

## SYNTAX ANALYSIS ON THE NEWS TITLE OF CYBER MEDIA ON DETIK TWITTER ACCOUNT (@DETIKCOM)

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### Abstrak

Penelitian ini berkaitan dengan penggunaan media siber sintaksis. Dalam hal ini, peneliti telah melakukan penelitian tentang berita utama di akun Twitter @detikcom. Akun Twitter @detikcom adalah akun resmi dari situs www.detik.com. Penelitian ini bertujuan untuk menjelaskan jenis-jenis kalimat dan mengkategorikan jenis-jenis kata dalam akun Twitter@detikcom timeline. Dalam penelitian ini, peneliti menggunakan metode deskriptif kualitatif. Hasil dianalisis menggunakan pendekatan sintaksis. Dalam pengumpulan data, peneliti menggunakan penelitian bahasa sinkron dengan mengamati fenomena bahasa pada waktu tertentu. Hasil penelitian menunjukkan bahwa ada empat jenis kalimat di akun Twitter@detikcom berdasarkan struktur sintaksis, yaitu 93 kalimat lengkap, 7 kalimat lengkap, 4 kalimat ambigu dan 13 kalimat ellipsis. Berkaitan dengan 13 kategori jenis kata yang diusulkan oleh Harimurti Kridalaksana, peneliti menemukan 5 kategori yaitu kata benda, kata kerja, kata depan, kata sifat dan kata keterangan.

**Kata Kunci:** sintaksis, berita utama, twitter

### Abstract

*This research related to the use of syntactic cyber media. In this case, the researcher conducted research about the headline news at the Twitter account @detikcom. Twitter account @detikcom is an official account from the site www.detik.com. The research was aimed at describing the types of sentences and categorizing parts of speech in the Twitter account @detikcom timeline. In this research, the researcher used qualitative descriptive method. The result was analyzed by using the syntactic approach. In collecting the data, the researcher used the synchronous language research by observing the phenomenon of a language at a certain time. The results of the research showed that there were four types of sentences at the Twitter account @detikcom based on the syntactical structure, namely; 93 complete sentences, 7 incomplete sentences, 4 ambiguous sentences and 13 ellipsis sentences. Relating to the 13 categories of parts of speech proposed by Harimurti Kridalaksana, the researcher found 5 categories, they are; noun, verb, preposition, adjective, and adverb.*

**Keywords:** syntactic, headline news, twitter.

### INTRODUCTION

Language is one of the media that can be used by human to communicate by conveying message, goal, intention, idea, information and so on, both in oral

and written. This accords to the Kridalaksana's notion which states that language is a signal system sound that is agreed to be used by members of certain group in cooperating, communicating

and identifying oneself (Kridalaksana, 2007: 3).

Kridalaksana also added that there are varieties in Indonesian which have their own characteristic; one of them is the variety of Indonesian journalistic. Indonesian journalistic can be interpreted as a language that is used by journalist in the process of reporting, it starts from searching, processing, publishing, airing or broadcasting (Kridalaksana, 2007). Sumadiria defines the variety of Indonesian journalistic as a language that is used by journalist, editor, or manager of mass media in compiling and presenting, publishing, broadcasting and showing the news and report or the true event, actual, essential or interesting in order to be easily understood its content and significance (Sumadiria, 2006: 7).

In its development, the language of journalism is no longer only used in printed and electronic media. In line with technological developments, cyber media becomes the third generation of mass media afterwards. News that was previously only accessible through newspapers, television and radio, it has now evolved into a virtual form. Nowadays, the society can access those through the Internet network, which is provided on website or application wherever and whenever, through their devices, such as cell phone, tablet, laptop, or smart TV. Cyber media usually contains text, images or photos, sound (audio), moving images (videos), and including streaming service.

In the third of Technographic survey which conducted by the Faculty of Communication of Paramadina University to 363 journalists from Sumatra, Java, Kalimantan, Bali, Nusa Tenggara, Ambon, and Papua in 2013, showed that 47% of Indonesian journalists contributed actively to cyber media. One website that is generally

used by journalists in news production is *Twitter*.

