

# Study on Semantics in the Headlines of Waspada Newspaper, Medan, North Sumatera

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**Abstract:** This research is a library study obtained from Waspada Daily News, Medan, North Sumatera. The objective of the research was to find out and to analyze the meanings contained in the headlines of Waspada Daily Newspaper by using structural semantics theory which is referred to the viewpoint of Abdul Chaer. The data were gathered by using scrutinizing method by scrutinizing the headlines in Waspada Daily Newspaper, followed by using taking note method. The data were then grouped based on the use of meaning and analyzed by using equivalent method which determining device comes from outside and is not a part of the related language (Sudaryanto, 1993: 13). The basic technique used in this research was sorted out determinant elements, followed by using descriptive qualitative method which analyzed the whole benefit of interpreting descriptively. In social science, the data were language, sentences. The research also used quantitative method in which the use of meaning in the headlines was calculated in order to find out which one was the most dominant in Waspada Daily Newspaper, Medan. The result of the research showed that there were denotative meaning, connotative meaning, and ambiguous meaning in the headlines of Waspada Newspaper. The conclusion was that the most dominant use of meaning was ambiguous meaning.

## 1 INTRODUCTION

Linguistic study becomes a sustainable and worldwide topic since language is merged with people's daily life and activities; therefore, it plays a vital role in human life. It is used by people as a means of communication to convey opinion, ideas, notion, and intention to other people. It is also the realization of people's behavior, either orally or in a written form so that they can hear, understand, and feel what is wanted to be conveyed.

Talking about language cannot be separated from the meaning contained in it. Every utterance produced by human utterance device should have meaning since the principal purpose of having a language is basically to convey a message or to communicate meaning. Non-meaningful utterance will not be included in a language since it has a system as what is pointed out by Chaer (1995: 2) that the activity to have a language is actually an activity which expresses the symbols of language to convey meaning in those symbols to interlocutors (in verbal communication) or to readers (in written communication).

One of the language activities used to convey messages to communicate meanings is through local newspapers. In a newspaper are there the symbols of language which contain meanings that are used to convey information to its readers. The symbols of language or the sound of language can be in the form of words, phrases, and sentences found in the headlines and the news. Word meaning, phrase, and sentences should be used by readers in receiving information from the news in that newspaper.

Headlines and their content are an integral part of a newspaper. Practically, an important thing in receiving information about understanding the meaning is found in its headline because the main purpose of information is through the headlines of a newspaper.

A newspaper as the source of information is very important for people. They read newspapers everyday in order to find out current news. Without newspapers people will not know about news, knowledge, and current events, let alone today there are a lot of events which cause concern, especially those in legal affairs, economy, corruption, and terrorism. Therefore, without a newspaper people will know nothing about news or current events.

When we buy a newspaper, the first thing we see is its headline whether it is attractive or not. When it is related to our affairs, we will read it thoroughly; when it is not, we only read its titles. On this occasion, the researcher discussed the analysis on the use of meaning in the headlines of Waspada Daily Newspaper in Medan, North Sumatera, which have never been studied by other people.

The main information conveyed through a newspaper lies on its headline. Therefore, it is highly necessary to understand its meaning since it is not uncommon that after reading the headline of a newspaper, the reader is fallacious in understanding it or fallacious in interpreting the words or phrases in the headlines since they are different from the real content.

## 2 LITARATURE REVIEW

This research used structural semantic approach in describing the language. It used the analytical theory of the correlation between meaning and analytical theory of meaning type (Cher, 2009: 54).

In every language, including Indonesian, there will be meaning relation or semantic meaning relation between words and the other language units. A language unit includes morpheme, words, phrases, and sentences. This meaning relation is concerned with meaning similarity, meaning contradiction, meaning ambiguity, and meaning excess which are respectively called synonym, antonym, polysemi, and ambiguity.

The theory of meaning type is distinguished by the existence of denotative meaning and connotative meaning based on its meaning accuracy. Based on whether there is a sense value in a language.

Pateda (1996:7) points out that before a person speaks and listens to another person's utterance, a mental process occurs in both of them. It is the process of arranging semantic, grammatical, and phonological codes in the speaker and the process of solving phonological, grammatical, and semantic codes in the listener. In other words, there is the process of meaning in both the speaker and the listener. Therefore, it is evident that semantics is linguistic sub-discipline which talks about meaning or meaning as an object.

