DYSPHEMISM IN ONLINE NEWS HEADLINES: STUDENT DEMONSTRATIONS

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ABSTRACT

This study aims to describe the form of dysphemism in online news headlines of student demonstrations. The method used in this research is descriptive method with qualitative approach. Data collection techniques used are reading and note-taking technique. Data analysis was conducted by grouping data (student demonstrations), synchronizing identical data and distinguishing different data (classification into dysphemism) and eliminating similar but different data (based on the form of words, phrases, sentences or expressions). The data in this study were online news headlines of student demonstrations concerning 2019 Criminal Code Bill and Corruption Eradication Commission (KPK) for September-October 2019 period. The results indicate that the online news headlines of student demonstrations related to the Criminal Code Bill and KPK from September to October 2019 period consisting 10 data obtained dysphemism at the level of words and phrases. The forms of dysphemism found at the word level were 12 words, including 1 noun, 10 verbs, and 1 adjective. The form of dysphemism found in phrases was 1 (idiomatic phrase).

Keywords:

INTRODUCTION

News as one of the information providers has become an important part of human's live. Various forms of news are broadcasted through several media, for instance, television station, radio, and newspapers or obtained through online media. Online media publicizes very quickly to fulfill the needs of the community for information.

Online media or cybermedia, internet media, and new media, can be interpreted as media presented online on websites or internet networks. Online media is the third generation after printed and electronic media (Romli in Wibowo & Lubis, 2013). Online news as a forum for various information read by every level of society indirectly has become a means of language development. Language development in mass media can be either positive or negative. Basically, the purpose of writing or creating a news is to influence public opinion.

Using good and proper language and guided by the norms of decency in news are not sufficient to increase the value of a news. At present, the more controversial headlines in a news story are, the more people will be interested to read. Thus, one of the main reasons for people to read the news is the presence of interesting or stand out headlines. Meilasari, Nababan & Djatmika (2016) reveal that news writers often use expressions or language styles of euphemism or dysphemism to accommodate the characteristics of language because news writers are required to present information that is succinct, simple, straightforward, and interesting.

Ali Masri in (Laili, 2013) explains that the mass media tends to use more Indonesian in the form of derogatory or "dysphemism" which is the opposite of the form of euphemism or "refinement". Basically, euphemism is a word or expression that is inoffensive to others (Safrika, Warni, & Andiopenta, 2015). The use of words with negative value or impolite to attack other people is the main attraction of a news headline. This is known as dysphemism.

Dysphemism is the use of expressions containing negative criticism to describe something or someone (Heryana, 2019). In support, (Laili, 2017) reveals that dysphemism is words, phrases, clauses or sentences that are offensive, disrespectful and tend to hurt the reader in relation to language use. Dysphemism is also assumed to have connection with news cover, because dysphemism is often used as a tool to sell news. The expressions are used in news titles in the mass media with intention to attract readers.

Manifestations as such are form of language manipulation used to whitewash the reality. Not only the use of positive words, press media occasionally write negative words to express stories or events (Eliya, 2017). According to Allan and Burridge in (Kurniawati, 2011), dysphemism can be used by someone to discuss, to be scornful, to offense opponents or to show an agreement.

Based on the same topic researches, including research by Asih Ria Ningsih and Rita Arianti (2018); Nivia Putri Ratna Juwita and Agus Budi Wahyudi (2018); Hanifa Pascarina (2018); Khairatin Nisak., et al. (2018); Rina Fitriani (2017); Muhamad Rizki., et al. (2017); R. Yusuf S. Budiawan (2016); Kania Pratiwi., et al. (2016); Auriga Maulana Khasan., et al. (2014); Elisa Nurul Laili (2013), of the 10 data analyzed, the most dominant research results are found in the use of dysphemism, which is the form of dysphemism at the level of words (verb, noun and adjective), phrases, and clauses.

