

## A STYLISTIC ANALYSIS OF TRAVEL NEWS ABOUT INDONESIA AT CNN WEBSITE

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### ABSTRACT

This research discovered some stylistic features of travel news about Indonesia at the CNN website and grouped them into: graphological levels, syntactic levels, and semantic levels. Graphological levels are about the physical appearance of the news and punctuation. The news had the same pattern of physical appearance. The punctuation employed in this news included quotation marks, em dashes, colon, apostrophe, hyphens, and parentheses. Syntactic levels are about sentence types. The most common sentence types were simple sentences and complex sentences. Semantic levels talk about rhetorical devices. The news had some rhetorical devices, such as parenthesis, simile, metaphor, litotes, personification, metaphor, synecdoche, metonymy, and onomatopoeia.

**Keywords:** *stylistic features, travel news, CNN website*

### INTRODUCTION

People's life cannot be separated from mass media (Suci, 2004). It is human nature to be curious about what is happening in the world or around them. News is exactly what the media provides to fulfill human curiosity. By reading online news in their gadget, people may be well-informed about what is going on around them immediately.

There are plenty of web-based mass media and CNN is one of them. Based on Cable News Network website (2021), CNN Digital is the world leader in online news and information and seeks to inform, engage and empower the world. CNN's digital platforms deliver news from almost 4,000 journalists in every corner of the globe. The writer chose CNN by some considerations. As of August 2020, CNN was ranked in the top 5 "Most popular news websites in the United States by unique monthly visitors". The CNN (edition.cnn.com) website was in 4<sup>th</sup> place with 95 million unique monthly visitors (Waston, 2020).

Indonesia is a beautiful country with a lot of wonderful destinations and tourist

attractions. Rachel (2016) along the same line states that many people refer to Indonesia as "Wonderful Indonesia," since it has the world's second biggest tropical forests, several clean beaches with excellent diving and surfing sites, incredible climbs to active volcanoes and animals.

Writing news in English about Indonesia with the travel topic will be very rewarding to make tourism in Indonesia more famous internationally. In Indonesia, there are already some news websites written in English. In writing a news article, the journalist might be confused in creating sentences or even find difficulties in finding the news topic. The writer intended to analyze the news that already goes international, because it used English for audience around the world. As a result, the writer hopes that the result of the analysis from the international news could be a learning supplement for the journalist or news writer.

The current research was to analyze stylistic features of travel news about Indonesia at the CNN website. The stylistic features in the analysis were in the following

categories: graphological levels, syntactic levels, and semantic levels.

## **REVIEW OF RELATED LITERATURE**

### **The Components of a News Story**

News story texts are structured into four parts that serve different purposes. The four parts are the headline, the byline, the lead, and the news story proper, or body copy.

#### **The headline**

The headline is meant to attract the attention of the reader and announce what the story is about. It serves the important purpose of attracting readers' attention and providing them with a sense of the news story's content and tone, allowing them to judge whether it is worth reading. The headline must be engaging and interesting while also being informative. Therefore, in journalism writing headlines is considered one of the most creative aspects.

#### **The byline**

The byline is considered to be the easiest part of a news article as it is presented in a predetermined format. The information in this section is to inform the readers about who has written the article. Usually, the information includes the name of the author and their job role or affiliation.

#### **The lead**

The lead is an introduction in the first paragraph. It summarizes the story by highlighting the most relevant details. After reading the headline and looking at the photo and caption, the lead is the next thing that readers will read when they are drawn to an article. The purpose is to offer readers a feel for what the piece is about right away and entice them to read on. Leads are usually one paragraph long, consist of a single sentence, and contain no more than 25 words. A second sentence can be used if the story cannot be stated in so few words, but the notion is that succinct leads have a stronger effect and are easier to understand.

#### **The News Story Proper**

The paragraphs after the lead is the news story that builds upon the points made in the lead. After the lead, the first few paragraphs,

especially the first five, must keep the reader interested in the story. Thus, they must offer the facts as well as any details that require explanation or inquiries from the reader. The lead is usually expanded upon in the second and third paragraphs. The information provided is intended to explain why the reported occurrence is significant to the reader. Finally, the story concludes with a group of paragraphs that include non-essential material that can be easily removed from the bottom up, leaving the remaining paragraphs to function as a coherent and cohesive report.