## 3 RESEARCH METHOD

The research used 20 (twenty) data of headlines in Waspada Newspaper in Medan obtained randomly from December, 2017 until June, 2018. It also used scrutinizing method in using the language through the headlines of Waspada Newspaper, Medan, and also taking note method. The gathered data were selected or classified according to their problems. The gathered data were then analyzed one by one based on the theory in order to reveal the meaning found in the headlines in Waspada Newspaper.

In analyzing the data, the writer used equivalence method obtained from the outside which are not part of the related language (Sudaryanto, 1993: 10). In this case, the basic technique used was sorting out technique of determinants. Along with referential equivalence, this technique used referential sorting out method to divide lingual units.

Besides the methods above, the researcher also used quantitative method, the decision method which used figures (Muchlis, 1992:4). Solution using quantitative model would yield values or figures for the variable of decision. To calculate the most dominant number of meaning usages in the headlines of Waspada newspaper, Medan, the following simple formula was used:

$$\frac{\text{The amount of meaning appearance}}{\text{The number of the whole data}} \times 100\%$$

For example:

$$\begin{aligned} \text{The amount of ambiguous meaning} &= 6 \\ \text{The number of the whole data} &= 100 \\ \text{So} & \\ \frac{6}{100} \times 100\% &= 6\% \end{aligned}$$

Thus, the amount of ambiguous meaning appearance was 6%.

## 4 RESULT AND DISCUSSION

### 4.1 The Use of Denotative Meaning in the Headline of Waspada Newspaper, Medan

Data I. *Sinabung Keluarkan awan panas* (Sinabung Spat Out Hot Clouds) (Waspada, January 13, 2018: A1)

The words found in the headline above is a series of words which have denotative meaning because they do not undergo the change in meaning from its original objective one. The word, *Sinabung* means “the name of a mount”; the word, *keluarkan* means ‘move from in inside to the outside.’ (KBBI, 1988:413). The word, *awan* means “water vapor which is clotted hovering in the air” (KBBI, 1988:57) while the word, *panas* means “feeling as if it were burned up or close to fire” (KBBI, 1988:641). It is, therefore, obvious that the headline above has denotative meaning because it is strengthened by the word, *panas* which is in accordance with its real meaning.

Data 2. *Seorang police Tembak Kepala Sendiri.* (A Police Office Kills Himself) (Waspada, April 19, 2018: A1)

The words found in the headline above is a series of words which have denotative meaning because they do not undergo the change in meaning from its original objective. The word, *seorang* means “one person” (KBBI, 1988:629), the word, *polisi* means “government’s body which has the responsibility to safeguard security and public order or to arrest those who violate against law” (KBBI, 1988:693), the word, *tembak* means “to release bullets from a gun” (KBBI, 1988:921), the word, *kepala* means “a part of the body above the throat in human beings and in some animals, the place of brain” (KBBI, 1988:420), and the word, *sendiri* means “alone” (KBBI, 1988:813). Therefore, the headline above has denotative meaning since it is strengthened by the word, *kepala* which is in accordance with its real meaning.

Data 3. *Kebakaran di Mardinding Empat Rumah Hangus.* (Fire in Mardinding, four houses Burned Down) (Waspada, April 19, 2018: B12)

The words found in the headline above is a series of words which have denotative meaning because they do not undergo the change in meaning from its original objective. The word, *kebakaran* means “the event of burning of something” (KBBI, 1988:70), the word, *Mardinding* means an area in Karo regency, North Sumatera,” the word, *empat* means “name of a figure” (KBBI, 1988:757), the word, *hangus* means “burned up completely” (KBBI, 1988:296). Therefore, the headline above has denotative meaning since it is strengthened by the word, *hangus* which is in accordance with its real meaning.

## 4.2 The Use of Connotative Meaning in the Headline of Waspada Newspaper, Medan

Data 4. *Gelapkan Sepeda Motor Teman untuk Beli Sabu.* (Stealing a Friend’s Bike to Buy Drugs) (Waspada, March 19, 2018: A5)

In the headline above there is a word which has connotative meaning, *gelapkan* which has changed its meaning, has been influenced by subjective value, and is objective. The word, *gelapkan* means “to become dark, without light” (KBBI, 1988:262) which has denotative meaning. Therefore, the headline above has connotative meaning which is strengthened by the word, *gelapkan* which means “to steal.”