*Twitter* is an online social network and microblog service that allows its users to send and read text-based messages of up to 140 characters, known as *tweet*. *Twitter* was founded in March 2006 by Jack Dorsey and launched in July. The first message sent by Dorsey was '*just setting up my twttr.*'

Mulyadi in the book of *Twitter for Commonalty* states that *Twitter* is a microblogging site and social networking website that provides facilities for its users to send a text message with a maximum length of 140 characters via SMS, instant text sender, or electronic mail. The term of *Twitter* is literally called tweet which means 'peep'. *Twitter* is commonly used as a means of disseminating information to everyone, whether known or not, for any purpose (Mulyadi, 2012: 1-2).

In Indonesia, *Twitter* began to be actively used in 2008. Based on the result of the survey of the estimated number of *Twitter* users on the site *semioCast.com* and *aworldoftweet.com* in February 2012, the number of *Twitter* account users in Indonesia amounted to around 19.5 million people. This number is the fifth rank in the world of most *Twitter* users after the United States, Brazil, Japan and the United Kingdom.

The rapid development of *Twitter* in the world and in Indonesia was finally utilized by several media companies, especially journalists, in delivering their news. As of November 2013, the CNN (@CNN) news account was ranked 58th with the highest number of followers (9.8 million). Meanwhile in Indonesia, the Detikcom news account (@detikcom) was in 4th place with more than 7 million followers. This number will continue to grow along with the increasing number of Indonesian people who use *Twitter*.

@Detikcom *Twitter* account is an official account from the site; www.detik.com, which contains news and articles. This portal is quite popular in Indonesia because it always puts the latest news (breaking news). Since August 3, 2011, Detikcom has been part of PT. Trans Corporation, a subsidiary of CT Corp.

As previously explained, each tweet has a maximum of 140 characters. Therefore, the news displayed on the @detikcom account is only limited to the news title and link. If the reader wants to read the news in its entirety, the reader must open the link included in the news title. The link will be directed to the site www.detik.com or other sites that are still included in the *detikcom* such as; detikNews, detikFinance, detikHot, detiki-Net, detikSport, detikOto, detikFood, detikHealth, Wolipop, and detikTV.

The limited number of characters often causes the writing of news titles made by journalists with incomplete, ambiguous structures, or parts in the sentence experiencing lapses. This will affect the accuracy of the information captured by the reader. Based on these problems, researchers are interested in looking at the types of sentences that appear and which categories fill every base on the @detikcom *Twitter* account.

Research focus on the types of sentences on @detikcom *Twitter* cyber media is a study in the scope of syntax. This study will examine any type of sentence that appears based on the clausal structure and categories of base filler in its grammatical function. Data retrieval is limited from 1 to 15 April 2014 randomly. The number of data studied was 100 tweets.

## **THEORITICAL FRAMEWORK**

### **Syntax**

The word syntax comes from Greek, which *sun* means 'together' and *tattein* means 'sequence'. Based on this, etymologically the term syntax has the meaning of putting together words into groups of words or sentences. Syntax is related to grammar which focuses on the formation of words in a sentence. Ahmad explains that syntax discusses the relationship between words and larger units, forming a construction called sentence (Achmad, 2002). While Chaer describes syntax is the study of the relationship of words to words in forming units greater, namely phrases, clauses, and sentences (Chaer, 2009: 8-9). Both of the above theories are also supported by Ba'dudu (2005: 44) which states that syntax is a study of the relationship of words or syntactic units that are larger in sentences. In other words syntax is the study of sentence structure.

In conducting sentence type analysis based on syntactic structure, one of the things that is the priority of researchers is the syntactic function. Syntactic functions in a sentence can be returned to clause forming parts, because clause is the basic grammatical unit forming the sentence. The clause essence is the subject and predicate. In addition there are also other clauses forming elements, namely objects, adverb, and complementary.

Kridalaksana describes the syntactic function is the typical status of the clause components that are formed because of the relationship of function between these components (Kridalaksana, 2007: 129). The syntactic functions include:

1. The Subject is a function that marks what is stated by the speaker.
2. The Predicate is a function that marks what the speaker stated about the subject.

