

**THE LANGUAGE OF LOCAL MASS MEDIA IN NORTH SUMATERA
(SUARA INDONESIA BARU AND WASPADA NEWSPAPER)**

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ABSTRAK

Penelitian ini adalah Kekhasan bahasa pada teks koran. Tujuan penelitian ini adalah untuk menemukan penggunaan bahasa pada teks koran yaitu pada penggunaan kalimat aktif dan kalimat pasif. Penelitian ini dilakukan dengan penelitian kualitatif. Data penelitian ini adalah kata-kata pada teks koran yaitu pada teks koran Suara Indonesia Baru dan Waspada. Berdasarkan analisis yang dilakukan ditemukan bahwa pada kedua teks koran, kalimat yang digunakan adalah 100% kalimat aktif.

Kata Kunci : Bahasa, teks, kalimat aktif, kalimat pasif

A. INTRODUCTION

The mass media have penetrated so deeply in our Society that it is important to examine the types and nature of the influence the mass media exert on individuals in society. quantity of information conveyed by press-magazines film-Tv, radio far exceeds the quantity of information conveyed by school instruction and texts. This challenge has destroyed the monopoly of the books as teaching aid and cracked the very walls of the classroom so suddenly that we are confused, baffled². The influence can be divided into three basic linguistic, psychological and social.

One can identify many forms of mass media such as: the English language books, magazines, newspapers, comics, advertising, records, film, television. Many of these forms are inter-related. For example advertising permeates many forms of mass media. For the purposes of this mini research. Television is seen as being of prime importance, firstly because of its widespread availability and influence and secondly, to give the topic under discussion focal point.

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²Evans, Harold. (1988). *Essential English for Journalists, Editors and Writers*. London: Pimlico.

Before examining the influence of the mass media on language development one must first decide whether the language of the mass media tributes a "new" language in comparison to traditional forms of communication, such as the book. One school of thought, of which Marshall McLuhan an exponent, claims that the "new" mass media (film, radio and television) new languages, the grammar of which is yet unknown. Radio, film, pushed written expression toward the spontaneous shifts and freedom of spoken idiom. They aided us in the recovery of intense awareness of language and bodily gesture, (Sontag 1968, 139). Hence, It is claimed, a colourful language developed conveying moods and emotions, and characters, even thoughts, none of which could be properly packaged words. Conversely, the message communicated through print. It must first be broken down into parts and then mediated eyedropper. one thing at a time, in an abstract, linear, fragmented, sequential (Rosenthal, 1969, p250).

However with the mass media we are still using exactly the same means communication. A newspaper still uses words; a television screen still uses pictures and the spoken word for titles and subtitles. An important aspect, in considering the mass media and language develop the nature of various types of mass media. Marshall McLuhan claims the "contents" of the mass media cannot be seen apart from the Tv of the media themselves. How they say something and to whom it, affects what they have to say. For example, a statement made on television may be very different, in both its character and its effects, from a materially the same, made through the press. Accordingly, we to know something of a medium's technical operation before we can exits impact. The medium and the message are basically inseparable. The language features used in mass media can be the using of active and passive voice, and the structure used.

Then based on the explanation above that language used in television as the electronic media is different with the language in the printed media. Then this research tries to find out the language features in printed media such as newspaper which is published in Indonesia. They are Suara Indonesia Baru (SIB) and Waspada. The researcher choosed these two newspaper because these two are the newspapers which are often read by educated people. SIB is always read by the

people middle to low social class, but Waspada is always read by the people in the middle to the high class. These two newspaper have different readers class. Thus, this research found out the the using of active and passive voice used in the both of the newspapers scoped in business colomn.

