
DICTION ON *MEDIA INDONESIA* EDITORIALS

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Abstract: Journalistic language is language that saves words and sentences. Although thrifty, no means language journalism can against grammar applicable standard. Word choice or correct diction in language journalism is urgently needed in write something news or editorial. The more lots existing vocabulary a journalist so the better writing is also produced. Objective study is to describe the diction used in the editorial of *Media Indonesia*. This study manifold study description qualitative with approach analysis contents. The result show that the editorial team of *Media Indonesia* using synonymous words, sense value words, abstract words, concrete words, general words, special words, straightforward words, and borrowed words in the writing.

Keywords: diction, editorial, Media Indonesia

DIKSI PADA EDITORIAL MEDIA INDONESIA

Abstrak: Bahasa jurnalistik merupakan bahasa yang hemat kata dan kalimat. Meskipun hemat, bukan berarti bahasa jurnalistik boleh melanggar tata bahasa baku yang berlaku. Pilihan kata atau diksi yang tepat dalam bahasa jurnalistik sangat dibutuhkan dalam menulis suatu berita atau editorial. Semakin banyak kosakata yang dimiliki seorang jurnalis maka semakin baik pula tulisan yang dihasilkan. Tujuan penelitian ini adalah untuk mendeskripsikan diksi yang digunakan dalam editorial Media Indonesia. Penelitian ini berjenis penelitian deskripsi kualitatif dengan pendekatan analisis isi. Penelitian ini menunjukkan bahwa editorial Media Indonesia menggunakan kata bersinonim, kata bernilai rasa, kata abstrak, kata konkret, kata umum, kata khusus, kata lugas, dan kata serapan dalam penulisannya..

Kata Kunci: diksi, Media Indonesia, editorial

INTRODUCTION

Writing is one skill mastered language many people. Write not only focus on casting idea inside form of sentence or paragraph but How Meaning can be delivered to reader with the right choice of words. No everyone can use proper diction in his writing. Mastery of vocabulary also matters of the resulting writing.

Write story fiction different with write something it's not fiction, for

example news, editorial, and so on. Writing something works that are not fiction own must rule adhered to, in particular writing in field journalism. Rules in field journalism are very binding so that writer need be careful in idea or the idea.

Journalism is activity road message or information to audience through media communication like letter news, radio, television, and the internet (Barus, 2011: 2). In road message nor information, journalism

own variety itself, that is variety language journalism. Variety language in journalism different with other languages. On variety journalism used language that saves words and sentences. Although economical no means language journalism can against grammar applicable standard.

The dynamic nature of language involves a journalist for choose the right words to be able to understood by readers and not bang rule language journalism that is, simple, not circling, honestly, even shows discipline in the use of strong language (Barus, 2011:215). According to Sumadiria (2006: 14) there are 17 characteristics Language journalism, including simple, brief, solid, straightforward, clear, interesting, communication, populist, logical, grammatical, avoiding speech, avoiding words/terms foreign, the right choice of words, give priority sentence active, avoid the word or term technical, and subject to rule ethics .

In letter news there is a number of part among other things, news main, editorial/heading plans, columns, advertisements, and so on. Editorial is writing that contains opinion from owner letter news linked and stated with written form, form reviews, graphs, or cartoons, even containing opinions of others (Suhandang, 2016: 161).

According to Barus (2011: 142) editorial considered as attitude or view something letter news to something news or middle events, events, opinions, ideas, and facts developing in society written by the leadership editorial from letter relevant news. So, yes settlement that editorial is attitude or view something letter news written by the leadership editorial to incident or moderate event warm talked about in

society, usually write form reviews, graphs, or cartoon.

Along development science and technology, letters news start published in a manner on line or dare. Online newspaper presentation is very effective and efficient for busy readers, however thirsty will information. Almost whole letter news moment This publish letter news online on their respective sites, no except Media Indonesian.

