

# Connotation Creation Techniques on Title of Political News in Online Mass Media

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**Abstract.** Nowadays, many people choose to read political news by online mass media because it is faster to access than print media. With one click, the reader gets new information. What's more, online news is also linked to social media, such as Facebook. Only the headlines and images are displayed, then the reader can click to get the full news. These conditions make online news writers often make exaggerated titles with languages that are full of sense of value or connotation to attract readers. This study presents connotation techniques on political news titles in online mass media. The data sources are political news published on [detiknews.com](http://detiknews.com), [tribunnews.com](http://tribunnews.com), [liputan6.com](http://liputan6.com), [sindonews.com](http://sindonews.com), and [viva.com](http://viva.com) in May - June 2019. Data was collected using skillful free listening techniques and analyzed by pragmatic matching techniques. As a result, the connotation in the title of political news online mass media was created with meaning relation techniques, such as polysemy, homonymy, and synonymy.

**Keywords:** connotation, connotation techniques, title of political news

## 1. INTRODUCTION

News writers make various efforts to make political news interesting to read. Some dictions are chosen by the journalist to create a fascinating title. Especially in online news, the journalists are very concerned about the choice of words in the title. The title of online news is very important because it is the beginning for readers to continue reading the news and stop at the title.

How to access online news is by clicking the title of the news on the search page on Google. However, the news is usually linked to social media, such as Facebook, Twitter, or Instagram. In social media, only photos and news titles are displayed, and then social media users must click on the title to read the entire contents of the news. Therefore, the more interesting a news title is, the more people will read the news.

Those reasons underlie news writers to make an interesting title, so the articles are read by the readers. One of the techniques to create an interesting title is by choosing a word that has a connotation. The existence of a value sense in the connoted word makes the readers have certain impressions and emotions when reading the news. Furthermore, there is a positive and negative connotation in the title. A positive connotation gives a good impression on the written news, while a negative connotation gives the opposite impression.

Moreover, the researchers will discuss the techniques of connotation creation in this article. The strategies of news writers are to choose words that have the same meaning as other words so that the meaning relation can be found.

The research on connotation has been done by several experts. Yuniawan [1] wrote an article titled "The Techniques of Pornography Creation Associations in Indonesian Humorous Discourse," which is published in the journal *Humanities*, volume 17, number 3. The research was a qualitative descriptive study with data on Indonesian humor discourse associated with pornography and its context. These techniques include multiple meanings, metaphors, guesses, and euphemisms. The difference between this research and the one conducted by the researchers is the data source. This study examines the discourse of humor associated with pornography, while the researchers analyze the title of political news. However, both of them are analyzing the techniques of creation. The technique of pornographic creation associations of humorous discourse turns out to involve diction, which has a related meaning.

Miconi [2] wrote an article titled *Notions, Nuances, and Connotations of Idioms with Names of Fruit and Vegetables in Albanian* published in the *Social and Natural Sciences Journal* [2]. The article describes the lexical meaning of some vocabularies, which indicate fruit and vegetables in Albania. The Albanian named fruits and vegetables with words that have negative connotations. For example, the idea of vanity and evil. There are also vocabularies that describe neglect, irony, ridicule, and others. Also, there is a positive connotation, such as images of admiration. Furthermore, the same thing that both of these researches carried out is about examining the connotation. The difference Maconi's research with this study is this research explains the nuances of meaning in a negative connotation, while this study explains the techniques of connotation creation.

Ratnasari [3] wrote an article about the *Diction of Negative Connotation in the Title of Memo Jember Newspaper*. In that study, Ratnasari explains the diction categories and the factors causing these negative connotations. The negative connotation category includes the meanings of cruel, despicable, obscene, gruesome, and vulgar meanings. Some factors causing the negative connotation are due to the changes in the environment, metaphors, rehabilitation, and associations. The same thing about this researches is about examining connotation diction. The difference is this research explains about connotation category, while this study explains the techniques of connotation creation.

A word has connotation meaning if it has a sense of value, either positive or negative. If it does not have a sense of value, it means it does not contain a connotation or neutral connotation [4]. The positive and negative values of a word's sense are a result of the referent of the word as a symbol. If it is used as a positive symbol, it has a positive sense. Meanwhile, as a negative symbol, the sense is also negative. Zgusta mentions that the connotative meaning is the meaning of all components, plus the fundamental values that function to mark [5]. Pateda said that the term connotative meaning is a lexical meaning + X. The connotative meaning is related to the value of language users' senses.

