**LINGUISTIC FEATURES OF THE JAKARTA POST`S
NEWS HEADLINES**

JOURNAL ARTICLE
Submitted in partial fulfillment of the requirements
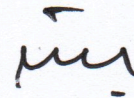for the degree of Sarjana Sastra (S.S)

by
<u>ANUGRAH PRADIBTA</u>
C11.2011.01260

**ENGLISH STUDY PROGRAM FACULTY OF HUMANITIES
DIAN NUSWANTORO UNIVERSITY
SEMARANG
2015**

PAGE OF APPROVAL

This journal article has been approved by the Advisor on 16 March 2015.

Advisor

Sunardi, S.S, M.Pd

Linguistic Features of The Jakarta Post`s News Headlines

Anugrah Pradibta, Sunardi
Dian Nuswantoro University

ABSTRACT

The title of this thesis is Linguistic Features of The Jakarta Post`s News Headlines. Based on the statement of the problem, the objective of the study is to describe the linguistic features that occur in the news headlines of The Jakarta Post. The source data of this research are the news headlines which are taken from news provider: The Jakarta Post Newspaper was published in 6 days on December, 2014. The data were analyzed by using qualitative research. The steps to analyze the data in this study are: reading the selected data, identifying the linguistic features in the news headlines, classifying the Linguistic features of the news headlines, interpreting the analysis, and drawing the conclusion. The result showed that there were linguistic features, in which mostly produced by the Jakarta Post (30 headlines), consisting of 3 the use of common word, 12 the use of finite verbs, 14 the omission of auxiliary verbs, 19 the omission of articles, 12 the use of abbreviations, 2 the use of to-infinitive, 8 the use of punctuations (Comma, Colons and Semi Colons) and 1 the use of numerals.

Keywords: Linguistic Features, News Headlines,

INTRODUCTION

Language is a basic need which is owned by human. We use a language to convey or express something to be received by others, such as thoughts, feelings, ideas, opinions, and emotions. Language has various kinds of function and is used for different purposes especially to build social relationship. Wierzbicka (1996:3) states that language function is an instrument to convey meaning. Wardhaugh (1972:3-8) also argues that language functions as human means of communication either written or spoken. It means that people can express their ideas through not only spoken language, but also written one.

The function of spoken and written language is basically equal. It is to deliver the message. Although they have equal function, there is the different way in delivering the message. It occurs according to their kinds. Spoken language needs speaker and hearer as the tools to deliver the message. Speaker conveys the information to hearer. It means that speaker is delivering the information directly. Hopefully, hearer is able to receive the information conveyed by speaker. While written language needs a text as a tool to deliver the message. For example, there are the readers who are reading the text. When reading, the readers are going to get the information delivered by text itself. That is the way written language delivers the message.

A text is encoded in sentences (Halliday and Hasan, 1976:2), which can be distinguished from a random list of sentences. The sentences in the text should correlate each other in building the meaning. By this way, the readers are able to interpret it well. Wikipedia (2014) states "a text is any object that can be read, whether this object is a work of literature, a street sign, an arrangement of buildings on a city block, or styles of

clothing". It means that the text itself is identically formed as the objects which are used to be read such as an article, a book, a novel, conversation, a newspaper, etc.

Newspaper is one of the printed media which are used to convey the information for the readers. According to Wikipedia (2014), "a newspaper (often just called a paper when the context is clear) is a periodical publication containing news, other informative articles, and usually advertising". It is typically published daily or weekend. Nowadays, it is published not only in printed form, but also online form called online newspaper or news sites. This means that it can be accessed through the internet with the available website depending on the name of newspaper itself. Moreover, according to Wikipedia, there are generally some topics that make it interesting for reading or discussing in it. There includes political event and personalities, business and finance, crime, severe weather, and natural disasters; health and medicine, science, and technology; sports; and entertainment, society, food and cooking, clothing and home fashion, and the arts. It means that the interesting topics above influence people to provide their time for reading. All of newspapers discuss about everything that happen in the world and pack in one text called news. It is an element of newspaper which discusses a specific topic occurred. It can also be called as a text, because it is arranged through sentences and delivered by the readers.