B. THEORETICAL FRAMEWORK

1. Mass Media

A medium is a ‘channel of communication’ - a means through which people send and receive information. The printed word, for example, is a medium; when we read a newspaper or magazine, something is communicated to us in some way. Similarly, electronic forms of communication television, telephones, film and such like - are media (the plural of medium). Mass, as you probably realise, means ‘many’ and what we are interested in here is how and why different forms of media are used to transmit to – and be received by – large numbers of people (the audience). Mass media, therefore, refer to channels of communication that involve transmitting information in some way, shape or form to large numbers of people (although the question of exactly how many a “large number” has to be to qualify as a “mass” is something that’s generally left undefined - it’s one of those things that we know when we see it...)³

2. Types of Mass Media

Mass media are media, which can be used to communicate and interact with a large number of audiences⁴. Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Entertainment and media always go hand in hand, but in addition to the entertainment, mass media also remain to be an effective medium for communication, dissemination of information, advertising, marketing and in general, for expressing and sharing views, opinions and ideas. Mass media is a double-edged sword which means that there are positive effects of the media as well as negative influences of media.

³Hough, George A. (1973). *News Writing*. New York: Houghton Mifflin Company.

⁴Crosbie, Vin, 2002, ‘What Is New Media?’: Digital Deliverance:
www.digitaldeliverance.com

The print media includes newspapers, magazines, brochures, newsletters, books and even leaflets and pamphlets. Visual media like photography can also be mentioned under this sub-head, since photography is an important mass media, which communicates via visual representations. Although, it is said that the electronic or new media have replaced the print media, there exists a majority of audiences who prefer the print media for various communication purposes. Public speaking and event organizing can also be considered as a form of mass media.

Apart from that, electronic media to many people, it is impossible to imagine a life without their television sets, be it the daily news dose or even the soap operas. This mass media includes television and radio. This category also includes electronic media like movies, CDs and DVDs as well as the new hottest electronic gadgets.

3. Newspaper

Newspapers enjoyed the position of the most preferred medium to reach a wider audience until electronic communication emerged on the media scene.⁵ In the early days, newspapers were the only medium that masses at large depended on, for daily news. A newspaper carries all kinds of communication related to a variety of topics like politics, socialism, current affairs, entertainment, finance, stocks, etc. Apart from this, it also includes topics which are in lighter vein like cartoons, crosswords, Sudoku, movie reviews, book reviews, puzzles, crosswords, etc. This captivates the imagination and interests of readers, from all age groups. Newspapers are an important platform of mass communication as they reach every nook and corner of the world where electronic media fails to reach. It plays a pivotal role in providing authentic firsthand information, building opinions, updating the knowledge of the reader, and serves as a good platform for advertisers to promote their products. However, with the emergence of Internet, which updates information every second, and is just a click away, the popularity of newspapers has reduced.

4. Suara Indonesia Baru Newspaper

As a daily newspaper, Daily SIB Medan certainly have some parts or sub news. Starting from the front page of the Daily SIB printed with full color blue

⁵Crosbie, Vin, 2002, 'What Is New Media?': Digital Deliverance: www.digitaldeliverance.com

dominated as characteristic. In addition to lay out the color, on the front page is also written 20 headlines that peeled on the next page so that readers can find information at a glance what is discussed today. In Daily SIB also have a major report into the spotlight a lot of people at a time. Presentation of news is so interesting and also added the churchman in the opinion of the readers responding to create at home reading.

5. Newspaper

Waspada Daily newspaper is an Indonesian daily newspaper in Indonesia language and is published from Medan, North Sumatra, this newspaper is founded by Prabudi Said, Ida Tumengkol, Harry Tumengkol, and Bima Prameswara Said in 25 Februari 1988. Waspada Daily newspaper is very popular and loved by the people because it has established long enough to have a lot of experience in the field of journalism. it has a lot of interesting content that can be enjoyed by the people and for covering news from the city of Medan, North Sumatra (north Sumatra), and Aceh with the latest news. it has a website with a domain www.waspada.co.id, contains the latest news about important events recorded are up to date with future events accurately. not surprisingly, it was visited by many people because of its convenience and more efficient. Hence, the Waspada Daily newspaper became the center of news in city of Medan, North Sumatra (North Sumatra),and Aceh.