### **Stylistic Analysis of the News**

Typically, the stylistic analysis focuses qualitatively or quantitatively on the phonological, lexical, grammatical, semantic, pragmatic or discourse features of texts, on the cognitive aspects of the reader's processing of those characteristics, and on various combinations of these characteristics. While some stylistic approaches primarily have an interest in the text producer, for example, examining the style of a specific author, others concentrate more on the text itself (widely understood to include all kinds of discourse) and still others devote their attention to the reader and the role played by readers in meaning construction (Nørgaard, Montoro, & Busse, 2010).

Mgeni (2017) mentions that there are four features of newspaper reporting, including graphological feature, syntactic features, lexical features, and semantic features. Due to the lack of time, the analysis in this research only functions on three features. The first features focus on some graphological features used in the analyzed news. The second feature sheds light on syntactic features, looking at the sentence type of the news. The last features focus at the semantic features, looking at the use of figurative language (rhetorical devices). The detailed explanation of the features as follows.

#### **Graphological features**

Through graphological features, a stylistician can give and explore descriptions of the physical appearance of the text. To analyze the graphological features of the news in this research, it includes: (a) punctuation,

capitalization, underlining and paragraphing, (b) the use of italics and bolding, and (c) the use of abbreviations.

### **Syntactic features**

Syntactic features concern the arrangement of phrases, clauses, and sentences. In syntactic features, the writer analyzed the sentence types. A sentence is a complete set of words that conveys meaning. A sentence can communicate a statement, a command, an exclamation, or a question. It is composed of one or more clauses. A clause contains a subject and verb (Andersen, 2014).

### **Semantic features**

In the semantic feature, the use of rhetorical devices (figures of speech) is analyzed in this research. Rhetorical devices as cited from ego4u.com (2015) include: alliteration, allusion, anaphora, antithesis, hyperbole, hypophora, litotes, metaphor, metonymy, onomatopoeia, parallelism, parenthesis, personification, repetition, rhetorical question, simile, synecdoche, and understatement.

### **Review of Previous Research**

The first research is entitled *The Stylistic Analysis of Indonesian Online News in the Five Websites*. This research was conducted by Ayendi et al (2019). This research aimed to analyze the language habits or styles and writing patterns of online news from the top five websites – detik.com, tribunes.com, kompas.com, antara.com, and liputan6.com. The researchers examined all features such as graphology, the lexica-semantic and syntactic features of those top five websites. The results of this research are that the styles used by five online websites are different to achieve each own common goal, to negotiate meanings of the reporters and websites' intentions. The style analysis done can explore and describe the physical appearance of online news content, as well as determine the impacts of different sentence forms in the news.

The second research is by Khan et al (2016). The title is *A Stylistic Analysis of "The Rime of the Ancient Mariner"*. The purpose of this analysis was to show how subjective judgments or individual opinions about literary

works can be brought to a common objective testing ground from where everyone can trace them and access them. The result of this research shows some linguistic levels with its effect or purpose: the lexical level, the semantic level, the graphological level, the typographical level, and phono-lexical level.

The next research is the one conducted by Ismawati and Widayanti (2019). This research is Stylistics Analysis on Literature Learning Material of Bahasa Indonesia Curriculum 2016 SMA-MA-SMK. The method used in this study was descriptive by referring to the stylistics study. The poems analyzed in this research used single and complex sentences. They also used rhetorical sentences, parallelism, repetition, metaphor, and climax. The poems used common daily vocabularies; however, they had special meaning when they were used in the poems.

## **RESEARCH METHODOLOGY**

### **Research Design**

The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. In this research, the design of the research was a case study. According to Creswell in Duff (2008), a case study is an exploration of a "bounded system" or a case (or multiple cases) over time through detailed, in-depth data collection involving multiple sources of information rich in context.

## **FINDINGS AND DISCUSSION**

### **Findings**

#### **Graphological Features in the Travel News**

The analysis results of graphological features were about the font type, font size, paragraph, punctuation, capitalization, underlining, italic, bolding and abbreviations. Font type, font size, and paragraphing all follow the same pattern throughout the four selected news.

#### *Font*

The font for the headline is Battersea Slab, 34pt. The headline is written in sentence case, rather than capitalizing each word. Then, directly under the headline, there's a byline with the reporter's name and the news's

publication date. It's written in Helvetica, 9pt, with a grey font color.