3. Object and Complement are functions that complement the predicate function. The difference between an object function and a complementary function is that the function of an object can turn into a subject due to passive sentences, while the complementary function cannot.
4. The Adverb is a function that functions to expand the sentence. This function is characterized by its ability to move places.

Kridalaksana's statement is also supported by Keraf (1991) and Alwi and others (Alwi, Dardjowidjojo, Lapoliwa, & Moeliono, 2003) who share the syntactic function into subject, predicate, object, complement, and adverb. However, the whole function does not have to appear in the formation of a sentence, because the conditions to form clause and complete sentence is the existence of a subject and predicate. Therefore, the subject and predicate pattern will determine the clause pattern in the sentence.

### News Title

The news title is essentially the same as the titles of essays or other writings, has its own provisions that are in accordance with the context as a form of journalistic variety, strictly must limit themselves to the facts in the news or in the story. Thus everything that is opinion, comment or reason, must be removed from the news title.

A good news title will attract the reader's attention. Because of that, there might be two stories that are similiar, but the titles used by journalists are different. A title can also contain an important sentence in the news, so that readers can already imagine the contents of the news just from looking at the news headline. Besides the characteristics of the news

headline above, there are also news that use appropriate titles. The following are some characteristics of good news titles, including:

1. Relevant, it means that the headline must be related to the theme, or there is a connection with some important parts of the theme.
2. Provocative, it means the title must be interesting, so that it raises the curiosity of the reader.
3. Brief, it means the title must be cocise, and it's not using too many words.

Making news headlines in newspapers has to fulfill the three main characteristics above. Due to this fixation on the 'relevant, provocative, and brief, journalists often forget 'accurate' features. What happens when the title is inaccurate, both in punctuation marks and in the syntax? This will cause misinterpretation or ambiguity in the eyes of the reader. For example in the title *'Foster Child Speaks about Divorce of Venna and Ivan in Court'*

### RESEARCH METHOD

The method used in this study is a descriptive qualitative research method supported by simple statistical aids. Descriptive research is a research method that tries to describe and interpret object according to what it is. This research was conducted with the main objective, which is to systematically describe the facts and characteristics of objects or subjects that are precisely examined (Sukardi, 2007: 157). This descriptive qualitative approach has a certain view that all things in the form of a sign system is nothing to be underestimated, all of which are important, and all of which have influence and relation to others (Semi, 2012: 31).

In collecting data, researcher uses synchronic language research methods. It refers to the theory proposed by Mahsun in his book entitled Language Research Methods (Mahsun, 2006: 83). He divides language research into two methods, namely research in synchronous and diachronic. Synchronous language research is language research conducted by observing the phenomenon of a language in a certain period of time.

### Procedure of Collecting Data

Data collection is done through several processes. First, the researcher determined the research data sources, namely *tweet* on the @detikcom *Twitter* account. Second, the researcher collects data by reading and duplicating the contents of the *tweet* during the specified time period. Third, the duplicate results are classified and then analyzed into two parts, namely the analysis of sentence types based on the clausal structure and the analysis of word class each function in the sentence.

### Data Analysis

The data in this study were analyzed qualitatively. The steps taken are as follows:

1. Data collection.  
Data in the form of *tweets* that are accessed using a gadget (device) in the form of a laptop (portable computer) and cell phone connected to the Internet. The collected *tweet* is the news title of the account @detikcom on the *Twitter*. One news title on the account is limited to 140 characters. The data is collected within a certain time period.
2. Data appearance.  
After data collection, *tweets* are displayed in the order of time. In one day, the @detikcom *Twitter* account produced dozens of news stories.

3. Data classification.  
Data classification is done using a syntactic approach. Data in the form of *tweets* are classified based on the type of sentence and filler of word class.
4. Analysis of data.  
Data analysis is done descriptively. Data classified into types of sentences are analyzed to determine the type of complete sentence or incomplete sentence. Then the researcher analyzes the filler of word class of each sentence.
5. Drawing conclusions.  
The final process in data analysis is drawing conclusions. Based on the data that has been analyzed, the researcher concludes how many sentences in the headline that are incomplete structured and what types of word classes are used by journalists on the @detikcom *Twitter* account.