There are some parts included in newspaper. One of them is Headline. Headline is the most important part owned by newspaper, because it has some of the most important words written by a journalist who describes the topic. It is also the part which is seen first before the readers want to read the news. As Dor (2003:718) explains that most readers often scanned headlines without reading the articles. Making headline should be interesting because it influences the readers` will whether want to read its news or not. The more interesting headline showed, the more it will attract the readers to read its news. Headline is the text put on the top of the news article. It occurs because the purpose is to draw attention to the story quickly and briefly. It is generally written by the news writer, the page layout designer, or the editors.

Headline contains some essential words that convey the subject and the topic. The characteristics of the headline are specific, accurate, clear and concise. For example, *Ahok to officially nominate Djarot and Medan Zoo welcomes four Bengal tiger cubs.* Their examples are taken from www.thejakartapost.com. In the first example, it introduces clearly that Ahok is going to nominate officially Djarot to accompany him in the Government of DKI Jakarta. Second one introduces about Medan Zoo which welcomes four Bengal Tiger Cubs born. It means that they show the characteristics headlines well. It points specifically, clearly and accurate so that people as the readers are interested to follow its story. However, people are sometimes wondering about the structures include in it. As a matter of fact, they actually need to know how to make it well. It means that they need to know obviously about the linguistic features of headlines.

Linguistic features are particular pairs which linguistically form a structure or meaning. For example, *Ahok to officially nominate Djarot.* It is included as headline because there are some linguistic features in it. It uses simple and specific words, such as *officially* or *nominate*. Moreover, it uses active verbs provide some meaning and weight. It means that this headline is written by using active verbs and provides the meaning. The active verb used in this headline is *nominate.* While its meaning is Ahok is going to nominate Djarot officially to be his Representative of Governor. Furthermore, long words

have to be replaced by short ones. In this headline, if seen, it actually has long words. *Ahok is going to officially nominate Djarot.* However, this headline becomes short one because there is one of the linguistic features must be used. It uses infinitive to describe as future tense. Therefore, the result becomes *Ahok to officially nominate Djarot.* In term of tense, this headline uses future tense in its structure. It shows the use of infinitive which shows that it will occur at future time.

Headline is arranged by a special language. It occurs for it is proposed to attract the readers to read its story. Moreover, a newspaper page has limited page. Therefore, grammar and its structure help the writers to write every headline in newspaper. They often use nonstandard structure and ungrammatically to create successful headline. In structure, there are some basis types of headline, such as sentential headline and non-sentential headline. Sentential headline is a headline which has common sentence structure. In this type, it is classified into simple and multiple sentence. While, non-sentential headline is a headline which has an irregular structure. This structure is called minor sentence, which is a sentence with no finite verb form. However, this study is not focused in basis types of headline introduced above.

The importance of headline makes the researcher interested in conducting research relate to linguistic features. This study aims at analysing the linguistic features of news headlines found in headlines. Moreover, the headlines as the data of this research will take from online newspaper, especially The Jakarta Post. The reason why the headlines are conducted in this research is because it contains linguistic features. On the other hand, this purpose of this research is only to describe linguistic features found in the headlines of newspaper.

RESEARCH METHOD

Data and subject
The data of this research were taken from the www.thejakartapost.com with the total numbers of 30 headlines in 6 days on December 2014 as the subject of the study.

Unit of Analysis
In this research, the researcher discussed about the news headlines in the source of www.thejakartapost.com. Moreover, this research is focused on news headlines that may consist of linguistic features.

Technique of Data Collection and Analysis
Technique of data collection is the way the researcher collects and gets the data. In analyzing the object of this research, there are three techniques that used. First, the researcher looked for newspapers by browsing in the internet. Second, the researcher found interesting news headlines that are analyzed from the internet. Third, the researcher selected the data and these topics.

