

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is inevitably a means of communication employed by humans in their society. Furthermore, language is not a simple process, it is a highly dynamic, active, and complex process in which several agents and components are involved (Mukalel, 2003: 1). Therefore, as the main vehicle of human communication, language is indispensable. Using language, people can communicate each other. People do not always speak or write in complete sentences, yet they still succeed in communicating. Knowing how to make correct sentences, people are willing to use media of communication.

There are two kinds of communication media which are used by people as their daily need. The first is electronic media, including radio, internet, and television, and the second is printed media, such as magazine and newspaper.

As a printed media, the *Jakarta Post* also provides online news. It consists of headlines, opinion, business, national, sport, world, and reader's forum columns. Headline is the example of a text. In one headline news, there is a unit of sentences that are semantically related. It provides information to the audience. In addition, Fowler (1991: 13) states that news is not simply occurred in society but that it can be regarded and presented as newsworthy.

Headline plays important roles to deliver the message. It distributes the fact, opinion, information, education, entertainment to the reader and society. In writing process, the headline editors are required to manage the text well; it means he has to make comprehensible news to the readers without ignoring the unity of the text. So, the readers or society will understand the headline. A good written language should consist of cohesion device in each of utterance of sentences. This case occurred in the headline. To make it in well form, headline news must follow the unit of the text. Between one sentence and utterance to another is related or one paragraph to other are support each other to make a good text and meaningful. A text can be understood by learning the cohesive device. Cohesion is the grammatical and lexical relationship within a text or sentence. There are two main types of cohesion: first is grammatical which refers to the structural content and second is lexical which refers to the language content of the piece.

At last, this research focused on the cohesion that occurred in the headlines of the *Jakarta Post* Online issued on November - December 2010. The example of the using cohesion in headline can be seen in the following excerpts. The underlined parts of this following sentences show the cohesion devices.

Headline of the *Jakarta Post* Online, December, 1, 2010

The Jakarta administration says it will impose taxes on the city's car owners starting on Jan. 1.

The tax would range from 1 percent to 4 percent of a vehicle's price, depending on the number of vehicles owned, according to Jakarta Tax Agency regulatory head Arif Susilo.

"The City Council has approved the draft bylaw and it is ready to be endorsed," Arif said on Wednesday.

The tax was aimed at easing Jakarta's traffic congestion and would discourage residents from owning more than one car, he said.

Arif said **the tax** would be levied on all eligible vehicles, regardless of age.

From the example above shows that the phrase "the tax" is mentioned three times. It means the phrases "the tax" are repeated in the text. The use of repetition is to emphasize that those words are important in the text.

B. Identification of the Problems

The headlines of *The Jakarta Post* online are viewed as the actual news and issues in the society. It is not only simply intended to deliver news but also to invite people to react toward the news. In order to achieve the purpose, the language used in the headline becomes very crucial. In addition, it should be interesting to be read and to be understood. Therefore, the languages used in the headlines of the Jakarta Post Online Media are very useful to be studied. Some problems are identified as follows:

The first is whether the words familiar to the reader or not. Normally, the editor uses formal vocabulary items. The using of unfamiliar words makes misinterpretation of the words.

The second problem goes to the sentence pattern. In expressing the content of the headline, the editor sometimes uses regular sentence patterns that the readers do not know the meaning.

The third problem, the text must have ties between sentences in each paragraph. Every kind of texts employs cohesive device to achieve the unity and the meaningfulness. The sentences that are used should carry meaning and purpose.

C. Limitation of the Problems

In writing headline, the editor uses cohesive devices to intend the text meaningful and united. Therefore, the headline must have cohesive devices in each a text.

In line with the identification of the problem, the limitation of this research is the analysis on the types of cohesion in the headlines of *The Jakarta Post* Online Media issued on November - December 2010. Those are grammatical and lexical cohesion suggested by Halliday and Hassan (1976:29). The grammatical cohesion devices include reference, substitution, ellipsis, and conjunction, while lexical cohesion devices include reiteration (repetition, synonym, super ordinate, and general word) and collocation.

D. Formulation of the Problems

In line with the background, identification, and the limitation of the problems, the researcher formulates the problems as follows.

1. What are the types of cohesion occurring in the headlines of the *Jakarta Post* Online Media issued on November - December, 2010?
2. What is the interpretation of the types of cohesion occurring in the headlines of The *Jakarta Post* Online Media issued in November- December, 2010?

E. Objectives of the Study

Based on the formulation of the problems, the objectives of this research are:

1. to describe the types of cohesion devices used in the headlines of the *Jakarta Post* Online Media, and
2. to interpret the occurring types of cohesion devices in the headlines of the *Jakarta Post* Online Media.

F. Significance of the Study

Theoretically, the result of this research is useful for:

1. enriching the findings in discourse analysis: and
2. giving contribution as a valuable source of reference to the teaching and learning process.

Practically, it is also expected to:

1. give good understanding of how to write a good text in the sense of the language, and
2. give information about the use of cohesion.