

CHAPTER I

INTRODUCTION

This chapter consist the background of the research, the statements of problem, research objectives, significance of research, and organization of writing.

1.1 Background of the Research

Language is an instrument which the people use to communicate in society. Language is the system of signs constructing as a primary form of communication. According to Algeo, (1971:2), "*language is a system of conventional vocal signs by means of which human being communicates. Those terms are system, signs, vocal, conventional, human, and communicate*".

One of The media of human's communication is mass media. There are so many information which given to readers. Mass media have become trustworthy sources of information for individuals around the world. The public search for information about events happening around the world and the media is the primary source. It is important to understand the different ways the media frame prominent news information. The earliest of the mass media was the newspaper, which brought information and opinion to its readers. The importance of news is headline, because headline is the main of information in the article of newspaper.

According to the *Oxford Advanced Learner's Dictionary*, headline is a line of words printed in large letter at the top of a page or an article, especially in the newspaper.

In journalism, language is one of media to give to readers. So, in writing headline, a journalist must be creative in choosing word and try to write headline that can make the readers feel curious and attracted to know the content of the whole story and they would read it, but we should know that the main function of news is giving information to the readers about phenomena or moment in surrounding. Headline must be understood clearly by the reader because the function of headline itself is a sentence which represents the content of the news itself.

Headlines usually short and to the point, it clearly describes the subject of the news. Of course, it means that newspaper headlines can be confusing to reader. This is because newspaper headlines are often incomplete. Therefore, the readers exactly will got the difficulties of understanding the headline. Meanwhile, the reader must understand the title of the news although it is difficult to interpret the headlines.

In this research, needs for reader to understand the headline as the main idea of the text in newspapers. The researcher will appropriate research about readers's difficulties in understanding *The Jakarta Post headline*. It is interesting to see how difficult *The Jakarta Post headline* which found by the respondent and also a kind of difficulties faced by respondents in understanding headline *The Jakarta Post* as english newspapers in Indonesia.

This is not a follow-up research of previous research, as for previous studies resembling current research and development as a basic reference in this study is a thesis by Yanti Siti Hajaroh entitled *Reader's Understanding and Interpretations toward the figurative language used on Morrissey's lyric of "You are the quarry" Album*. The researcher aims to analyze the problem on understanding to comprehend the figurative language used on Morrissey's lyric of "You are the quarry" and describe the readers' interpretations about that lyric.

Most of Indonesian has read the newspaper because they need to add their knowledge and development various news. The respondent of this research is the Seventh semester student of English Department of State Islamic University Sunan Gunung Djati Bandung. The researchers choose headlines in *The Jakarta Post* as research object because headline is the first sentence of the text and the main of the text which will be read by the news's receiver when the receiver wants to know the information. Then *Jakarta Post* is an English newspaper in Indonesia. After that, *The Jakarta Post* is one of daily newspapers, its news is easy to be found. Thus, the best title for the research is **"READER'S DIFFICULTIES ON JAKARTA POST HEADLINES"**.

1.2 Research Questions

This research aims to analyze the reader's difficulties of headline news. Based on the statement above this research can be formulated with research question as follows:

1. What are the reader's difficulties toward the headline of *The Jakarta Post*?
2. What are the difficulties faced by respondents in understanding the headline?

1.3 Research Objective

Based on the statement of problem, the researcher wants to analyze reader difficulties on *The Jakarta Post* headlines. The final result of this research has the purposes as benefit in knowledge. The objective of the research in the scientific work is to reach through a series of research activities, because every research has a specific goal based on the problem itself. According to the perception and based on a formulation of the problem, which has mentioned before, this study aims to:

1. To find out reader's difficulties toward the headline of *The Jakarta Post*
2. To find out the difficulties faced by the respondent on understanding the content and the way to solve them.

1.4 Significance of research

This analysis may help the readers to understand the headlines of newspaper. This analysis will be useful for them because with this analysis it can make the readers easier to understand the context of newspaper with read the title of news only. Further, this analysis can help the students to understand much more about the difficulties find by reader. I also hope this analysis can help those who are interested in analyzing reader's difficulties in understanding a text. It is also expected that there would be some people who would like to develop the analysis of the reader's comprehend and newspaper headline.

1.5 Definition of Key term

To avoid misunderstanding, this part clarifies the key term used in this research.

Journalism language : Journalism language is a kind of language wick used in

Journalism

Newspaper : one of mass media which used for communicating information to the public.

Jakarta Post : One of English and daily newspapers in Indonesia.

Mass media : Mass media is a critical part of human societies which giving the news in surrounding area to the people.

Headline : Headline is a line of words printed in large letter at the top of a page or an article

1.5 Organization of Writing

This research will be divided into five chapters as follows:

Chapter I: This chapter contains the introduction. It describes the background of research, the statements of problem, research objective, and significance of research and organization of writing.

Chapter II: This chapter contains the theoretical foundation. It provides the basis in conducting the research problems.

Chapter III: This chapter explains about methodology of research, discuss the kind of methodology that used to analyze the problem. This chapter consists of the method of research, the source of the data, sample of data, technique of collecting data and technique of analyzing data.

Chapter IV: This chapter contains the Data Analysis, discuss and analyze the data which are collected before, using the theories and methodology. This chapter is the main chapter where the data is going to process to get the final result.

Chapter V: This chapter explains about Conclusion, discuss about the final result that has been analyzed in chapter IV and then make the conclusion about it.