

The Changes in Online News Headlines in 2013 and 2023: A Discourse Analysis Study

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Abstract

The development of journalism is not only related to the media changing from paper to digital. However, the high demand for online news production and the speed of publication also influence the changes in online news headlines. This research discusses the changes in online news headlines in 2013 and 2023. This study employed qualitative-quantitative methodology. The uninvolved conversation observation technique was applied in collecting the data, while the distributional and identity methods were used to analyze the data. The data source was obtained from Detik.com during the first weeks of 2013 and 2023. The theory used was Van Dijk's critical discourse theory. The results demonstrated that the changes in news headlines in 2013 and 2023 included differences in the number of words, type of sentence, syntactic patterns, use of affixations, use of prepositions, use of punctuation, negation, mention of names, presence of interjections, presence of slang words, and use of onomatopoeic.

INTRODUCTION

Journalism is experiencing a phase of massive development in the 21st century, which cannot be separated from technological sophistication, especially the digitalization trend. The digitalization trend is marked by the condition that today's society is always connected to all electronic devices in their daily life (W. Setiawan, 2017). The digital era demands everything to be implemented in digital form, including journalism.

In the long history of journalism, the development of digital technology is an extraordinary innovation that can make it easier for people to access news. We can imagine how difficult it was for people in the past to access news. Not only was it difficult to find sources, but the costs involved were hardly affordable. Their choices were to find a newspaper delivery person, buy a radio or television, or go to their relative's or neighbors' houses to have collective news access through radio or television. However, electronic devices such as gadgets make it increasingly easier for people to access online news anywhere and anytime. They can only access unlimited online news sources with a touch of their hand.

Technological developments have not only had an impact on changes in journalistic media, from paper to gadgets. However, these developments also influence the concept of news currently understood by journalists. The concept has now changed from previously being "reporting events that have happened", now to "reporting live events" (Haryanto, 2014 in Waluyo, 2018). With the speed of the production process, online news can be read along when the event occurs. However, the demand to provide the fastest and most up-to-date information has an impact on competition between media companies in producing online news. Sometimes, this competition even impacts the quality of the news produced. It is detrimental to readers whose curiosity about the news is unsatisfied, commonly known as clickbait. According to Rahmatika dan Prisanto (2022), clickbait is a news story with a misleading title and exaggerated content to attract readers' attention to click on the title. Online news headlines are currently very vulnerable to clickbait, as headlines are the first thing readers see in a news article, so they hold an important role in a news article (Dewi & Maharani, 2023).

Apart from quality, the rules of writing in journalism that were once strictly adhered to by journalists are also often violated by online media actors today. One of them is related to writing news headlines. Along with the large number of currently emerging online media, it has influenced changes in the type of news headlines used. One of them, if we pay attention to that, is that today's news headlines no longer include propositions but are already in the form of sentences in chronological mode.

Based on this presentation, researchers are interested in identifying more about the discourse structure of online news titles in the current and previous periods. This interest led researchers to formulate a study regarding discourse analysis of changes in online news headlines in 2013 and 2023. This research aims to comprehensively analyze and describe the changes in the structure of news headlines in two different periods, namely 2013 and 2023. This research has the urgency to be carried out since it can provide readers with an understanding of trend phenomena in journalistic writing.

To complete this research, the researcher has four previous studies on critical discourse analysis using mass media news texts as the study object. First, the article entitled "*Analisis Wacana Kritis Teun A. Van Dijk pada Teks Berita KPK Respons Wacana Periksa Anies di Kasus Korupsi Munjul*" (Eng: Critical Discourse Analysis of Teun A. Van Dijk on KPK News Texts Responding to the Discourse of Investigating Anies in the Munjul Corruption Case" conducted by Fadillah and Nurhadi (2021). This research used Van Dijk's three-structure approach to describe and interpret news discourse related to the KPK's response to the land acquisition corruption case in Munjul, Pondok Ragon, Cipayung, East Jakarta. This research revealed that the news text emphasized summoning witnesses related to the Munjul land acquisition corruption case, which tends to provoke readers. Second, a scientific article written by Setiawan et al. (2022) entitled "*Analisis Wacana Kritis Model Teun Van Dijk pada Pemberitaan Kasus Pencabulan Santri oleh Anak Kiai Jombang dalam Media Online*" (Eng: Critical Discourse Analysis of the Teun Van Dijk Model in the Reporting of Sexual Abuse Cases of Santri by Kiai Jombang Son in Online Media). This research concluded that there were three news portals with similar themes and topics in informing about cases of sexual abuse and had met the level of discourse analysis using Van Dijk. Third, a journal article is written by Mukhlis et al. (2020) entitled "*Analisis Wacana Kritis*

Model Teun A. Van Dijk Pada Surat Kabar Online dengan Tajuk Kilas Balik Pembelajaran Jarak Jauh Akibat Pandemi Covid-19" (Eng: Critical Discourse Analysis of Teun A. Van Dijk's Model in Online Newspapers with the Headline Flashback to Distance Learning Due to the Covid-19 Pandemic). This research showed that the data source included three text dimensions, as in Van Dijk's theory.