Considering the use of negative expressions with certain purpose in news, the researchers chose the title "Dysphemism in Online News Headline: Student Demonstrations" for further research. Based on the problem of the study, the purpose of this study is to explain the form of dysphemism in online news headlines regarding student demonstrations.

METHOD

This research is a descriptive study with a qualitative approach. Research with this method is intended to uncover language style or forms of dysphemism. The data in this study were in form of words, phrases, clauses, sentences, and expressions containing dysphemism in online news headlines. Meanwhile, the source of the data in this study was the online news regarding student demonstrations published in *Kompas.com, DetikNews, Suara.com, Republika.co.id*, and *Liputan6.com* related to the refusal of the 2019 Criminal Code Bill and KPK. The data were collected by reading and note-taking techniques related to dysphemism. The note-taking technique used is based on interpretive note-taking (Margono, 2010). Variable in this

study was dysphemism form used in online news headlines of student demonstrations against the dismissal of 2019 Criminal Code Bill and KPK.

This research was conducted for approximately three months, including planning, data collection, and data analysis. Stages of data analysis include (1) grouping student demonstrations data; (2) classifying data of dysphemism forms (grouping identical data and distinguishing different data); and (3) eliminating similar but different data, which are forms of words, phrases, clauses, sentences and expressions (Mahsun, 2012).

RESULTS AND DISCUSSION
RESULTS

The results of the study will be discussed based on the problem found, that is forms of dysphemism. Dysphemism identified in the online news headlines of student demonstrations took the form of language units at the level of words and phrases. The form of words were 12 words while the phrases was 1 phrase. Word level can be classified into noun, verb, and adjective. Word level including the word *gelandangan* (homeless), *ogah* (against), *paksa* (force), *jebol* (break down), *bungkam* (silent), *geruduk* (flock), *bantah* (deny), *lengserkan* (depose), *duduki* (occupy), *ditunggangi* (being steered), *menunggangi* (steering), and *brutal* (brutal). Then, the phrase found is *lebaran kuda* (horse year). In addition to the level of language units and word classes, the use of dysphemism can also be observed based on its form, type of verb (active-passive), and the placement of dysphemism in the sentence. News titles can be in form of root words, such as *paksa, jebol, geruduk, bantah,* and *brutal*. As for the affixed words are *bungkamnya, lengserkan, duduki, ditunggangi,* and *menunggangi*.

The use of dysphemism at these two levels is more likely to lead to an action, situation or event. As for the discussion, the results of research are presented in terms of the forms of word and phrase obtained from headlines or online news of student demonstrations concerning to the refusal of 2019 Criminal Code Bill and KPK.

1. FORM OF DYSPHEMISM AT WORDS LEVEL
The use of dysphemism in the form of words in online news headlines for September-October 2019 period, for instance, is as follows:

*"Wanita Pulang Malam Dianggap **Gelandangan**, Kadin Nilai RUU KUHP Janggal"*(Kompas.com, 21/9/19) ["*Late-Night Working Women Means **Homeless**, Kadin Assumes Criminal Code Bill as Unusual*"]

News headline (1) concerns about women going home late at night as homeless. The Indonesian Chamber of Commerce and Industry (Kadin) supported president's decision regarding Criminal Code Bill because many points were odd and burdensome especially for the business and investment milieu. The data use noun form of dysphemism in the word *gelandangan* (homeless) and adjective in *janggal* (unusual) word. The word *gelandangan* refers to people with no home or permanent place of residence and occupation. Or in other words, person walking with no destination and living on the streets.

*"Diterima DPR, Mahasiswa Tolak RUU KUHP – KPK **Ogah** Dialog di Ruang F – Gerindra"*(DetikNews, 23/9/19) ["*Welcomed by DPR, Students to Refuse Criminal Code Bill - KPK **against** Open Dialog in Room F - Gerindra*"]

Headline (2) is about students protesting were received by DPR members from Gerindra party but protesters refused to open discussion in room F-Gerindra party. Although they had been welcomed by the DPR, they declined the discussion concerning their refusal of Criminal Code Bill and KPK. The data use dysphemism in verb in *ogah* (against) word, which is

equivalent to the unwilling to do something; disinclined; reluctant. The use of *ogah* word refers to negative value compared to words *enggan* (reluctant), *tidak mau* (unwilling) or *tidak bersedia* (disincline) although those have the same meaning.