## **2. METHOD**

This study presents connotation techniques on political news titles in online mass media. The data sources are political news published on *detiknews.com*, *tribunnews.com*, *liputan6.com*, *sindonews.com*, and *viva.com* in May - June 2019. Data was collected using skillful free listening techniques and analyzed by pragmatic matching techniques.

### 3. RESULT AND DISCUSSION

The connotation of a political news title is created by news writers from different linguistic units, but it has the same meaning or almost. It can be made from the same linguistic unit, but different purposes or different linguistic units, and the meaning is still related. Here are some following techniques of connotation creation.

#### SYNONYMY TECHNIQUES

Synonymy is an expression (word, phrase, or sentence) whose meaning is more or less the same as other expressions [4]. Synonymous words usually can replace one another when related to certain lingual units. Still, it may also not be able to replace any other words when it is connected with other lingual units [6]. Moreover, Djajasudarma [7] says synonymy is used for sameness of meaning or similarity in words that have semantic similarities compared to differences. The following data are the techniques of connotation creation using synonymous words.

Parera [8] mentions several reasons for the emergence of synonymy, including: (1) synonymy appears between the original words and absorption, (2) synonymy appears between common language and dialect, (3) synonymy appears to distinguish common words and scientific, (4) synonymy appears between childish language and adult language, (5) synonymy appears for secrecy, (6) synonymy appears because of collocation. In the title of political news in the online mass media, it is found the techniques of connotations creation as follows.

#### Synonymy Appears Between Original Words and Absorption Words

Inter-language contact causes the appearance of absorption words. A word that is absorbed has the same meaning as a word in the absorbent language. For example, the use of foreign language, which is absorbed into the Indonesian language, may have the same meaning in each language. The following are the synonymy data due to the influence of foreign words absorption.

Data 1 Seperti Ini Kondisi Lalu Lintas di Tengah **Aksi** 21 Mei

*Such As This The Traffic Conditions Amidst The **action** of May 21st*  
(liputan6.com, 21 Mei 2019)

Data 2 Polri: Teroris Anggap Aksi Teror di Ramadan **Ganjarannya** Mati Syahid

*Police: Terrorist Consider the **reward** of Die at Terror act In Ramadhan is Shahid*  
(antaranews.com, 4 Juni 2019)

In data 1 there is an action word that replaces the event. The use of the word action on the title of the political news shows the absorbent word from the English. The matter referred to in the data is a demonstration event of 21<sup>st</sup> May 2019. The demonstration is related to the announcement of the General Election Commission (KPU) regarding the winners of the presidential and vice-presidential elections. The word action is a word that has a positive value to describe an extraordinary event or a large demonstration related to the presidential election that occurs every five years.

The word reward in data 2 replaces the word reciprocation. The use of rewards will feel more value than reciprocation. In the title, the word reward contains a negative sense value, as if by the diction of reward, there is a bad value in it.

### Synonymy Appears Between Common language and Dialect

Synonymy that appears between common language and dialect causes contact between common language and dialect. Indonesia is a multicultural country. The contact of the state language, Indonesian, with the dialects that prevail in the regions causes the use of the word dialect to create certain impressions on the reader's mind. Consider the data as follows.

Data 3 Bupati Bantul: Tarif **Nuthuk** Pungli, Bakal Ditindak  
*Bantul Regent: Fare **hitting** Pungli, Will Be Acted*  
(detiknews.com, 29 Mei 2019)

Data 4 KPU: Penetapan Calon Terpilih DPRD Batam **Molor**  
*KPU: The Determination of Batam Parliament Elected Candidates is **Stretch***  
(antaranews.com, 6 Juni 2019)

In data 3, the word *nuthuk* is a Javanese dialect, which means 'to hit'. However, in this data, what is meant is close to illegal levies. The use of the word *nuthuk* is meant by news writers to give a negative impression because *nuthuk* in the Javanese language refers to hit people who make mistakes.

The word stretch 'molor' in data 4 means 'beyond the time limit'. The use of the word stretch 'molor' is also to give a negative impression. *Molor* comes from the Javanese dialect, which means more than the time limit itself. Usually, the word is used to indicate something beyond the limit.

### Synonymy Appears To Distinguish Common Words and Scientific Words

Synonymy appears to distinguish common words from scientific words. The scientific word is special in a particular field. The use of this special word is to provide a clear definition. Typically, news writers use the terms in the political field that are already known to the public. Consider the following data.