Data 5. *Rp.13 M Dana Desa di Labura Mengendap.* (IDR.13 Billion of Village Fund Not Distributed at Labura) (Waspada, June 7, 2018: B11)

In the headline above there is a word which has connotative meaning, *mengendap* which has changed its meaning and influenced by subjective values, and is objective. The word, *mengendap* means “to bend down in order not to be recognized” (KBBI, 1988: 230) which has denotative meaning. Therefore, the headline above has connotative meaning which is strengthened by the word, *mengendap* which means “not to be distributed.”

Data 6. *Kepolisian Menggali Keberadaan Pelaku.* (Police search for the Location of the Perpetrator) (Waspada, July 5, 2018: B8)

In the headline above there is a word which has connotative meaning, *menggali* which has changed its meaning and influenced by subjective values, and is objective. The word, *menggali* means “dig a hole in the ground” (KBBI, 1988: 249) which has denotative meaning. Therefore, the headline above has connotative meaning which is strengthened by the word, *menggali* which means “to search for.”

Data 7. *BPOM Sisir Aceh Cegah Peredaran Pangan Berformalin.* (BPOM sweeps Aceh to Forestall Formalin Foods Distribution) (Waspada, March 19, 2018: B12)

In the headline above there is a word which has connotative meaning, *sisir* which has changed its meaning and influenced by subjective values, and is objective. The word, *sisir* as a verb means “a device used to tidy up hair” (KBBI, 1988: 848) which has denotative meaning. Therefore, the headline above has connotative meaning which is strengthened by the word, *sisir* which means “to beef up control and examine products.”

Data 8. *Pidie Dapat Kucuran Dana APBN Rp.106 Miliar.* (Pidie Gets Funds from State’s

Budget of IDR.106 billion) (Waspada, January 3, 2018: B12)

In the headline above there is a word which has connotative meaning, *kucuran* which has changed its meaning and influenced by subjective values, and is objective. The word, *kucuran* means “the gushes out (water or blood)” (KBBI, 1988: 848) which has denotative meaning. Therefore, the headline above has connotative meaning which is strengthened by the word, *kucuran* which means “quota.”

Data 9. *Petugas Keamanan PAG DiputusKontrak*. (No Contract Renewal for PAG Security Personnel) (Waspada, January 3, 2018: B11)

In the headline above there is a word which has connotative meaning, *diputus* which has changed its meaning and influenced by subjective values, and is objective. The word, *diputus* means “no connection because of being cut up” (KBBI, 1988: 715) which has denotative meaning. Therefore, the headline above has connotative meaning which is strengthened by the word, *diputus* which means “not to be renewed.”

Data 10. *ASN Kemenag Jangan Gunakan Kacamata Kuda dalam Kerja*. (Kemenag Employees Must Not Use Blinders in Working) (Waspada, January 4, 2018: A1)

In the headline above there is a phrase which has connotative meaning, *kacamata kuda* which has changed its meaning and influenced by subjective values, and is objective. The word, *kacamata* means “thin lenses to make eyes normal” (KBBI, 1988: 374) which has denotative meaning. Therefore, the headline above has connotative meaning which is strengthened by the phrase, *kacamata kuda* which means “do not care for others.”

### 4.3 The Use of Ambiguous Meaning in the Headline of Waspada Newspaper, Medan

Data 11. *Intermilan Berguru di Legenda*. Waspada, June 1, 2018: B6)

The headline above has ambiguous meaning since it can have double interpretation:

- (1) Intermilan Learns in Legend)
- (2) Intermilan Learns From the Previous Experience.

Therefore, the headline is ambiguous. In the event of the headline above becomes *Intermilan Learns From the Pervious Experiece*, ambiguity will not occur because it has clear meaning even though the word structure is changed.

Data 12. *Meghan Markle Berhenti Merokok Demi Bantu Pangeran Harry Merokok*. (Waspada, May 23, 2018: B7)

The headline above has ambiguous meaning since it can have double interpretation

- (1) Meghan Markle Stops Smoking.
- (2) Meghan Markel Helps Prince Harry Stop Smoking.

Therefore, the headline is ambiguous. In the event of the headline above becomes *Meghan Markel Helps Prince Harry Stop Smoking*, ambiguity will not occur because it has clear meaning even though the word structure is changed.

Data 13. *Pengusaha itu Mendapatkan Bunga*. (Waspada, June 5, 2018: B10)

The headline above has ambiguous meaning since it can have double interpretation:

- (1) The Business Person Gets Flowers (from his girlfriend)
- (2) The Business Person Gets (Bank) Interest.