*"**Paksa** Masuk Gedung DPR, Mahasiswa **Jebol** Kawat Berduri"*(Kompas.com, 24/9/19) ["***Forced** to Enter Parliament Building, Students to **Break Down** Barbed Wire*"]

The headline (3) contains news about students protesting in front of the DPR building and forcing to enter by breaking down barbed wire in front of the building. The data use form dysphemism of verb, which are *paksa (forced)* and *jebol (break down)*. Both words state actions, activities or jobs (force and break down). The word *paksa* means to do something that is required even against one's will. The word *paksa* is synonymous with *pemaksaan* (coercion) which brings impact on violence. Meanwhile, according to the news context the word *jebol* (break down) has meaning of damaging to penetrate. The use of these two words has negative value.

*"**Bungkamnya** Jokowi atas Demo Mahasiswa, Sikap Hati-hati Kah?"*(Kompas.com, 25/9/19) ["*Jokowi to be **silent** on Student Demonstrations, is he being careful?*"]

The headline (4) presents the news about the President of the Republic of Indonesia, Joko Widodo who had not yet appeared and gave statement regarding the national critical situation due to student demonstrations rejecting the bill. The data use dysphemism of verb because it expresses silent action. The word *bungkamnya* (silent) consists of the root word *bungkam* and *-nya*. The word *bungkam* can be interpreted as tight-lipped, speechless or no word uttered. Based on the contents of the news, the word *bungkam* refers to tight-lipped word. The use of the word *bungkamnya (silent)* has a negative value rather than tight-lipped although has the same meaning.

*"Demonstrasi dan Respons Dingin Jokowi | Mahasiswa **Bantah** Mau **Lengserkan** Jokowi"*(Kompas.com, 25/9/19) ["*Demonstration and Cold Response of Jokowi | Students to **Deny** to **Depose** Jokowi*"]

Headline (5) is about students denied to depose Jokowi due to the cold response. The data use dysphemism form of verbs because dysphemism in the data refer to activities, they are *bantah* (deny) and *lengserkan* (depose). *Lengserkan* is derived from the root word *lengser* "*melengser*" (to depose). The word *lengserkan* is equivalent to *turun dari jabatan* (overthrown). The word is more appeal to readers than *turun dari jabatan*. Word *bantah* (deny) means *sangkal* (oppose). The word *bantah* refers more negative compared to *sangkal*.

*"Gantian, Anak STM **Geruduk** Gedung DPR: Kami Lanjutkan Perjuangan Kakak-kakak"* (Suara.com, 25/9/19) ["*Switch, High School Students to **Flock** DPR building: We Continue Uni Students' struggles*"]

Headline (6) is about high school students flocked the DPR building to continue the struggle of university students to reject the 2019 Criminal Code Bill and KPK. They wanted to continue the struggle of university students who rallied a day before demanding the dismissal of the bill. The data uses dysphemism of verb because it states a job, activity, or action, which is *geruduk* (flock). The word *geruduk* means a sudden attack to an undesired behavior or activity. The word is equivalent to *serang* or *serbu* (attack). The use of the *geruduk* is considered more negative than the word *sambangi* (ambush) and *datangi* (visit) which are essentially equal.

*"Ribuan Mahasiswa Turun ke Jalan, Ancam **Duduki** Kantor DPRD Pontianak"* (Suara.com, 25/9/19) ["*Thousands of Students to Rally on the Street, Threaten to **Occupy** Pontianak DPRD Building*"]

The headline (7) presents news about students threatening to occupy the Pontianak DPRD building. Thousands of students crowded the Pontianak DPRD building to reject the Criminal Code Bill by threatening to occupy the DPRD building. The data uses dysphemism of verb, which is *duduki* (occupy). The word *duduki* states an action, a job of occupying. The word *duduki* means *ambil* (take over), *memilik* (own), *serang* (attack), and *rebut* (conquer). Based on the news content, the word *duduki* refers to *serang* (attack). So, the use of *duduki* reference has a negative meaning.

