however, instead of using the preposition to, the journalist uses the preposition by.

In this research, the news chosen to be analyzed is national Politics news since it contains events that directly influence people’s life as quoted from Barus “*Berita politik mencakup kehidupan berbangsa dan bernegara yang berpengaruh langsung*

terhadap kehidupan rakyat.” So, the news is not only about the law and political parties but also including international relationship and local politics.

The purpose of this study is to find out whether the headlines of the Jakarta Post use the Grice’s maxims in order to be understood easily by readers. Additionally, from education perspective, this study is to give input for teachers teaching writing regarding news items to encourage the students to make clear titles following the cooperative principles.

1.2 Research Questions

There are two research questions in this study, they are:

1. Do the headlines of Politics on the online Jakarta Post violate the Grice’s Maxims?

This research question can be divided into three sub-questions:

- 1.1 Do the headlines of Politics on the online Jakarta Post violate the maxim of quantity?
- 1.2 Do the headlines of Politics on the online Jakarta Post violate the maxim of manner?
- 1.3 Do the headlines of Politics on the online Jakarta Post violate the maxim of relevance?

2. Why do the headlines of Politics on the online Jakarta Post violate the Grice's Maxims?

This research question can be divided into three sub-questions:

- 2.1 Why do the headlines of Politics on the online Jakarta Post violate the maxim of quantity?
- 2.2 Why do the headlines of Politics on the online Jakarta Post violate the maxim of manner?
- 2.3 Why do the headlines of Politics on the online Jakarta Post violate the maxim of relevance?

1.3 Research Objectives

There are two objectives of this study, they are:

1. To investigate whether the headlines of Politics on the online Jakarta Post violate the Grice's Maxims.

This research objective can be specified into:

- 1.1 To investigate whether the headlines of Politics on the online Jakarta Post violate the maxim of quantity
- 1.2 To investigate whether the headlines of Politics on the online Jakarta Post violate the maxim of manner

- 1.3 To investigate whether the headlines of Politics on the online Jakarta Post violate the maxim of relevance
2. To investigate why the headlines of Politics on the online Jakarta Post violate the Grice's Maxims.

This research objective can be specified into:

- 2.1 To investigate why the headlines of Politics on the online Jakarta Post violate the maxim of quantity.
- 2.2 To investigate why the headlines of Politics on the online Jakarta Post violate the maxim of manner.
- 2.3 To investigate why the headlines of Politics on the online Jakarta Post violate the maxim of relevance.

1.4 The Significance of the Study

This study can be useful in the field of journalism as an input for journalists to make clear headlines to be understood by readers who are varied by age and social status. Besides, this study is also useful for teachers and students especially in writing classes related to news item:

1.4.1 For teachers of writing II

This study can be a good input for teachers especially the ones teaching writing II related to news item to comprehensively explain how headlines should be written without violating the cooperative principles.

1.4.2 For students of English Education Study Program

This study can also be a good input for students in writing II class covering news item text so that they can write it as clear as possible by following the cooperative principles.

1.5 Scope and Limitation of the study

1. The headlines analyzed are taken from the online Jakarta Post.
2. The headlines analyzed are from 41 national Politics news.
3. The Maxims analyzed are maxim of quantity, manner, and relevance.

1.6 Theoretical Framework

In this study, the writer uses two major underlying theories that are Grice's maxims and language in news. The theory of Grice's maxims is used since the data of this study is taken from newspaper and analyzed using the Grice's maxims whether or not the data taken has followed the Grice's maxims principle. This principle will be related to the theory of language in news about how news is supposed to be written.

1.7 Definition of Key Terms

1. Maxim

Maxim is a set of norms which language users adhere to, in order to uphold the effectiveness and efficiency of communication (Hatim and Manson, 1990:242)

2. Jakarta Post

The Jakarta Post is a daily English newspaper in Indonesia owned by PT. Bina Media Tenggara of which head office is in Jakarta. It has four editions that are the weekday printed edition, Sunday edition, online edition, and Bali daily. Its market is targeted to business people in Indonesia, well-educated Indonesians, and foreigners. (http://en.wikipedia.org/wiki/The_Jakarta_Post 9:05 p.m.)

3. Headline

Headline is any line or collection of lines of display type that precedes a story and summarizes it or introduces it (Westley, 1953:114). A headline is a phrase, which provides a brief summary of the text, which is in detail in any print media. It does not have more than one or two sentence. It is written in bigger and bold font to catch the attention of readers to aim its purpose which to give the news within few seconds.