An Analysis on the Use of Denotative and Connoative Meaning in the Headlines of Waspada Daily Newspaper, Medan

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Abstract: The objective of the research was to find out the use of denotative and connotative meaning in the headlines of Waspada neswpaper, Medan. The research used the theory of structural semantics which was referred to Abdul Chaer's idea. The research problem was how about the use of denotative and connotative meaning. The data were gathered by performing listening technique, followed by recoding one and analyzed by using matching method which determiner obtained from the outside of the research object, and not from the part of the related language. In this case, the basic technique was determiner sorting technique, followed by descriptive qualitative approach. In the qualitative method, the whole data were analyzed by using interpretation method in the form of description. Interpreting the objects was done in order to obtain the best level of objectivity. In social science, the source of data was language, its sentences. The result of the research showed that there was the use of denotative and connotative meaning in the headlines of Waspada newspaper, Medan.

1   INTRODUCTION

One of the activities in using language for conveying messages or communicating the meaning of those messages is through a newspaper. There language symbols in a newspaper which contain meaning used for conveying information to its readers. Language symbols or the sound marks of that language contain meaning which is used to convey information to readers. Language symbols or the sound marks of that language can be in forms of words, phrases, and clauses which have to be understood by readers in receiving information from the news in a certain newspaper.

Headlines and their contents are inseparable parts of a newspaper. When it is viewed from its practical perspective in receiving some information, the important thing is how to understand the meaning found in the headlines because the objective of conveying information through a newspaper lies on its headlines. A newspaper is the most important source of information for the people. People read newspapers everyday in order to know the current situation. Without newspapers, people will find somewhat difficulties in getting news, knowledge, and current events. Let alone these days

there are a lot of important events on law, economy, corruption, and terrorism. Therefore, without newspapers people will be ignorant about current news and events.

When one begins to read a newspaper, the first he looks at is its headline on its upper part whether the headline is attractive or not. If there is something which attracts his attention and it is probably directly related to his own matters, he will read all of the news; but if he is not interested in the news, he will read only the headline. In this opportunity, the researchers analyzed the use of denotative and connotative in the headlines of Harian Waspada (Waspada Daily Newspaper), Medan, which has not been studied by other people.

Waspada Daily Newspaper was established on January 11, 1974. It was established by M. Said and Ani Idrus. Today, the editor is Prabudi Said. Its office is located on Jalan Letjen Suprapto or Jalan Brigjen Katamso No. 1, Medan. The essence of information conveyed in a newspaper in located on its headline. Therefore, it is highly necessary to understand the meaning. It is not uncommon that after having read the headline of a newspaper, readers are mistaken in responding to it since its title is not in accordance with the content.

The research problem was how about the use of denotative and connotative meaning in the Headlines of Waspada Daily Newspaper. The objective of the research was to describe the use of denotative and connotative meaning in the Headlines of Waspada Daily Newspaper.

2 METHOD

The research data were gathered by using listening method, followed by recording technique. The gathered data were analyzed by using matching method which determiner was obtained from the outside of the research object, and not from the part of the related language. In this case, the basic technique used in the research was determiner sorting technique, followed by descriptive qualitative approach. In the qualitative method, the whole data were analyzed by using interpretation method in the form of description. Understanding the interpretation of the research object was done to obtain the best level of objectivity. In social science, the source of data is language, its sentence.

3 RESULT AND DISCUSSION

3.1 The Use of Denotative Meaning

Datum 1. *Sinabung Keluarkan Awan Panas* (Sinabung Excretes Hot Cloud)
(Waspada, January 13, 2018: A1)
The words in the headline above are a series of words which has denotative meaning since they do not undergo the change in meaning from the original, objective meaning. The word, *Sinabung* is the name of a mount. The word, *keluarkan*/excrete means 'moves from the inside of to the outside' (KBBI, 1988: 413). The word, *awan*/cloud means 'black water vapor floating in the air' (KBBI, 1988:57). The word, *panas*/hot means 'it feels as if it were burned or close to fire' (KBBI : 1988:641). Therefore, it is obvious that the headline above has denotative meaning because it is strengthened by the word, *panas*/hot which is in accordance with its literal or explicit meaning.