After the data had been collected from website *www.thejakartapost.com*, The data of this study are analyzed through some steps. First, The researcher reads and comprehends the selected data. Second, After reading and comprehending, the researcher identifies the selected data based on the linguistic features, in terms of type of Words, the Use of Finite Verbs, the Omission of Auxiliary Verbs, the Omission of Auxiliary Verbs, the Use of Abbreviations, the Use of Infinitive, the Use of Punctuations (Comma, Colons, and Semi Colons), and the Use of Numerals, instead of Alphabets. Third, the researcher classifies

the linguistic features found in news headline into table. Fourth, the researcher interprets the analysis. The table classification is used to interpret the data results. Fifth, The researcher draws the conclusion based on the result of the analyses when all of the analyses steps are had been finished.

FINDING AND DISCUSSION

Finding

Table 1 The data of research

No.	News Headlines of The Jakarta Post	Edition
1.	*FPI declares Ahok's governorship illegal, inaugurates own 'governor'*	Mon, December 01 2014
2.	*Medan Zoo welcomes four Bengal tiger cubs*	Tue, December 02 2014
3.	*Six Indonesians confirmed dead in Russian sinking*	Wed, December 03 2014
4.	*Ahok to officially nominate Djarot*	Wed, December 03 2014
5.	*Habibie under doctor's watch*	Wed, December 03 2014
6.	*IPW concerned with accidental shootings*	Fri, December 26 2014
7.	*RI observes peaceful Xmas*	Fri, December 26 2014
8.	*Aburizal tightens his grip*	Wed, December 03 2014
9.	*Syria-bound man named terrorism suspect*	Fri, December 26 2014
10.	*Puncak visitors, residents told to watch for possible landslides*	Sat, December 27 2014
11.	*BPK slams city's efforts to manage liquid waste*	Sat, December 27 2014
12.	*TNI to get more involved in disaster mitigation*	Sat, December 27 2014
13.	*Floodwaters start to recede, aid distribution lacking*	Sat, December 27 2014
14.	*Hatta still weighing his options*	Sat, December 27 2014
15.	*Muslim organizations told to fight radicalism*	Sat, December 27 2014
16.	*Kalla leads tsunami ceremony on Friday*	Sat, December 27 2014
17.	*Government ups status, lahar warning*	Sun, December 28 2014
18.	*Hamas bars Gaza children from Israel trip*	Sun, December 28 2014
19.	*Jokowi joins Christmas celebration in Papua amid shooting uproar*	Sun, December 28 2014
20.	*RI Embassy in S'pore opens center on AirAsia incident*	Sun, December 28 2014
21.	*Rainfall intensifies, Jakarta on alert*	Sun, December 28 2014
22.	*AirAsia revises nationalities of QZ8501 passengers*	Sun, December 28 2014
23.	*Basarnas dispatches vessel for AirAsia search operation*	Sun, December 28 2014
24.	*AirAsia plane missing with 162 people on board*	Sun, December 28 2014

25.	*List of passengers aboard AirAsia QZ8501*	Sun, December 28 2014
26.	*IS recruiter, supporters arrested*	Sun, December 28 2014
27.	*No signal received from AirAsia, says Basarnas*	Sun, December 28 2014
28.	*Air Asia plane missing*	Sun, December 28 2014
29.	*VP Kalla leads search for missing plane*	Sun, December 28 2014
30.	*TNI deploys warships, planes to find missing AirAsia flight*	Sun, December 28 2014

According to the research, the researcher stated that all of linguistic features occured in these news headlines. Table 2 below is the finding of linguistic features occured in The Jakarta Post`s news headlines

Table 2 Linguistic Features Percentange in the Jakarta Post News Headlines

No.	Linguistic Features	Number of Occurence	Precentage
1.	The Use Of Common Words	3	10%
2.	The Use Of Finite Verbs	12	40%
3.	The Omission Of Auxiliary Verbs	14	46.67%
4.	The Omission Of Articles	19	63.34%
5.	The Use Of Abbreviations	12	40%
6.	The Use Of Infinitive	2	6.67%
7.	The Use of Punctuations (Comma, Colons and Semi Colons)	8	26.67%
8.	The Use Of Numerals instead of Alphabets	1	3.3%

