

CHAPTER 1

INTRODUCTION

This chapter consists of some subchapters, namely background of study, statements of the problems, objectives of the study, significances of the study, and scope and limitation of the study, and definition of the key terms. Those are important to explain because they will describe this study generally.

1.1 Background of the Study

Language is best known term or word for all people around the world. It has important roles in every aspects of human life, especially in the communication world. As human beings, people need to use language to communicate, and express feeling or thoughts to others.

Communication is admitted when the speaker can convey the language to the hearer clearly. But sometimes there are some ambiguous words that uttered and written by speaker or writer. The words make the hearer confused to get the point or understand the speaker means. To avoid the confusion, people must know pragmatics. The problem deals with speaker utterance.

The use of language also can be seen in mass media. Mass media is one of a tool which is used for conveying messages or information to the audiences or reader. One of the mass media types in visual-written messages is printed media. The examples of this type of media are newspaper, magazine, tabloid, radio, and internet.

Among the mass media mentioned above, newspaper is considered as the most popular printed media in the world and more up-to-date in presenting the news to be delivered to the audience than the other media (Rayhan. 2013:02). It used as a means of communication in the form of written text between the writer and the readers. The writers use their experience, thought and worldview to produce a work though expression of a words. While the readers use their knowledge, language, though and worldview to reconstruct and interpret the writer's word into idea and catch the writer's intended messages.

In this study, the writer studies about *Explicature In The Headline News On Jakarta Post*. The writer uses the Jakarta post newspaper to be the source of the data, because the Jakarta post newspaper is one of the famous English mass media which provides information about news in Indonesia and other countries in English language. In addition, the Jakarta post has supported other media such as website, email, fax, and phone number. It makes the news can be read from many countries not only in Indonesia. The Jakarta post newspaper also has important parts that are always issued in every edition; the parts are: headlines, editorial, news article, feature article, and news in specific section (such as: healthy, sports, business, politics, national, and international sections). Related to the description above, the writer has a reason choosing the Jakarta post newspaper as the source of data. It is because Jakarta post has function to provide information to the audiences about daily phenomena. The phenomena which always occur every day can be social, cultural, economic, and healthy. The writer chooses headlines, it is because headlines are the most important part of a newspaper. Headlines also have

function to catch the reader's attention. Headlines must be the first thing to see by the reader who wants to buy and read a newspaper. Besides, headlines which are printed on the front page are considered important by the owner and the people behind the newspaper. Therefore, their functions are not only to make readers to read the news but also to cause a certain effect on the readers.

There are some related studies about explicature. For example, Sulihah (2004), Basori (2005), Munir (2005), Linda Inayati (2009). The studies use mass media as source of data. They also focused on the pragmatic studied on explicature used in the advertisement. Since they only focus on advertisement those studies are surely different from the writer's study. It can be seen because this study tries to look for the types of explicature in Jakarta Post newspaper as source of data.

1.2 Statement of the Research Problem

Based on the background of study above, the statement of the research problem can be formulated as follows:

1. What are the types of explicature found in Jakarta Post?
2. What are the impacts of the dominant appearance of explicature in Jakarta post headlines towards the clearance of the news?

1.3 Objective of the Study

Concerning the problem of study mentioned the objective of study:

1. To explain the types of explicature found in Jakarta Post

2. To explain the impacts of the dominant appearance of explicature in Jakarta post headlines towards the clearance of the news

1.4 Significances of the Study

The significances of this study are to give contributions both theoretically and practically. Theoretically, the results of this study are hoped to give understanding of explicature, especially the types of it. The writer also expects the readers to get further explanation about the use of explicature in sentences.

Practically, the result of this research is expected to give more understanding for writer and readers of the explicature meaning. Beside, this research is hoped to be useful for the journalist, to get more knowledge about how to write headlines.

1.5 Scope and Limitations

The writer applies pragmatic study, focusing on the types of explicature proposed by Sperber and Wilson (2013). The limitation of this study is the words which are identified as explicature in Jakarta Post newspaper on October-November, 2015 edition. The data are chosen based on the theory of explicature.