Media Indonesian gets award as letter news national the best and the mass media that uses the best Indonesian in the year 2017-2019, followed Kompas Daily, and Tempo Newspaper. Media Indonesia won first place three times in a row as the mass media with the best use of Indonesian. This has also earned Media Indonesia an award from the Language and Bookkeeping Agency as a newspaper circulating in the Indonesian language. In addition, in 2020 Media Indonesia received an IPMA award (Indonesia Print Media Awards) as the Best National Newspaper 2020. Here it is reason of researcher want to study the diction used in the editorial of Media Indonesia so that it can made example for readers or those who want plunge in world journalism.

Based on background back above, author formulate problem the tree to be tree discussion in study this tree discussion is the diction contained in the editorial of Media Indonesia. In accordance with formula created problem author, then objective from study. This is for description usage the diction contained in the editorial of Media Indonesia. With exists study this is expected can add outlook for reader about the diction used in the editorial of Media Indonesia.

This study lines with research conducted by Syah (2017) that analysis the usage of diction on *Canopy Newspaper Plan Daily General Bow*. Furthermore, there is research conducted by Irfariati (2013) about diction in Anas Urbaningrum's rhetoric or word choice. For give pressure the meaning of the word intended by the author in each his writings (Sumadiria, 2006: 29).

Diction or choice of words according to Keraf (2007: 24) has three definitions. First, diction or word choice includes which meaning of the word is used For convey mean, how form proper word grouping, usage the exact expression, and which style fits best used in something situation. Second, diction or word choice is something ability For differentiate nuances meaning in a manner appropriate from desired idea delivered. Third, diction or appropriate choice of words only mastery allows vocabulary or large vocabulary. So, diction or choice of words is the most appropriate and appropriate words used by the author to give on meaning for the intended purpose be delivered writer to reader can delivered with clear.

Part diction according to Sumadiria (2006) as following. First, word synonyms are words that have the same meaning although similar, parallel, equivalent, and allied. Although own synonymous words have the same meaning not yet of course can each other replace position of the word in something sentence. In Language journalism every writer or journalist must can choose a word with watch out for those words accurate in its usage. This meaning that the word is selected become lively, fresh, distinctive, and descriptive message or desired intent

conveyed by the speaker or source. Second, the word has a sense of taste, the taste of a word or sentence determined by skill a writer in mastery vocabulary, vocabulary, and grammar. A master writer third matter the is he is familiar with dictionary, have soul art , and love literature. The word that has high taste value will more impact strong on thought reader. Third, concrete word is a word that refers to an object that can be felt by the senses A concrete word is a word that has meaning more clear than abstract words. Concrete words if used in description or narrative will more effective because can stimulate five senses.

Fifth, the abstract word is a word that refers to something properties, concepts, or idea. The use of abstract words in the world of journalism usually background by type and purpose writing, broadcasting, or and. When writing is written form fact so must more lots use concrete word. Besides it can write use abstract words when written form classification or generalization. Sixth, the general word is a broad word room scope In writing common word journalism contrary with principle accuracy in ethics the basis contained in journalism, namely accuracy and specifics. However, I see seldom writer use common words in he wrote. Seventh, the said specifically vice versa in common words, special words have a meaning that is words that space narrow scope. The more special word is the clearer meaning and intent. Special words more prioritize affirmation message, centering caring and understanding, and very attuned with principle accuracy in ethics base journalism.

Ninth, the word straightforward, that is, words that have characteristic

keep going firm (to the point), firm, what as it is, straight, and understated. Straight words that are the same word concise, no long phrase, and no sigh. This word suitable used in language journalism. Tenth, the said absorption, loan word is the word taken from another language, that is language foreign or language area.

According to Kridalaksana (2008:8) absorption words that is phoneme, sound, or element lexical others are taken from another language. So, absorption word is all good words in a manner phonemes, sounds, and element lexical origin from language foreign nor language area. Usually borrowed words from the language journalism used when the original word No common used in society and when the word no own inner equivalent Indonesian.

METHODS

This study use analysis content approach about the diction contained in the editorial of Media Indonesia. Source of data on research This form editorial text of Media Indonesia edition March -April 2020. Data on research this study in the form of words included diction that has specified above.