Datum 2. *Seorang Polisi Tembak Kepala Sendiri* (A Police Officer Shoots his own Head)
(Waspada, April 19, 2018:A1)
Words in the headline above are a series of words which have denotative meaning since they do not undergo the change in meaning from their original, objective meaning. The word, *seorang*/a person

means 'a person' (KBBI, 1988:629). The word, *polisi*/police means 'a government agency that has a duty to keep public security and order or arrest those who violate against law' (KBBI, 1988:693). The word, *tembak*/shoot means 'release a bullet from a gun' (KBBI, 1988:921). The word, *kepala*/head means 'a part of the body above the shoulders of man and of some animal species in which the brain is located' (KBBI, 1988:420). The word, *sendiri*/self means 'by oneself' (KBBI, 1988:813). Therefore, the headline above has denotative meaning because it is strengthened by the word, *kepala*/head which is in accordance with its literal or explicit meaning.

Datum 3. Kebakaran di Mardingding Empat Rumah Hangus (Fire in Mardingding Four Houses were Burnt)
(Waspada, April 19 2018: B12).
The words in the headline above are a series of words which have denotative meaning since they do not undergo the change in meaning from their original, objective meaning. The word, *kebakaran*/fire means 'the event of something on fire' (KBBI, 1988:70). The phrase, *di Mardinding*/in Mardinding means 'an area in Karo Regency of North Sumatera'. The word *empat*/four means 'name of numeral' (KBBI, 1988:757). The word *hangus*/burnt means 'burnt completely' (KBBI, 1988:296). Therefore, the headline above has denotative meaning because it is strengthened by the word, *hangus/*burnt which is in accordance with its literal or explicit meaning.

Datum 4. Perempuan Indonesia Harus Lanjutkan Perjuangan Kartini (Indonesian Women Have to Continue Kartini's Struggle)
(Waspada, April 22, 2018:A1)
The words in the headline above are a series of words which have denotative meaning since they do not undergo the change in meaning from their original, objective meaning. The word, *perempuan*/woman means 'woman' (KBBI, 1988:670). The word, *Indonesia*/Indonesia means 'name of a country'. The word, *harus*/must means 'obligatory, must (be obliged)' (KBBI, 1988:300). The word, *lanjutkan*/continue means 'to connect or to continue' (KBBI, 1988:496). The word, *perjuangan*/struggle means 'to fight or struggle for something' (KBBI, 1988:367). The word, *Kartini*/Kartini means the name of a person'. Therefore, the headline above has denotative meaning because it is strengthened by the word, *perjuangan/*struggle.

3.2 The Use of Connotative Meaning

Datum 5. Sungai Peurelak *Telan* Korban (The Peurelak River *Swallows* Victims)
        (Waspada, December 31, 2017:A1)
In the headline above there is one word which has connotative meaning, *telan*/ swallow. The word, *telan*/swallow has changed its meaning, and it has been influenced by subjective (not objective) values. The word, *telan*/swallow means 'to put some food into the throat' (KBBI, 1988:917) which is denotative. Therefore, the headline above has connotative meaning since it is strengthened by the word, *telan*/swallow which implicitly means 'to claim victims'.

Datum 6. Media Berperan *Mendongkrak* Pembangunan Daerah (Media Plays Its Role in *Jack up* Regional Development)
        (Waspada, 9 May 9, 2018:A5)
In the headline above there is one word which has connotative meaning, *mendongkrak/*jack up. The word, *mendongkrak*/jack up has changed its meaning and has been influenced by subjective (not objective) values. The word, *mondongkrak*/jack up means 'to support with a jack to lift up an automobile' KBBI, 1988:212) which is denotative. Therefore, the headline above has connotative meaning since it is strengthened by the word, *mendongkrak*/jack up which implicitly means 'to accelerate or accomplish something to finish it soon'.