*"Fadli Zon: Kalau Demo Mahasiswa **Ditunggangi**, Pasti Pelajar yang **Menunggangi**"* (Kompas.com, 27/9/19) ["*Fadli Zon: If Student Demonstrations is **Steered**, It Is Students who are **Steering**"]

The headline (8) reports the news about the student demonstrations in Jakarta and other cities were purely without being stirred. The data use verb form dysphemism because it expresses action, *ditunggangi* (steered) and *menunggangi* (steering). The word *ditunggangi* and *menunggangi* are formed from the root word of *tunggang* which means *naik* (ride). Thus, *ditunggangi* means *dinaiki* (being steered) or *dipengaruhi* (being influenced), while the word *menunggangi* means *menaiki* (riding); *mempengaruhi* (to influence). Based on the content of the news, the word steered and steering on the title means "*digerakkan (steered) or menggerakkan (steering)*". The use of words *ditunggangi* and *menunggangi* in headlines will be an attraction because steered and steering mean being influenced and influencing.

*"LBH: Polisi Cenderung **Brutal** Tangani Demonstrasi Mahasiswa"*(Republika.co.id, 2/10/19) ["*Legal Aid Institute: Police Tend to be **Brutal** in Handling Student Demonstrations*"]

Headline (9) is about police who were brutal to handle student demonstrations on September 24-30, 2019, and repressive towards media officers. The demonstrations were conducted by students to refuse the Criminal Code Bill and KPK. The data use adjective form dysphemism because the form of dysphemism in the word expresses the nature or condition that is *brutal* (brutal) nature. The word *brutal* can be interpreted as cruel, disrespectful, or rude. The use of the word brutal has more negative value.

2. FORMS OF DYSPHEMISM IN PHRASES
The use of dysphemism in the form of phrases in the online news headlines for the September-October 2019 period are as following:

*"Menkumham: RUU KUHP Dibahas dari Awal? No Way, Sampai **Lebaran Kuda** Enggak Selesai"* (Liputan 6.com, 25/9/19) ["*Ministry of Justice and Human Rights: Criminal Code Bill Restarted from the Beginning? No Way, It Will Endless until **Horse Year**"*]

The headline (10) presents the news of the possibility to restart Criminal Code Bill from the beginning that would become endless. The government agreed to postpone the ratification of the Criminal Code Bill and the Minister of Justice and Human Rights, Asonna, refused the draft was discussed from the beginning. The government agreed to delay the Criminal Code Bill and the Minister of Justice and Human Rights Asonna rejected the draft was discussed from the beginning. The data use phrase form dysphemism, which is *lebaran kuda* (horse year). Based on the context or content of the *lebaran kuda*, the intention target the impossibility of taking every opinion of all Indonesian people regarding the Criminal Code Bill because it will show different perceptions. The use of the phrase *lebaran kuda* has a negative value. The phrase can be assumed with the word never.

DISCUSSION

Referring to the results of the study, there is a comparison between previous researches with this study. The following is a comparison between previous researches and this research.

Ningsih & Arianti (2018) examined "The use of dysphemism by Heaters on Instagram Account of MJ Artist: Pragmatic Study". The results of this study describe five forms of dysphemism, they are words, phrases, expressions, sentences, and acronyms, and while the results of this study are described into dysphemism of words and phrases.

Juwita & Wahyudi (2018) examined "Innovating Forms of Dysphemism in Online News and Its Relevance on Indonesian Language Teaching Materials in Junior High School". The results of this study are three forms of dysphemism out of 50 forms of dysphemism, they are dysphemism of words, phrases and clauses and seven dysphemism functions in junior high school. Meanwhile, the results of this research are two forms of dysphemism of 10 data, nine words and one n phrases.