Data analysis techniques in research it uses an interactive model as proposed by Miles and Huberman (in Sugiyono, 2014: 246). Data analysis with this method includes four stages, namely (1) data collection, data reduction, and data representation. Data collection was carried out by observation techniques by listening, then documentation with method write down words or sentence to be inside data study this. Data reduction, namely the stage of identifying the necessary

aspects noticed in write text editor. The process of assistance is carried out on obtained diction of 53 editorials in the March-April 2020 edition of Media Indonesia. Data presentation is described and presented in table form or description in accordance with the problem under study. (d) verification or drawing conclusions, interpretation of data based on analysis diction and style acquired language.

RESULTS AND DISCUSSION

Indonesian Media as letter news national best the mass media that use the best Indonesian in know 2017-2019. In addition, in 2020 *Media Indonesia* received an IPMA award (Indonesia Print Media Awards) as the Best National Newspaper 2020. This make researcher interested for study the diction used *Indonesian media* in writing every rubric, especially rubric the editorial.

Synonymous words

Synonymous words in the editorial *media Indonesia* found as many as 85 data with proportion by 14.8 %. following will served results the analysis.

Peraturan perundang-undangan yang dibuat bukan semata-mata bertujuan membentangkan karpet merah bagi investor. (DATA 01)

‘The laws and regulations that are made are not solely aimed at directing the red carpet **to** investors.’

Tak cuma pemerintah, bukan pula hanya para petugas medis, masyarakat pun punya tanggung jawab sama untuk mencegah agar virus korona tidak mewabah di negeri kita tercinta ini (DATA 07)

‘Not *only* the government, not only medical workers, the community also has the same responsibility to prevent it Corona virus is not endemic in our beloved country.’

The word *for* the first sentence including synonymous word types. The word *for* the sentence First synonymous with the word *for*. Word *for* more appropriate used in sentence the than the word *for*. Word *for* more reflect principle word economy and make writing become more typical.

Just said on sentences both are included synonymous word types. Words *only* in sentences the synonymous in words *only*. *Just* said more reflect principle word economy and make writing become more typical.

So, said *divide* and *only* including types of synonymous words that reflect principle word economy and make writing more typical.

Words Worth a Taste

Words worth a taste in the editorial *Media Indonesia* found as many as 13 data with proportion by 2.3 %. following will served results the analysis.

Tak terkecuali bagi Indonesia, yang sudah memiliki pasien positif covid-19 mencapai 34 orang dengan 1 orang meninggal dunia (DATA 13)

‘Indonesia is no exception, which already has positive Covid-19 patients reaching 34 people with 1 person **dying**.’

The word *died* own meaning not alive. *The* word *died* more tall mark it feels like to man If compared to *dead* and *dead*. *The* word *died* be a symbolic

word difference man with animals and plants. If he can use the words dead and killed For circumstances not animate so plant only can use the word dead just For disclose that plant Already stop grow and develop. Words worth high taste will also be give impression more to reader. So, the word *died* has more taste value tall compared to *death* and *died*.

Concrete Words

Concrete words on the editorial *Media Indonesia* found as many as 126 data with proportion by 22.0 %. following will served results the analysis.

Beberapa imbauannya sangat straight the point, tanpa basa-basi; jemaah salat diminta membawa sajadah atau sapu tangan/kain bersih sendiri sebagai alas sujud masing-masing. (DATA 14)

‘Some of his appeals were right on target, without further ado; Worshipers are asked to bring their own **prayer mat** or handkerchiefs/clean cloths as mats for prostration.’

Say the **prayer mat** is a concrete word. prayer mat is tools used by people Muslim For perform prayer services. Usually tool This shaped rectangle long with decorative motifs nuanced Islamic on the surface. prayer mat including concrete words Because shaped thing that can observed by the senses human. The word *broom hand / cloth* also includes concrete words Because can observed by the senses. Both words will make reader with easy digest the meaning conveyed with imagine things the ever reader see.

So, *the prayer mat and broom* said *hand /cloth* including kind of concrete word Because can observed by the senses human.