DISCUSSION

Based on the table, it shows the linguistic features occured in the Jakarta Post`s news headlines. There are 8 linguistic features used in the data. The discussion of linguistic features is presented below:

The Use of Common Words

This case introduces about the use of common words is often used rather than scientific words. According to previous chapter, the use of simple words is the first pre-requisite of any good headline. Simple words here mean that the words that are commonly used in everyday. The reason why this kind of words is used is because it can be easily understood by common readers, so that they understand its meaning and are interested to read its content. While scientific words are the words that provides precise, sensory, and concrete. It can be stated that scientific words are the words which are not easy to understand. It means that this kind of words is only used in certain case. Moreover, it is also understood by certain people. Therefore, that is why the use of common words should be used in news headline rather than the use of scientific words.

In this research, the researcher observes the news headlines included in the use of common words. There are 3 news headlines which belong to the use of common words.

RI Embassy in S'pore opens center on AirAsia incident (www.thejakartapost.com)

This case introduces about common words that should be used in headline. According to the previous chapter, the word is categorized as a common word if it is used commonly. Therefore, it is easily understood by common readers. They are interested to read its content. In this headline, it can be seen that it uses the simple words that can be understood by common readers, such as *opens*. Their meaning are also obviously understood. Even though there are some words that have the equal meaning, this word is commonly used in the news headlines. While, when it uses the word beside *opens*, such as *uncovers,* it can be stated in the following constructions:

RI Embassy in S'pore <u>uncovers</u> center on AirAsia incident

According to this construction, this uses the word *<u>uncovers</u>*. In fact, it can be categorized as an uncommon word, because it is more prestigious word so that the readers are not able to understand its meaning in the news headline. Therefore, the word *<u>opens</u>* is more appropriate to use in this headline.

The Use of Finite Verbs

This case introduces about the use of finite verb in news headline. In this case, the best headline is a headline which contains verbs. According to Flor Aarts & Jan Aarts, (1982, 73-75), finite verb forms are those which may be marked for three categories, such as tense, voice, and mood.

The first category is tense, which is an obligatory category in the finite verb. It is distinguished two tenses in English, such as the present tense and the past tense. It is always marked on the first verbal form.

The second category is voice, which refers to the alternation in the form of finite verb in pairs of sentence. Basically, there are two kinds of voice. They are active voice and passive voice. For example, *A gang of young boys stole the money,* and *The money was stolen by a gang of young boys.* The verb phrase of the first example is marked for the passive voice by the primary auxiliary *be* in combination with the *–ed* participle morpheme of the lexical verb. While the verb phrase of the second example is said to be in the active verb.

The third category introduces about mood. In English, there are three kinds of mood. One of them is indicative mood. Indicative mood is not morphologically distinct from the base with the exception of the third person singular present tense of lexical verbs, which is marked by a sibilant-suffix. The one example of indicative mood is declarative, which is structurally the subject comes before the finite. However, most of headlines basically categorize as the indicative mood. It occurs because their forms are structurally declarative, which is the subject comes before the finite.

In this research, the researcher found the news headlines included the use of finite verbs. According to the table above, there are 12 news headlines which belong to the use of finite verbs.

Medan Zoo welcomes four Bengal tiger cubs (www.thejakartapost.com)

This headline indicates that The Medan Zoo greets four bengal tiger cubs born healthily on Monday. Moreover, this headline belongs to the use of finite verb. It can be seen by three categories that exist in this headline.

In terms of tense, it can be seen that the verb of this headline uses the present tense. *Medan Zoo welcomes four Bengal tiger cubs.* The verb *welcomes* indicates as the present tense because the verb is added by suffix *-s*.

In terms of voice, this headline is formed as an active voice. This occurs because semantically the subject constituent performs. It can be seen by the structure of this headline that indicates as an active voice.