Data 5 Bambang Sosetyo: Lebaran Jadi **Momentum** Lancarkan Komunikasi Politik  
*Bambang Sosetyo: Eid Becomes a **Momentum** to Smooth Political Communication*  
(antaranews.com, 5 Juni 2019)

Data 6 Peneliti LIPI Apresiasi Aparat dalam **Memitigasi** Kericuhan Demo 22 Mei  
*LIPI Researchers Appreciate The Apparatus in **Mitigating** Demonstration of May 22<sup>nd</sup>*  
(sindonews.com, 25 Mei 2019)

The word momentum in data 3 shows the term that is commonly used in the political field to replace the opportunity word. Momentum means the right moment so that the use of that word gives the impression or value of sense more than an opportunity. As if the news writers want to show that Eid is the most appropriate time to launch political communication. Data 4 also shows the same thing. The word mitigation shows the term in the political field, which means to reduce the impact. The word is used to indicate the scientific impression so that the reader is more interested.

## POLYSEMY TECHNIQUES

Polysemy is the use of language forms, such as words, phrases, etc with different meanings [5]. Chaer [4] says that polysemy is commonly interpreted as a language unit that has more than one meaning. Therefore, polysemy can be defined as the same language unit with different meanings. Wijana [6] says different meanings appear due to the expansion of the usage, so it is possible to find the red thread (thread of meaning) which means, the same linguistic units have related meaning. According to Wijana, there are some factors that cause polysemy: a shift of application, specialization in the social milieu, figurative language, homonym reinterpreted, and foreign influence. Here are some following data about the techniques of connotation creation in the title of political news by utilizing the polysemy, which will be described based on the causes.

### Shifting Use

The wider use of the word causes a shifting. The shifting is related to the use of words whose context has changed. Pay attention to the following data below.

- Data 7      Polisi: Provokator 22 Mei Ajak **Serang** Jokowi di Johar  
*Police: Provocateurs of May 22 was Inviting to **attack** Jokowi in Johar*  
(detiknews.com, 22 Mei 2019)
- Data 8      Amien Rais Cerita Natsir dan Hamka **Dipenjara** karena Kritik Kekuasaan  
*Amien Rais told Natsir and Hamka are **incarcerated** for Criticizing Power*  
(detiknews.com, 30 Mei 2019)
- Data 9      Relawan **Polisikan** Akun FB Rocky Gerung yang Tulis 'Jokowi Culas'  
*The Volunteers **imprisoned** the FB account of Rocky Gerung who wrote 'Jokowi is Cunning'*  
(detiknews.com, 31 Mei 2019)

The word attack on data 7 means coming to fight. Under this title, the word attack means that the provocateurs were inviting someone to fight the elected presidential candidate Joko Widodo. The word attack is usually used to fight, just like a war. However, the news writers use this word to show strong resistance against Joko Widodo. Therefore, the word attack has shifted the context of its use.

In data 8, there is a word *incarcerated* and data 9 *imprisoned*. Both of them have the meaning 'arrested.' According to the title of The Volunteers imprisoned the FB account of Rocky Gerung who wrote 'Jokowi is Cunning; the word imprisoned means arresting. The word prison and police are both collocated with arresting (arrested, arresting, which has to do with prisoners). However, the words prison and police are nouns, while arrest (arrested, arresting) is a verb. However, refer to the development of the era, both nouns were affixed, so it became verbs. The use of the incarcerated word and imprisoned word give rise to impression or a negative effect on the reader's ear.

### Specialization in Social Environments (Special Terms in Specific Areas)

Each field has special terms. That term causes a polysemy. In the title of political news, a connotation may appear from polysemy because of specialization in the social environment. Pay attention to the following data.

- Data 10    Alasan **Kubu** 02 Tunjuk Bambang Widjojanto Jadi Ketua Tim Hukum Gugat Hasil Pilpres

*The reason of **stronghold** 02 appoints Bambang Widjojanto to become the leader team of law to sue Presidential Election Results*  
(liputan6.com, 25 Mei 2019)

Data 11 BPN Janji Tak Kerahkan **Massa** saat Sidang Gugatan di MK  
*BPN Promises Not to Mobilize the **Mass** during the Lawsuit Session at the Constitutional Court*  
(viva.co.id, 25 Mei 2019)

The word stronghold and mass in data 10 and 11 are a term in the political field. Both are used to show the connotation so that there is a sense value in the title written. Stronghold means a group of supporters. However, the meaning of stronghold itself is part of the wood that is given a coating of soil to resist attack. A mass means a group of people who are united because of a certain purpose. The primary meaning of the word mass is a large number of objects (substances) collected into one. The word stronghold and mass have been used as a term in the political field.

#### **Figurative Language**

One of the causes that the polysemy emerges is a metaphor that is a word that is used in different contexts. A metaphor is parable to show figurative language.