METHOD AND THEORY

The number of online media in Indonesia is quite large, namely around 43,300, and of that number, there are only 65 media that have been verified as complying with the provisions of the Press Law (Dewan Pers, 2018). However, verified media have also experienced changes in writing trends in the structure of news titles. Of the sixty-five verified online media, researchers selected Detik.com as the data population since this online media ranks first as the online media most accessed by Indonesian people (Katadata, 2022). The sample included news published in the first week of 2013 and the first week of 2023. The data were selected using a purposive sampling technique. Sugiyono (2019) states that this sampling technique is a technique where sample determination is based on certain considerations. The considerations included criteria that previous researchers have formulated

This research is categorized as quantitative-qualitative research. It is called qualitative research because it describes the data obtained (Sugiyono, 2019), and is called quantitative research as it involves numerical data (Nuryadi et al., 2017) obtained from the data crawling and data analysis process. Researchers utilized descriptive-analytical methods as the research design. According to Sugiyono (2019), the analytical descriptive method describes or provides an overview of an object identified through collected data or samples without analyzing it to make conclusions that apply to the general public.

Data was collected using the recording/tapping method with an uninvolved conversation observation technique. The tapping method means reading and observing the use of language. (Sudaryanto, 2015). The uninvolved conversation observation technique does not directly involve the researcher (Sudaryanto, 2015). In this case, the researcher does not participate in determining the formation and emergence of prospective data but only acts as an observer.

The researchers used the distributional method for the data analysis as well as the identity method. The distributional method means the determining tool in analyzing this data is part of the language, and the identity method means that the determining tool in data analysis is outside, apart from, and not part of the language being studied. (Sudaryanto, 2015). The techniques used in the distributional method are Segmenting Immediate Constituents Techniques (BUL) in the form of deletion and construction change techniques. Furthermore, the type of the identity method included the pragmatic identity method.

This research used Critical Discourse Analysis (AWK) theory aiming to (1) explore causal and determinate relationships between discursive practices, events and texts, broader language and cultural structures, as well as social and cultural relationships and processes; (2) investigate how these practices, events, and texts can emerge and be

shaped ideologically by power relations; and (3) explain the vagueness of the relationship (Fairclough, 2003). Van Dijk supports this theory by adding that discourse analysis is related to analytical studies in the form of written and spoken texts to reveal discursive sources of power, domination, inequality, and bias. This theory examines how particular social, political, and historical contexts sustain and produce discursive resources (Van Dijk, 1997).

Van Dijk's discourse analysis is also known as discourse analysis of social cognition. In discourse analysis, Van Dijk looks at discourse more deeply to identify how discourse is produced. Van Dijk's social discourse analysis has three aspects: text structure; social cognition; and social context. Eriyanto explained that social cognition is formed from discourse producers' knowledge, attitudes, and opinions. As for the social context aspect, it is emerged from culture and situation (Eriyanto, 2011). Based on this description, Van Dijk's discourse analysis integrates discourse elements that can be used effectively. Hakim dan Sulis (2021) proved that Van Dijk's analytical model could collaborate between elements in discourse so that it has use value and practical value.

Critical discourse analysis can help this research in explaining the language and structure used in a text discourse (online news headlines). In practice, apart from being a medium of communication, language is also a medium for conveying an interest, a purpose, or a certain ideology. According to Darma (2009), Critical discourse analysis discusses the process of describing a text in the form of social reality, which is being studied by a dominant group with a tendency to have certain goals to get something they are eager to.

Through this research, researchers aim to examine the text titles of Detik.com's online news discourse in 2013 and 2023 using the three structures proposed by Van Dijk (1997), namely exploring (1) macro or thematic structure to describe the themes in online news titles; (2) superstructure or schematic to explain the systematic part of writing online news titles; and (3) microstructure which describes the linguistic components in writing online news headlines.

According to Sumarlam (2020), interpreting the whole of discourse requires text and context. Context aims to determine the relationship between text and phenomena outside of language, such as social and cultural aspects. Through this, the information can be understood holistically and comprehensively. This research only focuses on the text dimension, namely the title text of online news in two years, namely 2013 and 2023, on the online media news portal Detik.com. This research used Van Dijk's theory in studying all 3 (three) structures that have never existed and have not been discovered. Moreover, no research has ever been conducted focusing on the language structure and title patterns of Detik.com's online news.