Abstract word

Abstract word on *Media Indonesia editorial* found as many as 34 data with proportion by 5.9 %. following will served results the analysis.

Asalkan ia diberi wewenang penuh untuk melakukan koordinasi lintas kementerian (DATA 19)

‘Provided he is fully **authorized** to coordinate cross settlements.’

Akibatnya, yang muncul justru kegamangan-kegamangan pemerintah pada sejumlah isu (DATA 26)

‘As a result, what emerged was the government's uncertainty on a number of *issues*.’

Authority word and problem word is an abstract word. this due to the word *authority* and said *issue* own reference form concept that is not Can felt by the senses.

Common Words

Common words in *Media Indonesia editorials* found as many as 32 data with proportion by 5.6 %. following will served results the analysis.

Adapun di kalangan selebritas Hollywood, covid-19 dilaporkan juga telah menjangkiti Tom Hanks dan istrinya, Rita Wilson (DATA 27)

.Meanwhile among **Hollywood celebrities**, it is reported that Covid-19 has also infected Tom Hanks and his wife, Rita Wilson..

Hollywood celebrities say including in common word types Because wide room scope. Called wide room scope Because many people included in designation Hollywood celebrities, either from America as well outside the United States. the word can subserve Again if mentioned direct Name from celebrity. So, say *Hollywood celebrities* including words general Because room scope broad.

Special Word

Special word on the editorial *Media Indonesia* found as many as 131 data with proportion by 22.9 %. following will served results the analysis.

Umat Islam mengenal itu lewat riwayat wahyu pertama yang berisi perintah untuk membaca (DATA 35)

‘**Muslims** know it through the history of the first revelation which contains the command to read.’

Presiden Joko Widodo terus mengikuti perkembangan perekonomian global dan bersikap realistis atas prospek pertumbuhan ekonomi dunia (DATA 39)

‘**President Joko Widodo** keeps abreast of developments in the global economy and realistic expectations of the prospects for world economic growth...’

People Islam including special kind of word Because people Islam own room narrow scope. Besides it, writer mention in a manner special something people ie among Muslims many people religion in Indonesia. Next, in sentences second President *Jokowi* said. the word including special

kind of word Because mention followed position Name self. Specialization second the word make reader more clear absorb information written by the author. So, *people Islam* and *President Jokowi* included special kind of word Because own room narrow scope.

Straight forward words

Straight forward words to the editorial team of *Media Indonesia* found as many as 92 data with proportion by 16.0 %. following will served results the analysis.

Angkat jempol juga untuk berbagai ungkapan dan cicitan yang menunjukkan solidaritas di lini masa media-media sosial (DATA 40)

‘**Thumbs up** also for various expressions and tweets that show solidarity in the lines of social media.’

Said *lift thumb* including plain words Because No There is other meaning besides from lift thumb for give praise to solidarity on social media. Writing the word, No rambling because straightforward writer give praise to expressions and tweets on social media that show solidarity.

Absorption Words

Borrowed words in the editorial of *Media Indonesia* found as many as 60 data with proportion by 10.5 %. following will served results the analysis.

“... demi *menyetop* penyebaran wabah covid-19 ialah contoh nyata sulitnya menggerakkan orang hanya lewat *imbauan*.” (DATA 48)

‘... for the sake of **Stopping** the spread of the Covid-19 outbreak is a clear

example of the difficulty of moving people through appeals alone’.

*Ia punya pijakan hukum yang kuat karena ditetapkan melalui **Peraturan Pemerintah** Nomor 21 Tahun 2020 tertanggal 31 Maret yang merupakan beleid turunan UU No 6 Tahun 2018 tentang Kekarantinaan Kesehatan* (DATA 58)

‘It has a strong legal footing because it was stipulated through Government Regulation Number 21 of 2020 dated March 31, which is a **regulation** derived from Law No. 6 of 2018 concerning Health Quarantine.’

The word *stop* is in loan word type. The basis of this word is *stop* absorbed from *stop*. In Indonesian this word own synonym *stop*. On context sentence this is the word *stop* means *stop*. Use of the *stop* word already general used in Indonesian society because short and easy pronunciation so that reader will more easy understand the meaning conveyed.