6. Language Features in Newspaper

1) Vocabulary

a) Special political and economic terms, e.g., stability, elections, anti-terror war, terrorist network, opinion polls, human rights, budget deficit, immigration, presidential vote, race, opponent, business, security, to devastate, officials, hostages, protest, breakdown, regime, local terror cells, emergency anti-terror funding...

b) Lofty*, bookish* words including certain phrases based on metaphors and thus emotionally coloured: war hysteria, escalation of war, overwhelming majority, a storm of applause, global hunt for terrorists.

*lofty: alto/eccelso

*bookish: libresco/pedante

c) Newspaper clichés, i.e., stereotyped expressions, commonplace phrases familiar to the reader, e.g., public opinion, free markets, long-term agreements, a melting pot, to cast a veto over, crucial/pressing problems, zero tolerance, political correctness. Nevertheless, clichés are indispensable in newspaper style: they prompt the necessary associations and prevent ambiguity and misunderstanding.

d) Abbreviations. News items, press reports and headlines are full of abbreviations of various kinds. Among them abbreviated terms are names of organizations, public and state bodies, political associations, industrial and other companies, various offices, etc. known by their initials - ACRONYMS - are very common; e.g., EU (European Union), UNO (United Nations Organization), WTO (World Trade Organization), EEC (European Economic Community), CNN (Cable News Network), BBC (British Broadcasting Corporation), CEO (Chief Executive Officer), MBA (Master of Business Administration), BAC (Blood Alcohol Concentration). The widespread use of initials in newspaper language has been expanded to the names of persons constantly in the public eye, and one can find references to JFK (John Fitzgerald Kennedy). Sometimes the whole statements are referred to by their initials, e.g., WYSIWYG (What you see is what you get), FAQ (Frequently asked questions), BTW (By the way), 9/11 (September 11, 2001).

f) Neologisms. They are very common in newspaper vocabulary. The newspaper is very quick to react to any new development in the life of society, in science and technology. Hence, neologisms make their way into the language of the newspaper very easily and often even spring up on newspaper pages. Now, in the early 21st century, neologisms relating to computers and the Internet outnumber all others, for example, cybersickness (a feeling of illness caused by using a computer for long periods of time), keypal (someone with whom one regularly exchanges e-mail).

2) Sentence structures which are used in mass media:

- a. Group A: Clause + Subordinate conjunction + Clause
- Group B: Adverbial conjunction + Clause + , + Clause
- Group C: Phrase + , + Clause
- Group D: The use of post-modification

b. The use of Active and Passive Voice

Active Voice the subject is performing or doing an action, thus the term doer. In Active Voice the subject is actively involved in the action.

The man is reading the newspaper. (Active Voice – The subject or the doer is reading). Passive Voice the doer is no longer the subject, and the subject is no longer participating in any action, but rather, the action is being done to the subject; thus, the subject is now the receiver. In this voice, the sentence wants to emphasize the action and NOT who is doing the action.

c. The Use of Complex sentence (Dutton, 1998)

C. DATA AND DATA ANALYSIS

1. Data

This data is taken from **Suara Indonesia Baru** in Economy column date on 5th of September 2018

Rabu, 5 September 2018 | 21:24:21

Jakarta (SIB) -Pemerintah Bakal Setop Impor Mobil di Atas 3.000 CC

Pemerintah memutuskan untuk membatasi impor sejumlah komoditas. Hal ini dilakukan demi mengendalikan defisit neraca transaksi berjalan yang dialami Indonesia saat ini.

Menteri Perindustrian Airlangga Hartarto menyampaikan, pemerintah sudah mengevaluasi 900 komoditas yang kena pembatasan impor. Salah satunya adalah mobil mewah di atas 3.000 cc.