RESULT AND DISCUSSION

After identifying the data sources, the results were obtained as follows:

Table 1. News Headline Data for Two-Year Period

2013		
No	Date of News	The number of Data
1	01-01-2013	6
2	02-01-2013	15
3	03-01-2013	19
4	04-01-2013	18
5	05-01-2013	13
6	06-01-2013	11
7	07-01-2013	6
Total		88
2023		
No	Date of News	The number of Data
1	01-01-2023	12
2	02-01-2023	27
3	03-01-2023	28
4	04-01-2023	28
5	05-01-2023	44
6	06-01-2023	41
7	07-01-2023	40
Total		220

In terms of the corpus, the most obvious difference in data sources between the two-year periods is the number of news items produced. In the first week of the 2013 period, the number of news only reached 88 titles; in the 2023 period, the number of news could reach 220 titles. The increase reached 40%. The increasing quantity of news produced cannot be separated from the influence of the internet, which has become a primary need for the majority of society. Apart from the practical side, which greatly impacts the increasing need for digital news information, the paperless movement also contributes to why people nowadays tend to read news on online portals rather than printed ones. Due to the increasing demand for information from the public, online news media increase the variety and frequency of news articles every day. Apart from the increasing amount of news, there are differences between news for the 2013 and 2023 periods on the Detik.com portal. These differences are described as follows.

Word count

In 2013, variations in the number of words used in titles were between 6-12. The highest percentage of words used was news, with a title of 9-10 words, reaching 52.3%. Meanwhile, for the 2023 period, variations in the number of words used in the title were between 5-13 words. The highest percentage of words used was news, with a title of 10-11 words, reaching 60.1%. Based on the comparison between the two, it can be said that the number of words in the 2023 period was more varied, and people tend to be bolder in displaying news with titles that only had 5 words, as well as displaying news titles in a greater number of words, reaching 13. Apart from that, in the 2023 period, Detik.com also displayed more news titles with more words than the 2013 period.

Type of sentence

In 2013, some data findings had a balanced tendency between the two types of sentences. Active sentences had a percentage of 46.5%, while passive sentences had a percentage of 52.3%. As for the 2023 period, active sentences reached 66.8% and 33.2% for passive sentences. Based on this comparison, it can be seen that active sentences in the 2023 period were frequently used in writing news headlines, with quite a significant difference from passive sentences.

Syntactic patterns

In the 2013 period, the S-P-O (Subject-Predicate-Object) pattern dominated the writing of news headlines with modifiers written at the beginning of the sentence. It is important to note that the majority of modifiers in the 2013 period tended to be simple, with relatively fewer sentences used, such as in the following data.

Takut Dipenjara, Satu Pembajak Angkot 06 Menangis Saat Reka Ulang (01/01/2013)
(Eng: Afraid of being jailed, a 06 public transportation hijacker cries while re-enacting it)

In this data, fear of being imprisoned is an explanation placed at the beginning of the sentence. As for the 2023 period, there were more varied syntactic patterns, such as writing modifiers with chronological format, the majority of which were used in the title and separated by commas, such as the following data.

Polisi Bekuk 4 Pelaku Perdagangan Orang di Jakpus, Modus Tawari Kerja (01/01/2023) (Eng: Police Arrest 4 Human Traffickers in Central Jakarta, with a modus of Offering Work)

In the 2023 period, data was also found with more use of source statements as news headlines, such as the following data.

Polisi: Pelaku Penculikan Anak di Jakpus Ternyata Punya 4 Nama (02/01/2023)
(Eng: Police: Child Kidnapping Perpetrators in Central Jakarta Apparently Have 4 Names)

Use of affixations

In 2013, *me-* affixation as an active sentence marker was rarely found. Active sentences are marked using basic words. An example is the word *special* in the following news headline data.

Polisi Jamin Tak Istimewakan Sel Sopir Maut Livina yang Tewaskan 2 Warga (03/01/2013) (Eng: Police guarantee that they are not privileging the prison of the deadly Livina driver that killed 2 residents)

The word *istimewakan* has a standard form of *mengistimewakan*. However, as it followed the template of writing news headlines, the affix *me-* was omitted and ended up with *istimewakan*. Furthermore, *di-* and *ter-* affixations dominated the forms used to mark passive sentences. As for the 2023 period, the affixation *me-* often appeared and was used as an active sentence marker. An example is the following data.