Therefore, the headline is ambiguous. In the event of the headline above becomes *The Business Person Gets Bank Interest*, ambiguity will not occur because it has clear meaning even though the word structure is changed by adding the phrase, the Bank.

Data 14. *Pengusaha Baru Membangu Pabrik di Desa*. (Waspada, June 7, 2018: B6)

The headline above has ambiguous meaning since it can have double interpretation:

- (1) A New Business Person Constructs a Factory at a Village.
- (2) A New Factory is Constructed by a Business Person.

Therefore, the headline is ambiguous. In the event of the headline above becomes *A New Factory is Constructed by a Business Person*, ambiguity will not occur because it has clear meaning even though the word structure is changed.

Data 15. *Edy Rahmayadi Tak Mau Besar Kepala*. (Waspada, May 21, 2018: B7)

The headline above has ambiguous meaning since it can have double interpretation:

- (1) Edy Rahmayadi does not Want his Head to Become Big.
- (2) Edy Rahmayadi does not Want to be Arrogant.

Therefore, the headline is ambiguous. In the event of the headline above becomes *Edy Rahmayadi does not Want to be Arrogant*, ambiguity will not occur because it has clear meaning even though the word structure is changed.

Data 16. *Gubernur Golkar Kembali Mencalonkan Diri*. (Waspada, May 20, 2018: B10)

The headline above has ambiguous meaning since it can have double interpretation:

- (1) Golkar Governor Wants to be Re-elected.
- (2) Governor Candidate from Golkar wants to be Re-elected.

Therefore, the headline is ambiguous. In the event of the headline above becomes *Governor Candidate from Golkar wants to be Re-elected*, ambiguity will not occur because it has clear meaning even though the word structure is changed.

Data 17. *Kereta Tabrak Xenia Andi dan Yono Meninggal*. (Waspada, May 23, 2018: A5)

The headline above has ambiguous meaning since it can have double interpretation:

- (1) Andi and Yono Died because their Car was Hit by Mototrcycle.
- (2) Andi and Yono died because their Motorcycle Hit a Car.

Therefore, the headline is ambiguous. In the event of the headline above becomes *Andi and Yono died because their Motorcycle Hit a Car*, ambiguity will not occur because it has clear meaning even though the word structure is changed.

Data 18. *Polisi Amankan 3 Paket Sabu Dari Warga Merbau*. (Waspada, May 23, 2018: B4)

The headline above has ambiguous meaning since it can have double interpretation:

- (1) The Police Help Keep 3 Packs of Narcotics from Merbau Community.
- (2) The Police Raid 3 Packs of Narcotics from Merbau Community.

Table 1: Tabulation of Using the Most Dominant Denotative and Connotative Meaning in the Headline of Waspada Newspaper, Medan

No	Headline	Use of Meaning	Total
1	Sinabung Spat Out Hot Clouds (Waspada, January 13, 20018: A1)	Denotative	1
2	A Police Office Kills Himself (Waspada, March 19, 2018: A1)	Denotative	1
3	Fire in Mardinding, Four houses Burned Down (Waspada, April 19, 2018: B12)	Denotative	1
<b>Total of the Appearance of Meaning</b>			<b>3</b>

The number of the appearance of connotative meaning = 3

Therefore, the headline is ambiguous. In the event of the headline above becomes *The Police Raid 3 Packs of Narcotics from Merbau Community*, ambiguity will not occur because it has clear meaning even though the word structure is changed.

Data 19. *Beruang Merah Belum Meyakinkan*. (Waspada, June 7, 2018: B8)

The headline above has ambiguous meaning since it can have double interpretation:

- (1) A Red Bear does not Make Certain.
- (2) Turkish Soccer Players, Red Bear, are not Ready to Play.

Therefore, the headline is ambiguous. In the event of the headline above becomes *Turkish Soccer Players, Red Bear, are not Ready to Play*, ambiguity will not occur because it has clear meaning even though the word structure is changed.

Data 20. *Susi Susanti Obor Pengobat Luka*. (Waspada, March 16, 2018: B1)

The headline above has ambiguous meaning since it can have double interpretation:

- (1) Susi Susanti is the Torch for Healing Wound.
- (2) Susi Susanti Becomes the Ambassador for Asean Game.