## RESULT AND DISCUSSION

The following section describes the results of the research conducted by the researcher. In the following discussion not all data is discussed and dedicated by the researcher. Only half of the data can represent the entire data available. The following is the discussion,

Entering Election Silence, NasDem  
**P AdvT S**  
Removes Campaign Attribute in  
**P O**  
Yogyakarta.  
**AdvP**

The sentence above is a complete clause with syntax pattern; Predicate+Adverb+Subject+Predicate+Object+Adverb. The function of first predicate is filled by verb 'enter' which the suffix is (-ing). The function of the first adverb of time is filled with noun phrase 'election silence'. The subject

function is filled by noun ‘*NasDem*’ and if it is found out, a word ‘party’ comes after it. The function of second predicate is filled with verb ‘*remove*’. The object function is filled by noun phrase ‘*campaign attribute*’. The adverb of place function is filled by preposition ‘*in*’.

Ahead of April 9, PDIP Asks the

**P      AdvT      S      P**  
Government to Increase Security.  
**O                      P              O**

The sentence above is a complete clause with syntax pattern; Predicat+Adverb of Time+Subjetc+Predicate+Object+Predicate+Object. Based on its structure, the first predicate function is filled by verb ‘*Ahead*’. The adverb of time function is filled by noun ‘*April 9*’. The subject function is filled by noun ‘*PDIP*’. The second predicate function is filled by verb ‘*ask*’. The first object function is filled by noun ‘*government*’. The third predicate function is filled by verb ‘*increase*’. The second object function is filled by noun ‘*security*’.

Voter With KTP is Served 1 Hour Before

**S                      P              AdvT**  
TPS is Close.

The sentence above is a complete clause with syntax pattern; Subject+Predicate+Adverb of Time. The subject function is filled with noun ‘*voter*’. The predicate function is filled with passive verb form ‘*is served*’. The adverb of time function is marked with adverbial phrase ‘*before*’. The sentence above is ambiguous sentence because the subject is unclear; what kind of voter it is meant to.

The Journey of ‘Pak Lurah’ Jokowi Goes

**S                      P**  
to White House is Still Long.  
**O              AdvT**

The sentence above is a complete clause with syntax pattern; Subject+Prediacte+Object+Adverb of Time. The subject function is filled by noun phrase ‘*The journye of*’. The predicate function is filled by verb ‘*go*’. The object function is filled by noun ‘*White House*’. The adverb of time function is filled by adverbial ‘*long*’. This sentence is an ambiguous sentence because there is phrase ‘*Pak Lurah*, because *Jokowi* is not a headman, but The former Mayor of Solo, who now serves as the Governor of DKI Jakarta and at the same time as a Presidential Candidate from PDIP. Even if it is looked at the news in full on the link, there is indeed a match for the title and content of the news, because it turns out the term *Pak Lurah* is a call given by *Try Sutrisno* to *Jokowi*, but it will be ambiguous if the reader only concludes a story from the title.

Exchanged Ballots, Counting at SBY

**Adv                      P**  
Polling Station was Delayed  
**AdvP                      P**

Jika dilihat dari pola sintaksisnya, kalimat di atas merupakan klausa tidak lengkap karena tidak memiliki subjek di dalamnya. Pola sintaksis kalimat di atas adalah Keterangan+Predikat+Keterangan+Predikat. Fungsi keterangan pertama diisi oleh frase preposional yang lesap di depan kata *ada*, yaitu *karena*. Fungsi predikat diisi oleh nomina *perhitungan*. Fungsi keterangan tempat diisi oleh preposisi *di*. Fungsi predikat kedua diisi oleh verba frase verba pasif dengan induk *tertunda*.