Medan Zoo welcomes four Bengal tiger cubs.
   SU   P   DO

While, the passive voice means that the subject constituent takes on the semantic role that is performed by object constituent. It can be seen by this structure below:

Four Bengal tiger cubs are welcomed by Medan Zoo.
    SU   P   DO

In terms of mood, this headline is categorized as an indicative verb. This occurs because its form is declarative, which is the subject comes before the finite. It can be seen by the table below:

Medan Zoo	Welcomes		Four Bengal tiger cubs
Subject	Finite	Predicator	Complement
Mood		Residue	

The Omission of Auxiliary Verbs

This case introduces about the omission of auxiliary verbs. The use of auxiliary verbs (is/are/to be going) in headline should be omitted. Based on Saxena (2006:177), this occurs because it can save space sparingly. This phenomenon also is often called as ellipsis.

In this research, the researcher found the news headlines included in the omission of auxiliary verbs. According to the table above, there are 14 news headlines which belong to the omission of auxiliary verbs.

Habibie under doctor's watch (www.thejakartapost.com)

This headline includes as an elliptical sentence. This occurs because there is the functional item that is ellipsed. It is the auxiliary verb *is*. Completely, this structure of the headline should be *Habibie (is) under doctor's watch.* If compared with the previous structure, this totally looks different, because it shows the structure grammatically. However, this headline does not save space when the auxiliary verb *is* exists inside its structure. Therefore, that is why its auxiliary verb is more appropriate to omit so that it can save space sparingly.

The Omission of Articles

This case introduces about the articles (a/an/the) that should be omitted in news headlines. The reason why they are omitted is because they can save space sparingly. Moreover, using the articles can make the news headlines look awkward. That is why the articles are omitted.

In this research, the researcher found the news headlines included in the omission of articles. According to the table above, there are 19 news headlines which belong to the omission of articles.

AirAsia revises nationalities of QZ8501 passengers (www.thejakartapost.com)

This headline includes as an elliptical sentence. This occurs because there is the functional item that is ellipted. It is the article. It omits the article *the* in *AirAsia revises nationalities of QZ8501 passengers*. The reason is because its article dropped can save space sparingly. Moreover, its article can make the news headlines look awkward if it is used.

Therefore, it can be stated that the complete structure of this headline should be *AirAsia revises (the) nationalities of QZ8501 passengers*. However, if compared with the first structure, its structure becomes longer when it is given the articles. It means that it can not save space. Moreover, its articles also can make the news headline looks awkward. That is why the articles are more appropriate to drop.

The Use of Abbreviations

Using abbreviations in headline should be existed. The reason is because they can help to save space sparingly. According to previous chapter, abbreviation is the process of shortening of a root which is linguistically convenient but need not reflect the morphological make-up of the full form. Basically, there are three kinds of abbreviations, such as clippings, acronyms, and blendings.

Clippings are the process of shortening a word to initial syllable, first two syllable (s), middle syllable or final syllable (the last two syllables). For example:

1. Shortening to the initial syllable or first two syllables
Advertisement ➜ *Ad (s)*
Demonstration ➜ *Demo*
Examination ➜ *Exam*
2. Shortening to the middle syllable
Influenza ➜ *Flu*
Refrigerator ➜ *Fridge*
3. Shortening to the final syllables
Telephone ➜ *Phone*
Airplane ➜ *Plane*

While, acronyms are the process of shortening a word into initial letter (s) that make up a name. The acronyms are categorized into two categories. They are:

1. Acronyms pronounced as a sequences of letters.
a. The letters represent full words, such as *C.O.D, EEC, eg., UN, VIP.*
b. The letters represent constituents in a compound or just part of a word, such as *GHQ, ID, TV, TB.*
2. Acronyms pronounced as a word.
For example: *laser, NATO, UNESCO, ASEAN, TOEFL*, etc.

On the other hand, blending is the process of shortening a word by blending one word with another. For example breakfast + lunch becomes *brunch,* motor + hotel becomes *motel,* etc.

In this research, the researcher found the news headlines included in the use of abbreviations, especially the abbreviated words and the name of celebrities. According to the table above, there are 12 news headlines which belong to these kinds of abbreviations.