Datum 7. 5111 Tenaga Honorer Pemkab Bener Meriah *Dirumahkan* (5,111 Part Time Employees of Pemkab Bener Meriah *to Stay Home*)
        (Waspada, December 31, 2017:A1).
In the headline above there is one word which has connotative meaning, *dirumahkan*/asked to stay home). The word, *dirumahkan* has changed its meaning and has been influenced by subjective (not objective) values. The word, *dirumahkan* means 'to ask someone to stay in his house' (KBBI, 1988:758). Therefore, the headline above has connotative meaning since it is strengthened by the word, *dirumahkan* which implicitly means 'laid off'.

Datum 8. Parpol Tetap *Menggoreng* (Political Parties Still *Frying*)
        (Waspada, January 3, 2018:A1).
In the headline above there is one word which has connotative meaning, *menggoreng*/to fry. The word, *memggoreng*/to fry has changed its meaning and has been influenced by subjective (not objective) values.

The word, *menggoreng*/to fry means 'to cook something with oil until dry on a frying pan' (KBBI, 1988:283) which is denotative. Therefore, the headline above has connotative meaning since it is strengthened by the word, *menggoreng* which implicitly means 'to heat up the political atmosphere'.

Datum 9. KPK Cari Informasi Baru Kasus *Suap* Anggota DPRD Sumut (KPK Searches New Information about *Feeding by Hand* of DPRD Sumut Members)
        (Waspada, April 19, 2018: A1).
In the headline above there is one word which has connotative meaning, *suap*/feeding by hand. The word, *suap*/feeding by hand has changed its meaning and has been influenced by subjective (not objective) values. The word, *suap*/feeding by hand means 'rice put into a mouth during eating' (KBBI, 1988:861). Therefore, the headline above has connotative meaning since it is strengthened by the word, *suap* which implicitly means 'bribe'.

Datum 10. Popkot Medan Wadah *Lahirkan* Atlet (Popkot Medan as *Gives Birth to* Athletes)
        (Waspada, May 9, 2018:B5).
In the headline above there is one word which has connotative meaning, *lahirkan*/giving birth. The word, *lahirkan*/giving birth has changed its meaning and has been influenced by subjective (not objective) values. The word, *lahirkan*/giving birth means 'excreting a baby from womb' (KBBI, 1988:486) which is denotative. Therefore, the headline above has connotative meaning since it is strengthened by the word, *lahirkan* which implicitly means 'creating' or yielding'.

Datum 11. Longsor Dan Banjir *Lumpuhkan* Akses Transportasi (Landslide and Flood *Paralyzes* Access to Transportation)
        (Waspada, April 25, 2018: B12)
In the headline above there is one word which has connotative meaning, *lumpuhkan*/to make someone unable to move his body. The word, *lumpuhkan* has changed its meaning and has been influenced by subjective (not objective) values. The word, *lumpuhkan* means 'to weaken and to make the body dysfunctional' (KBBI, 1988:536). Therefore, the headline above has connotative meaning since it is strengthened by the word, *lumpuhkan* which implicitly means 'disturb or hamper'

Datum 12. *Gelapkan* Sepeda Motor Teman Untuk Beli Sabu (*Darkening* Friend's Motor Cycle Buying Narcotics)

(Waspada, March 19, 2018 :A5).

In the headline above there is one word which has connotative meaning, *gelapkan*/(to) darken. The word, *gelapkan*/(to) darken has changed its meaning and has been influenced by subjective (not objective) values. The word, *gelapkan*/(to) darken means 'to make something dark or no light' (KBBI, 1988:262). Therefore, the headline above has connotative meaning since it is strengthened by the word, *gelapkan* which implicitly means 'to embezzle' or steal'.

4 CONCLUSIONS

Based on the result of the analysis, it could be concluded that

a. There was the use of denotative (objective) meaning in the Headlines of Waspada Daily Newspaper;
b. There was the use of connotative meaning in the Headlines of Waspada Daily Newspaper such as the words, *telan, mendongkrak, dirumahkan*, *menggoreng, suap, lahirkan, lumpuhkan*, and *gelapkan*.

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