If it is seen from its syntax pattern, this sentence is an incomplete clause because it does not have subject. The syntax pattern in this sentence is Adverb+Predicate+Adverb of Place+Predicate. The first adverb function is filled by prepositional phrase which it is meant to 'Because of Exchanged Ballots'. The predicate function is filled with noun 'counting'. The adverb of place function is filled by preposition 'at'. The second predicate function is filled by passive verb phrase 'was delayed'.

Based on the explanation of the results of the above research, the researcher grouped the data into complete structured sentences, incomplete structured sentences, ambiguous sentences, sentences containing ellipsis words. As for in detail, grouping these sentences can be seen from the table below:

Tabel 1 Types of Sentences that Appear in Tweets @detikcom

| Type of Sentence | Complete | Incomplete | Ambiguous | Ellipsis |
|------------------|----------|------------|-----------|----------|
| Total            | 93       | 7          | 4         | 13       |

Based on the table above, it can be seen that complete sentences dominate the types of sentences in the news title on the @detikcom Twitter account. A total of 93 sentences are sentences that have complete clauses based on their syntactic patterns. As for complete clauses sentences can be seen from the existence of two main elements in a sentence, namely subject and predicate. Thus sentences that do not fulfill the two elements are incomplete sentences. Incomplete sentences based on the clause structure are in the following table:

Table 2 Incomplete Sentences

| Number | Number of Tweet | Sentences   | Missing element |
|--------|-----------------|---|-----------------|
| 1.     | 10              | The Site cannot be accessed, This is KPU's Explanation  | Predicate       |
| 2.     | 24              | Proper Exploitation of President Candidate and Rhoma Issue makes BKB Speed Up                   | Subject         |
| 3.     | 25              | After Voting Break, Traffic from Depok to Jakarta is Back to Normal                             | Subject         |
| 4.     | 31              | Provided with Train, The New Majalengka Airport Also can be Landed by A380                      | Subject         |
| 5.     | 40              | Joining Thief's Plotter, Mapul is Brought to Court  | Subject         |
| 6.     | 95              | The Election Supervisory Board of West Java is Pressed to Reveal Cheating of Election to Public | Subject         |
| 7.     | 100             | Addicted to Clim Semeru Mountain Because of '5cm' Film.   | Subject         |

The incomplete sentences above are dominated by sentences that have no subject. It usually happens on the news title because its object is more dominant than its subject. For example at the title 'The Election Supervisory Board of West Java is Pressed to Reveal Cheating of Election to Public'. In this sentence, role of The Election Supervisory Board of West Java is more emphasized than the people who urges it. (Subject)

In this study, researcher also found ambiguous sentences. The ambiguity of sentences can be caused by word slippage or excessive emphasis on news titles with the aim of attracting readers to read the news in full through the links in each *tweet* on the @detikcom *Twitter* account. For example the sentences in the table below:

Table 3 Ambiguous Sentences

| Num-ber | Num-ber of Tweet | Ambi-guous Sentence  | Unambi-guous Sentence   |
|---------|------------------|--|---|
| 1       | 8                | Voter With KTP is Served 1 Hour Before TPS is Close                    | Additional Voter with KTP is Served for Hour Before TPS is close                                |
| 2       | 9                | Foreign Media Highlight s the Inapprori tae Result of the Jokowi Party | Foreign Media Highlights the Result of the Jokowi's Companion Party that Doesn't Fit Prediction |
| 3       | 18               | The Journey of 'Pak Lurah' Jokowi Goes to White House is Still Long.   | The Long Journey of Jokowi to White House   |

|   |    |   |   |
|---|----|---|---|
| 4 | 31 | Provided with Train, The New Majaleng ka Airport Also can be Landed by A380 | The New Majalengka Airport is Designed to have Train Facility, Also can be Landed by A380 |
|---|----|---|---|

Ambiguous news headlines are often found in news titles on cyber media. As for the journalistic language characteristic that causes ambiguous headlines is the writing of more lively and interesting titles and frugal use of language, causing a lot of ellipsis words. Especially on *Twitter* accounts whose characters in each tweet are only limited to 140 characters. Apart from the two reasons above, journalists should still pay attention to the headline of the news so that it does not cause ambiguity for the readers.