FPI declares Ahok's governorship illegal, inaugurates own 'governor' (www.thejakartapost.com)

This headline uses abbreviation. The abbreviation is seen in the word *FPI*. This word here indicates the abbreviation of *Front Pembela Islam* or *the hard-line Islam Defenders Front,* the name of organization. Morphologically, this abbreviation includes acronym. It occurs because it is pronounced as sequences of letters. It can be seen the word *Front Pembela Islam* which is abbreviated and pronounced as sequences of letters *FPI*. On the other hand, the reason why it is written by using the abbreviation is because it aims to helping to save space, because the word ` *the hard-line Islam Defenders Front* ` is too long word. That is why the word `*FPI*` is more appropriate to use.

If it is written without the abbreviation of word, it becomes (*Front Pembela Islam) declares Ahok's governorship illegal, inaugurates own 'governor'.* It can be seen that it becomes longer without abbreviation. Moreover, it can not save space sparingly. That is why the abbreviation is appropriate to use.

The Use of Infinitive

This case introduces the headline which uses infinitive form. This kind of verb is used to indicate the event which occurs to the future.

In this research, the researcher found the news headlines included in the use of to-Infinitive. According to the table above, there are 2 news headlines which belong to the use of to-Infinitive. The following news headlines show the analysis of the use of to-Infinitive:

Ahok to officially nominate Djarot (www.thejakartapost.com)

It can be seen that this headline uses to-infinitive *to officially nominate.* It means that this headline shows the event that occurred in the future. It can be proved by its content below:
Jakarta Governor Basuki "Ahok" Tjahaja Purnama is set to send a letter to the Home Ministry to officially nominate Indonesian Democratic Party of Struggle (PDI-P) politician Djarot Saiful Hidayat as his deputy...(Dewanti A. Wardhani, The Jakarta Post, Jakarta | Headlines | Wed, December 03 2014, 9:34 AM)

The Use of Punctuations (Comma, Colons and Semi Colons)

This case is talking about the use of punctuations that should be avoided in headlines. Basically, they clutter the headline and take more space.

However, it does not mean that punctuations should not be used automatically in headline. According to the previous chapter, there are some cases when punctuations make structure of headline save space. Furthermore, they also add meaning to the headline.

Firstly, the use of comma is able to save space. This replaces the conjunction *and* which is contained in structure of headline. moreover, this replaces the connectors which are contained in headline structure, such as *and,* and *but.* A comma that shows as a connector used to connect two clauses can save space sparingly.

Moreover, the comma is also used to prevent a mistake in the meaning of the headline. according to the previous chapter, misplaced comma can play havoc with the meaning of the headline, as do missing commas'. It means that the headline should not be wrong in placing the comma, because the readers can not understand when reading the headline.

On the other hand, the comma is used to show an attribution in the headline,such as comment, suggestion, etc.

In this research, the researcher found the news headlines included in the use of punctuations. According to the table above, there are 8 news headlines which belong to the use of punctuations.

FPI declares Ahok's governorship illegal, inaugurates own 'governor' (www.thejakartapost.com)

In this headline, it can be seen that it uses `comma`. *FPI declares Ahok's governorship <u>illegal, inaugurates own 'governor'</u>.* According to its content, it explains about FPI which declared Ahok`s governorship illegal and inaugurated their choice, Fahrurozzi Ishak, to replace Ahok`s place to be the Governor of Jakarta. The use of comma aims to replacing the conjunction *and* which contains in its structure, so that it can save space sparingly.

If this headline uses conjunction *and,* it becomes *FPI declares Ahok's governorship illegal <u>and</u> inaugurates own 'governor'.* Compared with the first headline, it becomes look longer. It means that this headline can not save space sparingly because it uses conjunction *and* which is not substituted by the comma.