Data 12 Pengamat: Pertemuan Jokowi dengan Prabowo sangat Membantu **Sejukkan** Suasana Politik yang sedang Tegang  
*Observer: Jokowi' and Prabowo's Meeting was very helpful to **Cool** the tense of Political Atmosphere.*  
(Tribunnews.com, 31 Mei 2019)

Data 13 Sandiaga Tak Tahu Ada Aksi 24 Mei yang **Catut** Namana *Sandiaga Doesn't Know who **pinches** his name in Action of May 24.*  
(liputan6.com, 23 Mei 2019)

The word cool and pinch on data 12 and 13 are figurative language. Punch has the meaning of prickly or brace. However, in data 13, it means the misuse of the name of a high official. In this case Sandiaga Uno as a vice-presidential candidate. The primary meaning is to take something by force. Likewise, the word cool has the primary meaning of cold. It refers to data 12, which is certainly not cold like the weather in the mountains. However, the comfortable atmosphere in the political field began to heat up because of the announcement of the elected president.

#### **The Influence of Foreign Language**

Polysemy is also influenced by the use of foreign language, so it causes different contexts from the primary meaning. The title of political news in the online mass media also utilizes foreign language to make connotation which can generate certain effects. Take a look at the data below.

Data 14     **Godog** Kabinet Baru, Jokowi: yang Bisa Kerja  
*Boil The New Cabinet, Jokowi: Who Can Work*  
(detiknews.com, 26 Mei 2019)

Data 15     Alasan Golkar Yakin dapat **Jatah** Kursi Ketua MPR  
*Golkar's Reason Is Sure to get an **allotment** Chair of MPR leader*  
(liputan6.com, 6 Juni 2019)

The word boil in data 14 is influenced by the Javanese language. That word is usually used in the context of food. However, the word boil in the data means compilation. Hence the news writers want the reader to know that the preparation of the cabinet is a long process like boiling food. Meanwhile, the word of Allotment on data 15 is also influenced by the Javanese language, which means apart, the allotment word in the Javanese language is usually used in the context of food and something that is concrete. However, the allotment in the title means the position of MPR chair.

#### **HYPONYM TECHNIQUE**

Certain linguistic units have another part of linguistic units, which is called as hyponymy. Aminuddin [9] illustrates that hyponymy is the relationship between the meanings of words with one another and found a number of words that have a similar characteristic of reference, so, as a whole, it can be given a general label to every member who has the same characteristic of reference. Here is the data which tells about hyponym in the title of political news in mass media.

Data 16     **Menilik** 'Kekuatan' Tim Hukum Jokowi dan Prabowo Menurut Para Pakar: Siapa yang akan Menang di MK?  
*Consider 'The Power' of Jokowi and Prabowo Legal Team According to Experts: Who Will Win at MK?*  
(Tribunnews.com, 26 Mei 2019)

The word 'consider' is a hyponym of sight. 'Consider' means to have a look very carefully. In other words, the experts try to see carefully the power of Jokowi's legal team to fight against Prabowo's team in Constitutional Court.

#### **IDIOM**

An idiom is a lingual unit formed through a combination of words whose meaning cannot be interpreted from the elements or words that make it up [10]. Idiom also means simile. The following data is the idiom technique in the title of political news

- Data 17     Hanura Soal Demokrat ke Koalisi Jokowi: Jangan Jadi **Duri dalam Daging**  
*Hanura told About Democrats to Jokowi's Coalition: Don't be a thorn in one`s  
flesh*  
(detiknews.com, 6 Juni 2019)
- Data 18     Demokrat Anggap Koalisi Prabowo-Sandi **Tinggal Nama**  
*Democrats Assume Prabowo-Sandi's Coalition Just a Name*  
(viva.co.id, 8 Juni 2019)

In data 17, there is an idiom about a thorn in one`s flesh. The idiom means that there is someone who becomes a hindrance. In this case, the news writer does not express the purpose immediately, because it may cause negative connotation, but he tries to choose an idiom to give a positive impression. The same thing also happens in data 18. The idiom just a name implies disappeared or no longer present. If the news writers wrote the purpose in an explicit way, then it will produce a connotation or negative impression. Therefore the news writers use an idiom to make a good impression.

#### 4. CONCLUSION

The use of connotation in the title of political mass media online is intended to give an impression or sense of value. Moreover, It is an attempt to attract the reader's interest. The news writers create some connotations in many ways. They use language games to create an interesting connotation. These techniques include synonyms, polysemy, hyponym, and idioms. The strategy used is to use either the same linguistic unit with different meanings or to use the different linguistic units with related meaning.

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