In addition to incomplete sentences and ambiguous sentences, there are also a number of sentences that contain ellipsis words in it. Ellipsis mostly often appears in the predicate function which is filled with verbs that ommit affixes, both prefixes and suffixes. Elipsis also happens in several part of the sentence, as in the table below:

Tabel 4 The Ommited Sentences

| Num-ber | Num-ber of Tweet | Sentence   | Ommited Part |
|---------|------------------|--|--------------|
| 1       | 5                | Entering Election Silence, NasDem Removes Campaign Attribute in Yogyakarta a | Party        |

|   |    |   |            |  |  |  |            |
|---|----|---|------------|--|--|--|------------|
| 2 | 6  | Ahead of April 9, PDIP Asks the Government to Increase Security       | To         |  |  |  |            |
| 3 | 8  | Voter With KTP is Served 1 Hour Before TPS is Close                   | Additional |  |  | Exchange d Ballots in 6 Provinces                                  |            |
| 4 | 9  | Foreign Media Highlights the Inappropriate Result of the Jokowi Party | Companion  |  |  | Exchange d Ballots, Counting at SBY Polling Station was Delayed    | Because of |
| 5 | 10 | The Site cannot be accessed, This is KPU's Explanation                | Because of |  |  | AKB48 Will Release the Latest Documentary Movie on the 4th of July | In         |
| 6 |    |   | From       |  |  | Joining Thief's Plotter, Mapul is Brought to Court                 | Because    |
| 7 | 16 | Exhausted, KPPS Leader in Manado Unconscious During Election.         | Because of |  |  | Losing Election, Candidates Stressed Increasingly                  | Because    |
| 8 | 17 | Police Arrest 3 Students Suspected of being Intruders to TPS          | Who        |  |  |  |            |
| 9 | 19 | RI The Election Supervisory Board Receives                            | Which is   |  |  |  |            |

Ellipsis or omission that occurs in a number of words in a function or part of a sentence, occurs in the above sentences, such as the word *to*, *because*, *from*, *which is*, while there are a few other ellipsis words which result in the ambiguity of the sentence, namely *the party*, *additionally*, *companion*.

## CONCLUSION

Based on the results of the research findings and discussion of the research findings in the previous chapter, it can be concluded that:

1. Type of sentence based on clause structure  
 In tweets that are on the @detikcom *Twitter* account, of the 100 sentences

that exist, the type of sentence that often appears as complete sentences are 93 sentences. Incomplete sentence found in 7 sentences and 4 ambiguous sentences. While the sentences that is ellipsis found as many as 13 sentences.

2. Categories that fill the word class  
From the 13 categories of word classes proposed by Harimurti Kridalaksana, the categories that appear filling the word class function in data are 5 categories, namely *nouns, verbs, prepositions, adjectives, and adverbials*. Word class of the subject in the data is filled by the category 'noun'. Word class of the predicate is filled with *verbs and adjectives*. Word class of object functions are filled with *nouns and verbs*. World class of information function is filled by *prepositions, nouns, and adverbs*.

3. Based on the rules of journalistic sentence  
Based on the principle of textual rhetoric stated by Leech, the principle mostly often found in writing news headlines on *Twitter* accounts @detikcom is the economic principle. This principle is very obvious because every tweet on *Twitter* is only limited to 140 characters. In order to take advantage of this limitation, journalists often reduce messages by doing ellipsis or omission.

Ellipsis is often seen in data. It is mostly often seen in the predicate function which is filled by verbs that omit affixes, both prefixes and suffixes. Ellipsis is found in a number of words in a function or part of a sentence, such as the word *to, because, from, which, on*. While there are a few other ellipsis words which result in the ambiguity of the

sentence, namely the word party, addition, companion.

The existence of errors in the use of Indonesian in cyber media must be followed up for immediate improvement. Maintenancing something unclearly will result in the destruction of the Indonesian language structure that is good and appropriate, recalling these mistakes will eventually become something that can be accepted and finally considered as something normal by the society. Therefore there must be strong control from the government, press institutions, and the society so that the need to realize the role of cyber media as one of the good and right Indonesian language teacher for the society will be occured later.

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