The font for the subheading is Batterssea Slab, however it is smaller than the headline, at 16pt. Meanwhile, the body news is written in 11.5pt Helvetica. Paragraphs are not indented for paragraphing. A paragraph is made up of one or more sentences. Double spaces are used between paragraphs. The headlines are written in a left-justified style.

#### *Underlining*

There were some underlined words found in the selected news. The underlined words were a link to an article regarding the words that were underlined.

#### *Bold*

In the travel news, the authors only use bold letters for the subheading.

#### *Abbreviation*

There were four abbreviations discovered in the selected news. They were UK, UNESCO, ASEAN, and CNN.

#### *Colon*

The authors utilized colon in a headline and some subheading.

#### *Apostrophe*

The authors used apostrophe in two ways, to create possessive nouns and to combine words into contractions.

#### *Quotation mark*

In this news, quotation marks were used not only for direct speech but also used on words special terms or important points.

#### *Em dash*

Em dash is a relatively artistic punctuation mark, used to indicate a pause in a sentence. The authors used a pair of em dashes to draw special attention to parenthetical information.

#### *Hyphen*

There were plenty of hyphens found in the selected news. The authors often used a hyphen to function the words together.

#### *Parentheses*

The authors use parentheses to provide extra information. It can be seen below.

#### **Sentence Types Found in the Travel News**

According to the analysis of the selected news, the writer found the following types of sentences: simple sentences, compound sentences, complex sentences, and compound-complex sentences. Some examples of the sentences are provided below:

#### *Simple sentences*

The following examples are from "Bali's Kuta Beach cleared of tons of plastic waste".

- a) *The official blamed the problem on garbage mismanagement.*
- b) *Plastic pollution is a serious issue in Indonesia.*

#### *Compound sentences*

The following examples are from "The news title: Labuan Bajo and beyond: Exploring the beauty of Indonesia's dragon archipelago".

- a) *The name "Labuan Bajo" means "Place Where the Sea Gypsies Stop Over", but the town is more than just a stopping place to book a cruise or stock up on pearls and abalone shells.*
- b) *Each August, the local Lio people descend to the lakeside to leave offerings to their ancestors and honor them with dance.*

#### *Complex sentences*

The following examples are from "Labuan Bajo and beyond: Exploring the beauty of Indonesia's dragon archipelago".

- a) *It's where travelers will find Komodo Airport, which opened a new, modern terminal in 2015.*
- b) *More than twice the size of Bali, this long, slender island is a place where rich tribal cultures occupy lush volcanic landscapes.*

#### *Compound-complex sentences*

The following examples are from "Macaque monkeys at a Bali temple can spot expensive items to steal and ransom for food".

- a) *It found adult wild long-tailed macaque monkeys were intelligent enough to comprehend which items*

had the highest value to the visitors, such as an electronic item, and would only release it after receiving food they perceived to be of corresponding value.

- b) The adult monkeys accumulated "several food rewards before returning the token" where the item was of high value, and were "more likely" to accept a "less preferred food reward" in exchange for a lower value item, the study said.

### Rhetorical devices in the Travel News

After the analysis of the data was completed, it was found that the authors used rhetorical devices. Some examples of the rhetorical devices found in the analysis are listed below.

#### Litotes

- I didn't have a pile of money to invest.  
(From: Woman buys traditional house for \$8,000, ships it across Indonesia to create Bali dream home)

#### Metaphor

- For travelers with time on their hands, it's worth exploring further afield in Flores.  
(From: Labuan Bajo and beyond: Exploring the beauty of Indonesia's dragon archipelago)

#### Metonymy

- Around the middle of the day, when light floods through the hillside...  
(From: Labuan Bajo and beyond: Exploring the beauty of Indonesia's dragon archipelago)

#### Onomatopoeia

- The rain fell, the leaves dripped, the birds called, civets screeched and nothing much else happened, except for one night when a hunter took shelter from the rain and gave me a bit of a fright.  
(From: The news title: Woman buys traditional house for \$8,000, ships it across Indonesia to create Bali dream home)

#### Parenthesis

- Komodo dragons, earth's largest lizard, skulk in the scrubby forests of Komodo and Rinca.