Therefore, the headline is ambiguous. In the event of the headline above becomes *Susi Susanti Becomes the Ambassador for Asean Game*, ambiguity will not occur because it has clear meaning even though the word structure is changed.

The number of the whole data

$$= 20$$

$$\frac{3}{20} \times 100\%$$

$$= 15\%$$

20

Thus, the total of the appearance of denotative meaning is 15%.

No	Headline	Use of Meaning	Total
4	Stealing a Friend's Bike to Buy Drugs (Waspada, March 19, 2018: A5)	Connotative	1
5	IDR.13 Billion of Village Fund Not Distributed (Waspada, June 7, 2018: B11)	Connotative	1
6	Police search for the Location of the Perpetrator (Waspada, July 5, 2018: B8)	Connotative	1
7	BPOM sweeps Aceh to Forestall	Connotative	1

	Formalin Foods Distribution (Waspada, march 19, 2018: B12)		
8	Pidie Gets Funds from State's Budget of IDR106 billion (Waspada, march 19, 2018: B12)	Connotative	1
9	No Contract Renewal for PAG Security Personnel (Waspada, January 3, 2018: B11)	Connotative	1
10	Kemenag Employees Must Not Use Blinders in Working (Waspada, January 14, 2018: A1)	Connotative	1
<b>Total of the Appearance of Meaning</b>			<b>7</b>

The number of connotative meaning = 7  
 The number of the whole data = 20  
 $\frac{7}{20} \times 100\%$   
 = 35%

Thus, the total of the appearance of connotative meaning is 35%. The conclusion is that the total appearance of denotative meaning is 15% while the total of the appearance of connotative meaning is 35%.

Tabulation of Using the Most Dominant Ambiguous Meaning in the Headline of Waspada Newspaper, Medan

No	Headline	Use of Meaning	Total
11	Intermilan Learns From the Previous Experience (Waspada, June 1, 2018: B6)	Ambiguous	1
12	Meghan Markel Helps Prince Harry Stop Smoking (Waspada, May 23, 2018: B10)	Ambiguous	1
13	The Business Person Gets (Bank) Interest (Waspada, June 5,	Ambiguous	1

	2018: B10)		
14	A New Factory is Constructed by a Business Person (Waspada, June 7, 2018: B6)	Ambiguous	1
15	Edy Rahmayadi does not Want to be Arrogant (Waspada, May 21, 2018: B7)	Ambiguous	1
16	Governor Candidate from Golkar wants to be Re-elected (Waspada, May 20, 2018: B10)	Ambiguous	1
17	Andi and Yono died because their Motorcycle Hit a Car (Waspada, May 23, 2018: A5)	Ambiguous	1
18	The Police Raid 3 Packs of Narcotics from Merbau Community (Waspada, May 23, 2018: B4)	Ambiguous	1
19	Turkish Soccer Players, Red Bear, are not Ready to Play (Waspada, June 7, 2018:B8)	Ambiguous	1
20	Susi Susanti Becomes the Ambassador for Asean Game (Waspada, March 16, 2018: B1)	Ambiguous	1
<b>Total of the Appearance of Meaning</b>			<b>10</b>

The number of ambiguous meaning = 10  
 The number of the whole data = 20  
 $\frac{10}{20} \times 100\%$   
 = 50%

Thus, the total of the appearance of connotative meaning is 50%.

The total number of denotative meaning, connotative meaning, and ambiguous meaning is 15% + 35% + 50% = 100%.

To make it clear, see the following Table:

No	Change in Meaning	Total	Percentage
1	The Use of Denotative Meaning	3	15%
2	The Use of Connotative Meaning	7	35%
3	The Use of Ambiguous Meaning	10	50%
<b>Total</b>		<b>20</b>	<b>100%</b>

## 5 CONCLUSIONS

The headlines in Waspada Newspaper used a lot of ambiguous meanings which made the writer interested in analyzing them. The use of ambiguous meaning highly influences the content since it uses ambiguous punctuation marks, words, and sentence structure so that the information will make their readers confused since they have double meanings. The headlines in this newspaper also use connotative meanings so that many readers do not understand them. If the newspaper uses denotative meanings, its readers will surely understand because they can be found in dictionaries.

The percentage of using the meaning in the headlines of Waspada newspaper is as follows: denotative meaning is 15%, connotative meaning is 35%, and ambiguity is 50%. Therefore, the most dominant meaning is ambiguous meaning (50%).

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