- [1] *Pemerkosa Anaknya Divonis 10 Bulan Bui, Ayah Memohon ke Jokowi Korban* (05/01/2023) (Eng: The Rapist of his daughter was sentenced to 10 Months in Prison, Father Appeals to Jokowi)
- [2] *Pelecehan di KRL Enggan Melapor, Polisi Arahkan Pendampingan P2TP2A* (06/01/2023) (Eng: Harassment on KRL was Reluctant to Report, Police Direct P2TP2A Assistance)

In these two data samples, the words *memohon* and *melapor* are examples of current news headlines tending to still use complete affixation in writing verbs, in contrast to the 2013 period.

Use of prepositions

In the 2013 period, there were prepositions of *di* used 42 times, *akan* for 2 times, *dengan* for 1 time, *dalam* for 1 time, *dari* for 1 time, and *ke* for 1 time, with the overall percentage of prepositions reaching 52.3%. As for the 2023 period, there were prepositions used 159 times, *dengan* for 2 times, *demi* for 1 time, *pada* for 1 time, *untuk* for 3 times, *bagi* for 1 time, and *ke* for 10 times with a total percentage of prepositions appearing reaching 80.5%. It indicated that writing news headlines used more intense and various prepositions in the current period.

Use of punctuation

In the 2013 period, there were punctuation marks in the form of commas (,), single quotation marks ('_'), colons (:), and exclamation marks (!). The colon (:) was used to explain the data or diction in the news title, such as the following data.

Malam Tahun Baru di HI: 16 Laporan Kecopetan, 26 Laporan Orang Hilang (01/01/2013) (Eng: New Year's Eve in HI: 16 Reports of Pickpockets, 26 Reports of Missing Persons)

Meanwhile, for the 2023 period, the colon (:) was actually used to quote the source's statement, such as the following data.

Polisi: Pria di BSD Tangerang Tewas gegara Dijerat Tali Sepatu (02/01/2023) (Eng: Police: A Man in BSD Tangerang Died because he was entangled in a shoelace)

Negation

In the 2013 period, a form of negation was found, namely *tidak* for 1 occurrence, *tak* for 4 occurrences, and *belum* for 3 occurrences spread across 8 title data. As for the 2023 period, 16 titles contained forms of negation *tak* that appeared 9 times, *bukan* for 2 times, *tanpa* for 1 time, and *belum* for 4 times.

Mention of names

In 2013, 2 titles contained the names of sources/actors/figures involved with an appearance percentage of 5.7%. Meanwhile, in 2023, 49 titles contained the names of sources/actors/figures involved, with an appearance percentage of 22.3%.

The existence of interjections

In the 2013 period, 1 form of interjection was found written in the title, namely 'Tragis!'. As for the 2023 period, more interjections were used in news headlines,

namely 'Terungkap!', 'Keji!', 'Sadis!', 'Ngeri!', 'Terkuak!', 'Tega!', and 'Bejat!'. The existence of these interjections in news titles is to provide confirmation or emphasis on an incident that occurred.

The existence of slang words

There were quite significant findings related to the presence of slang words (informal words) used in a news title. In 2013, there was only 1 data containing slang words, namely *Nyambi*. As for the 2023 period, 5 data contained slang words in the news title: *Open BO*, *Bareng*, *Ngamar*, *Duit*, and *Bilang*. It indicated that informal words in news titles for the current period were used to attract more readers from various age backgrounds, especially young people.

The existence of onomatopoeia

According to Kridalaksana (2008), Onomatopoeia is an imitation of a sound that usually consists of one or two repetitions of a syllable, which can stand alone as a syllable. In 2013, 1 title contained the form of onomatopoeia, such as the following data.

2 Terduga Teroris yang Tewas Didor di Makassar Siap Dibawa ke Jakarta (04/01/2013) (Eng: 2 Suspected Terrorists who were killed for being shouted in Makassar were Ready to be Taken to Jakarta)

As for the 2023 period, there were no news titles containing onomatopoeia.

CONCLUSION

This research has collected all data in two different year periods, namely in 2013 and 2023. In 2013, 88 data on news titles were obtained, while in 2023, 220 data were obtained. The significant changes between the two periods were in (a) number of words; (b) sentence type; (c) syntactic patterns; (d) use of affixations; (e) use of prepositions; (f) use of punctuation; (g) negation; (h) mention of names; (i) the existence of interjections; (j) the presence of slang words; and (k) onomatopoeia.

The data analysis revealed that the writing of news headlines in 2023 had more varied patterns, such as a greater number of words, the more frequent use of prepositions, and the use of punctuation marks such as commas (,), exclamation marks (!), and colons (:). It is in contrast to the pattern of writing news headlines in 2013.

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