Pascarina (2018) examined "Dysphemism and Translation in BBC Online News Texts". The results of the study explain the form of grammatical dysphemism in words, phrases and clauses. Meanwhile, the most common grammatical units appearing are words and this research results phrase from 10 data containing dysphemism.

Nisak, Bahry, & Mahmud (2018) examined "Aceh Language Dysphemism in the Speech Act of Children in Ulee Lhat Gampong, Montasik, Ace Besar". The results of this study show expressions of dysphemism in the form of words, phrases and clauses and explain the causes of the use of dysphemism as well as the underlying factors. Meanwhile, the results this research found only forms of dysphemism in words and phrases and the use of dysphemism intention to increase the value of a story.

Fitriani (2017) examined "Dysphemism in Motor Plus Magazine". The results of this study are; firstly, the form of dysphemism in data is categorized based on words (single words and complex words) and phrases (endocentric phrases). Secondly, there is the value of sense (dangerous, rude, bad, and hard). Thirdly, the function of dysphemism (disregarding, mocking, empowering, and expressing anger). Meanwhile, the results of this are dysphemism at the level of words and phrases. Level of word includes noun, verb, and adjective.

Rizki, Burhanudin, & Charlina (2017) examined "Dysphemism in the Speech Act of Community in Tapung Hulu Sub-district". The results of this study are 55 forms of words, 24 forms of phrases, and 21 forms of expression from 100 data analyzed. Meanwhile, this research consists of 10 data with nine forms of words (noun, verb, and adjective) and one phrase.

Budiawan (2016) studied "The use of dysphemism in the National News Headline on TV One and Pawartos Ngayogakarta on Jogja TV". The results show that the use of dysphemism was only at the word level and there were several classifications of sense values in the headlines, whereas this research found two forms of use of dysphemism that is at the level of words and phrases.

Pratiwi, Ridwan, & Rahmawati (2016) researched "Dysphemism in the Headlines of *Pos Kota* and *Radar Bogor* Newspapers". The results of this study explain that the verbs form dysphemism and emotions to empower are commonly found, while the results in this study focus on the form of dysphemism found, including dysphemism in word forms (noun, verb, and adjective) and phrase form.

Khasan, Sumrwati, & Setiwan (2014) studied "The Use of Dysphemism in Headlines of *Joglosemar* Newspapers". The results of the study explain that (1) There is dysphemism in the form of words and phrases; (2) Reasons

for using dysphemism; (3) The impact of the use of dysphemism, while the results of this research only focus on the forms of dysphemism found. The form of dysphemism are similar, they are word and phrase forms.

Laili (2013) examined "Dysphemism in Environmental Discourse: A Critical Ecolinguistic Study in Mass Media in Indonesia". The results of the study explain that there are four forms of expression of dysphemism used in the data, those are words, phrases, clauses, and sentences, while the results of this study found two forms of dysphemism, words and phrases.

CONCLUSION

Research conducted on dysphemism in the online news headline of student demonstrations concerning the rejection of the 2019 Criminal Code Bill and KPK for September-October 2019 period found 10 data containing dysphemism, including 9 words and 1 phrase forms. From 9 word forms found 1 noun, 10 verbs, and 1 adjective, while from 1 phrase data found 1 idiomatic phrase form. Based on the results of the analysis, the use of dysphemism in news headlines is intended to increase the value of a story, so people become interested to read. In addition, the use of dysphemism in online news headlines is often used at the level of words and phrases. Furthermore, the use of dysphemism in this case is as part of a form of activity, action and student protest against leaders regarding the Criminal Code Bill and the KPK to be concluded.

Based on the description, journalists should filter the language contained in a news to be more appropriate and does not deviate from initial meaning of report. Furthermore, journalists as media crews, should use simple language, words or phrases in raising the issue of student demonstrations so that they are easily digested by all levels of society.

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