"Terkait barang mewah, misalnya mobil mewah di atas 3.000 cc, kita akan batasi atau kita stop dulu sementara," katanya di Gedung DPR, Jakarta, Selasa (4/9). Meski pemerintah bakal mengendalikan impor, Airlangga menjamin bahan baku untuk industri tidak akan dibatasi. Hal itu untuk menjamin bahwa kegiatan industri tidak terganggu.

"Ya bagi Kemenperin impor bahan baku, bahan penolong, capital goods itu kan bagian dari investasi untuk meningkatkan produktivitas. Itu tentu kita dorong supaya tetap berjalan," paparnya.

Di samping mengendalikan impor, pemerintah juga berupaya memacu ekspor dengan memberikan insentif terhadap industri padat karya. Sebagai contoh adalah otomotif, tekstil dan produk tekstil, kimia dan biokimia, makanan minuman, dan elektronik.

"Elektronik sekarang impornya kan masih tinggi, kita akan genjot ekspornya. Tapi elektronik kan butuh waktu, karena kalau kita bicara industri 4.0 kan kita bicara internet of things sehingga masih perlu banyak langkah," tambahnya. ([detikfinance/h](#))

This data is taken from **Waspada** in economy column date on 14th of September 2018

Telkomsel Resmikan Mini GraPARI di Dairi

DAIRI, Waspada.co.id – Demi meningkatkan pelayanan yang merata keseluruhan lapisan masyarakat khususnya bagi masyarakat Dairi, Telkomsel resmi mengoperasikan Mini GraPARI di Dairi, Sidikalang pada Jumat (14/9). Peresmian langsung dilakukan oleh Direktur Sales Telkomsel, Sukardi Silalahi bersama Vice President Sales and Marketing Area Sumatera Telkomsel, Erwin Tanjung.

Pusat pelayanan bagi pelanggan Telkomsel bernuansa digital yang berlokasi di Kantor Telkomsel Distribution Center (TDC) Dairi ini akan menyediakan beragam layanan terkini untuk menghadirkan seamless experience bagi pelanggan.

Direktur Sales Telkomsel, Sukardi Silalahi, mengatakan pengoperasian mini GraPARI Dairi merupakan upaya Telkomsel menyediakan layanan pelanggan berbasis digital, sebagai wujud komitmen kami untuk memberikan layanan terbaik, khususnya bagi pelanggan Telkomsel, dan umumnya bagi masyarakat Indonesia.

Sukardi menambahkan bahwa, Mini GraPARI Dairi merupakan salah satu langkah Telkomsel dalam mendukung visi pemerintah untuk menjadikan Indonesia sebagai kekuatan ekonomi digital di wilayah Asia Tenggara. "Pusat pelayanan customer ini nantinya juga bisa menjadi wadah edukasi, agar pelanggan dan masyarakat dapat merasakan Digital Customer Experience," ungkapnya, Jumat (14/9).

Mini GraPARI Dairi menghadirkan layanan Telkomsel yang mudah dijangkau sekaligus dapat memberikan pelayanan yang lebih baik bagi pelanggan. Semua pelayanan dihadirkan dengan konsep digital lifestyle experience, sehingga diharapkan dapat memberikan pengalaman yang unik bagi pelanggan saat akan memperoleh layanan yang lengkap dari Telkomsel.

Kedepannya Telkomsel akan mengadirkan Mini GraPARI lainnya di berbagai kota di Indonesia. Telkomsel akan terus menghadirkan pusat pelayanan yang mampu mengakomodasi beragam kebutuhan komunikasi digital pelanggan, sejalan dengan komitmen Telkomsel dalam membangun Indonesia yang digital.(wol/mrz/data1)