(From: Labuan Bajo and beyond: Exploring the beauty of Indonesia's dragon archipelago)

#### Personification

- Bali first captured Kayti Denham's heart when she came to the Indonesian island for her honeymoon in the 1980s.

(From: Woman buys traditional house for \$8,000, ships it across Indonesia to create Bali dream home)

#### Simile

- Around the middle of the day, when light floods through the hillside...

(From: Labuan Bajo and beyond: Exploring the beauty of Indonesia's dragon archipelago)

#### Synecdoche

- ... but Javanese locals are less enthralled with maintaining the old structures, and are happy to sell them wall-by-wall.

(From: Woman buys traditional house for \$8,000, ships it across Indonesia to create Bali dream home)

### Discussions

In this research, the writer analyzed news from CNN website with the specific topic, which was travel news about Indonesia. Travel news can be categorized into soft news. This is supported by Busà (2014) who mentioned that soft news has a focus on 'human interest' and generally concerns life-changing events, less immediate, such as entertainment, celebrities, travel, sports, and lifestyle.

The graphological features deal with physical appearance and the use of punctuation. The finding shows that the headline at the travel news from CNN website used font named CNN Travel and the font size was 34pt. CNN has their own font type for their website, as well as for the travel news. They had a font named CNN Travel. This finding is different from the five online websites analyzed by Ayendi, Chan and Bahrizal (2019). The font usually used in those websites are Calibri, Helvetica, Times New Romans, and Arial with some usual letter sizes of 22.5, 31.5,

and 37.5. On the other hand, for the paragraphing, the finding is similar like what Ayendi, Chan and Bahrizal (2019) found that the online news generally has a short paragraph consisting of one simple sentence or a complex sentence with one or two dependent clauses. *The* purpose of having a short paragraph like that (instead of a long paragraph like in an essay) is to make it easier for readers to follow and understand the content of the news since it has to get directly to the point when it is read on smartphones or laptops. Moreover, the authors from travel news at the CNN website have their own style guide and style in using punctuation.

The sentence types found were simple, complex, compound, and compound-complex sentences. Mostly the authors used simple and complex *sentences*. Even though the sentences were written in simple sentences, it was written in long sentences. They provide detailed information for the readers. Andersen (2014) states that complex, compound, and compound-complex sentences can serve the same functions, to combine similar idea, to compare or contrast ideas, to convey cause and effect or chain of events, or to elaborate on a claim or extend reasoning. Since those sentences share similar functions, it can be noted that the authors' choice of sentence type depends on their creativity or style in writing sentences.

The last stylistic devices that the writer analyzed were rhetorical devices. The authors employed some rhetorical devices in their news, including parenthesis, metonymy, simile, metaphor, personification, metaphor, litotes, synecdoche, and onomatopoeia. As stated by Busà (2014), an author must offer the facts as well as any details that require explanation or inquiries from the readers. Parenthesis was commonly employed in the findings. The authors use commas or dashes to interrupt sentences when they would like to give additional information or explanations. The authors also utilize other figurative language, such as metonymy, simile, metaphor, personification, metaphor, litotes, synecdoche, and onomatopoeia in the third and fourth news. The authors use rhetorical devices in order to achieve more attention from the readers. As stated in the ego4u.com

(2015), rhetorical devices make speeches, articles, etc. more interesting and lively, and can help get and keep the audiences' attention.

## CONCLUSION

This research has analyzed some stylistic features of travel news about Indonesia at the CNN website. Overall, it was discovered that authors write the news with the same pattern of physical appearance. Meanwhile, each author has a different style in using some punctuation. The punctuations used by the author are quotation marks, em dashes, colon, apostrophe, hyphens, and parentheses.

The writer discovered that simple sentences, compound sentences, complex sentences, and compound-complex sentences were all utilized in the news. The most common sentence types were simple sentences and complex sentences, such as in the first and second news. Even though some sentences were simple sentences, they were written in long sentences in order to provide more detailed and thorough information.

The news had some rhetorical devices, especially in the third and fourth news. Parenthesis was commonly employed in the first and second news. Meanwhile, in the third and fourth news, the authors utilized a variety of rhetorical devices, such as parenthesis, metonymy, simile, metaphor, personification, metaphor, litotes, synecdoche, and onomatopoeia.

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