The Use of Numerals, instead of Alphabets

This case introduces about the use of numerals which is more proper than alphabets. Sometimes headline contains numerals to show that there is a number of things to be explain based on its news. However, it needs to be paid attention, especially about writing numerals. When there is quantity in the headline, it is better to write the numerals rather than alphabets. Saxena (2004:49) argues that the reason why numerals is more appropriate is because headline only has a limited space. Therefore, using numerals help to save space.

While, the use of numerals by using the alphabets can not make the headline save space. It means that that it can make the headlines look longer.
In this research, the researcher found the news headlines included in the use of numerals. According to the table above, there is 1 news headline which belongs to the use of numerals.

AirAsia plane missing with 162 people on board (www.thejakartapost.com)

The use of numerals in headline is also important. According to the previous chapter, it needs to be paid attention, especially about writing numerals. When there is a quantity in the headline, it is better to use the numerals. The reason why numerals is more appropriate is because headline only has a limited space. In this headline, it can be seen that it uses numerals. *AirAsia plane missing with <u>162 people</u> on board.* It is written by numerals because headline only has a limited space. It can help to save space.

CONCLUSION
1. The use of common words, which introduces about the use of common words is often used rather than scientific words. Common words here mean that the words that are commonly used in everyday. The reason why this kind of words is used is because it can be easily understood by common readers, so that they understand its meaning and are interested to read its content.

2. The use of finite verbs, which introduces about the use of finite verb in news headline. Finite verb forms are those which may be marked for three categories, such as tense, voice, and mood.
3. The omission of auxiliary verbs, which auxiliary verbs (is/are/to be going) in headline should be omitted. This occurs because it can save space sparingly. This phenomenon also is often called as an elliptical sentence which there are the elements omitted.
4. The omission of articles, which introduces about the articles (a/an/the) that should be omitted in news headlines. The reason why they are omitted is because they can save space sparingly. Moreover, using the articles can make the news headlines look awkward. That is why the articles are omitted.
5. This phenomenon also is often called as an elliptical sentence which there are the elements omitted.
6. The use of abbreviations, which introduces about using abbreviations in headline should be existed. The reason is because they can help to save space sparingly.
7. The use of infinitive, which introduces the headline which uses infinitive form. This kind of verb is used to indicate the event which occurs to the future.
8. The Use of Punctuations (Comma, Colons and Semi Colons), which introduces about the punctuations such as comma, colons and semi colons should be used in order to save space.
9. The Use Of Numerals instead of Alphabets, which introduces about writing in numerals is more appropriate than in alphabets. The reason why numerals is more appropriate is because headline only has a limited space. Therefore, using numerals help to save space. While, if a number is too big, it should be spelt out. This will make the headline need more space.

REFERENCES

Aarts, Flor, & Jan Aarts. (1982). *English Syntactic Structures.* Oxford: Pengamon Press Ltd.

Dor , Daniel. 2003. "*On Newspaper Headlines as Relevance Optimizers" Journal of Pragmatics .35, 695 -721.*

Halliday ,M.A.K. 1985. *An Introduction to Functional Grammar*. London : Edward Arnold.

Halliday, M.A.K., & Hasan, R. 1976. *Cohesion in English*. London: Longman.

http://en.wikipedia.org/wiki/Feature#Linguistics [retrieved at March 4th, 2015]

http://en.wikipedia.org/wiki/Newspaper [retrieved at March 4th, 2015]

http://en.wikipedia.org/wiki/Text_%28literary_theory%29 [retrieved at March 4th, 2015]

http://en.wikipedia.org/wiki/The_Jakarta_Post [retrieved at March 4th, 2015]

Leech, G.N. A. (2006). *Glossary of English Grammar.* Edinburgh University Press.

Saxena, S., (2004). *Breaking News: the Craft and Technology of Online Journalism.* New Delhi: TataMcGraw-Hill Education.

Saxena, S., (2006). *HeadlineWriting*. New Delhi: Sage Publications Inc.

Wardhaugh, R. (1972). *Introduction to Linguistics.* New York: Mc. Graw Hill Books Company.

Wierzbicka, Anna. (1996). *Semantics: Primes and universals.* Oxford: Oxford University Press.