Editor: SASTROY BANGUN

2. Data Analysis

Suara Indonesia Baru

No	Sentence	Active	Passive
1	Pemerintah memutuskan untuk membatasi impor sejumlah komoditas. Hal ini dilakukan demi mengendalikan defisit neraca transaksi berjalan yang dialami Indonesia saat ini.	√	
2	Menteri Perindustrian Airlangga Hartarto menyampaikan, pemerintah sudah mengevaluasi 900 komoditas yang kena pembatasan impor. Salah satunya adalah mobil mewah di atas 3.000 cc.	√	
3	Meski pemerintah bakal mengendalikan impor, Airlangga menjamin bahan baku untuk industri tidak akan dibatasi. Hal itu untuk menjamin bahwa kegiatan industri tidak terganggu.	√	
4	Di samping mengendalikan impor, pemerintah juga berupaya memacu ekspor dengan memberikan insentif terhadap industri padat karya. Sebagai contoh adalah otomotif, tekstil dan produk tekstil, kimia dan biokimia, makanan minuman, dan elektronik.	√	

Waspada

No.	Sentence	Active	Passive
1.	Demi meningkatkan pelayanan yang merata keseluruhan lapisan masyarakat khususnya bagi masyarakat Dairi, Telkomsel resmi mengoperasikan Mini GraPARI di Dairi, Sidikalang pada Jumat (14/9). Peresmian langsung dilakukan oleh Direktur Sales Telkomsel, Sukardi Silalahi bersama Vice President Sales and Marketing Area Sumatera Telkomsel, Erwin Tanjung.	√	
2.	Pusat pelayanan bagi pelanggan Telkomsel bernuansa digital yang berlokasi di Kantor Telkomsel Distribution Center (TDC) Dairi ini akan menyediakan beragam layanan terkini untuk menghadirkan seamless experience bagi pelanggan.	√	

3.	Direktur Sales Telkomsel, Sukardi Silalahi, mengatakan pengoperasian mini GraPARI Dairi merupakan upaya Telkomsel menyediakan layanan pelanggan berbasis digital, sebagai wujud komitmen kami untuk memberikan layanan terbaik, khususnya bagi pelanggan Telkomsel, dan umumnya bagi masyarakat Indonesia.	√	
4.	Sukardi menambahkan bahwa, Mini GraPARI Dairi merupakan salah satu langkah Telkomsel dalam mendukung visi pemerintah untuk menjadikan Indonesia sebagai kekuatan ekonomi digital di wilayah Asia Tenggara. “Pusat pelayanan customer ini nantinya juga bisa menjadi wadah edukasi, agar pelanggan dan masyarakat dapat merasakan Digital Customer Experience,” ungkapnya, Jumat (14/9).	√	
5.	Mini GraPARI Dairi menghadirkan layanan Telkomsel yang mudah dijangkau sekaligus dapat memberikan pelayanan yang lebih baik bagi pelanggan. Semua pelayanan dihadirkan dengan konsep digital lifestyle experience, sehingga diharapkan dapat memberikan pengalaman yang unik bagi pelanggan saat akan memperoleh layanan yang lengkap dari Telkomsel.	√	
6.	Kedepannya Telkomsel akan mengadirkan Mini GraPARI lainnya di berbagai kota di Indonesia. Telkomsel akan terus menghadirkan pusat pelayanan yang mampu mengakomodasi beragam kebutuhan komunikasi digital pelanggan, sejalan dengan komitmen Telkomsel dalam membangun Indonesia yang digital.	√	

D. FINDINGS AND DISCUSSION

1. Findings

From the data analysis above, the researcher found that in Economy column of SIB, 100% using active voice. And also in Waspada 100% using active voice. Thus, active voice is used than passive voice in these two newspapers.

2. Discussion

This maybe due to the function and power of the active voice. According to Gunning (1968 cited in Anderson and Itule, 1994), strong-flavored, active verbs give writing bounce and hold a reader's attention. Use of the active voice rather than passive voice is considered more direct and vigorous. Evans(1988:23) also believes this and states that vigorous, economical writing requires a preference for sentences in the active voice.

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