Next, said *the beleid* including loanword type. this because of the word *beleid* originate from Dutch meaning policy. The word *beleid* in a sentence second used to replace the word wisdom. So said *stop* and *beleid* including type of absorption words because originate from Language foreign.

From the description of the research data above, it is found that in the editorial text of *Media Indonesia* analyzed, synonymous words, words with connotative meaning, concrete words, abstract words, general words, special words, words with denotative meaning, and absorption words are used. The most used words are special

words, while the least are abstract words.

Syukriady and Pada (2022) also found the use of various types of words in the editorial text of the Media Indonesia newspaper in the editorial of the *Republika* daily newspaper, the editorial of the *Republika* daily newspaper. In the online media Detik and CNN Indonesia, Yulianti and Setiawan (2022) also found the use of various types of words ranging from standard words to popular words such as *baper* and idioms such as *beard fire*. Ramdoni, Meliasanti, and Setiawan (2021) also found the use of various types of diction in public service advertisements for the National Police Division.

Similar findings were also obtained by several other researchers. Fitri, Mulyani, and Ramadhanti (2021) who examined the use of diction in *detik.com* news headlines found 81 words of denotative words, 56 connotative words, 3 general words, 3 special words, and 7 sense words. Other researchers, namely Meldiana, Sugiarti, and Maspuroh (2021) who reviewed daily news articles in *Radar Karawang* online found that there were 38 data using words with general and special meanings, 40 data for connotations and denotations, 8 data for almost synonymous words. Meanwhile, Lagasa, Ali, and Fadli (2021) who examined the use of words in the online news media Reactionpress in Maros Regency found 8 types of words, namely 7 scientific words, 6 general words, 5 special words, 4 foreign words, 5 borrowed words, 5 words connotative, 3 synonymous words and 2 non-standard words.

The phenomenon that special word more dominant its use in the editorial of *Media Indonesia* compared to other

words. According to Sumadiria (2006: 33), special words own room narrow scope. The more special word is the more clear meaning and intent. Special words also prioritize affirmation message, the centre caring and understanding, and very attuned with principle accuracy in ethics base journalism. Based on the resulting analysis researchers on research, the function of usage of dominant the special words is to make reader the more clear understand meaning sentences and meanings conveyed writer.

This study in line with research conducted by Syah (2017) with title research *Stylistic Studies on Canopy Newspaper Plan Daily General Bow* that the usage of more common words t than other words with proportion of 44.94 %. According to study this is a common word used for mention something in a manner general with no pointing to people or individual. Indeed, the use of certain types of words has a function according to the author's purpose. As is the case with the findings of Kusmanto, Sabardila, A. and Al-Ma'ru (2021) that the type of everyday diction in Indonesian humorous discourse is the most commonly found diction. The use of everyday diction in humorous discourse serves to establish intimacy in communication.

Next, there is research conducted by Irfariati (2013) with title research *Diction in Anas Urbaningrum 's rhetoric*. Research the own similarity with study this, ie you're welcome study diction. That research found the usage of more specific words dominant than common words. This intent so that the desired idea be delivered more specific and purpose more directed.

So, the editorial team of *Media Indonesia* more dominant use special words for make reader the more clear understand meaning sentences and meaning conveyed. Another case with header plan on *Newspapers Daily General* dominant *direction* use common words for mention something in a manner general with No pointing to people or individual. Meanwhile, diction on Anas Urbaningrum's rhetoric in speech moment reference himself as Chairman General Party Democrats, special words more dominant than abstract words because speaker intent so that the desired idea is delivered more specific and purpose more directed.

CONCLUSION

Based on the results of the above research, it can be concluded that the dominant word used in editorial text writing in the *Media Indonesia* newspaper is a special word and the least used are abstract words. This is associated with the frequency of using special words which amount to 131 or 22.9%. The use of special words in the editorial text serves to make the reader understand more clearly the intent of the sentence and the meaning conveyed by the author.

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