

Chapter V

CONCLUSION AND SUGGESTION

This chapter consists of the conclusion and some suggestions of the study.

5.1 Conclusion

In communication, it is important to make sure that receivers understand what information is being delivered; therefore, it is important to obey Grice's Maxims in communication to state clear statements. There are many ways to communicate. It can be in spoken or written form. Newspapers are one way to communicate. Journalists give information to readers in written form.

In writing articles, journalists have to pay attention to the language they use so that readers can get the information that they try to deliver. In journalism, an article has to carry meaning to diverse audiences, has to consist appropriate discourse, has to be readable. It does not have to be difficult because a good writing is the one that is understood by readers (Westley, 1953).

The most important part of a newspaper is the headlines. A headline is typed in big letters and bold so that it can easily be seen by readers. Before reading the whole article, readers will read the headlines first to make sure whether they want to continue reading the whole article. Therefore, a headline has to be written clearly do that readers understand what the news is about. It can be said that through headlines, journalists communicate the main idea of the news to

readers; therefore, in writing headlines, journalists have to follow the Cooperative Principles.

There are four maxims in Cooperative Principles. They are maxim of quality, quantity, manner, and relevance. However, maxim of quality is not analyzed in this study because it is difficult to prove that a headline is written based on fact. Therefore, this study analyzed whether the headlines of Politics on the online Jakarta Post are informative, clear, and relevant to the article.

In this study, there are 41 headlines which are analyzed whether they obey maxim of quantity, manner, and relevance. Most of the headlines have obeyed the maxims; however, some headlines still violate maxim of quantity, manner and relevance. The headline which violates maxim of quantity does not provide enough information for readers to understand what and who the news is about. The headlines which violate maxim of manner contain phrases or words which are ambiguous or obscure that can make readers misinterpret the content of the news. The headlines which violates maxim of relevance contain words or phrases that do not reflect what the news is about.

Mostly, the probable cause of the violation is to make the headlines interesting; therefore, readers would read the whole article of the news. Some violation occurred to make the writing of the headlines more economical and attractive. The sensationalism that appears on the headlines intends to attract the readers to read the whole article because people tend to be more interested to something that sounds sensational.

In writing headlines, it is important to follow Grice's maxims since headlines are important parts of articles which help readers understand the news content and decide whether they want to read the articles. Therefore, a headline should contain enough information reflecting the news and be written with proper words so that it only has one clear meaning.

5.2 Suggestion

The purpose of this study is for betterment in journalism field to provide informative, clear and relevant headlines for newspaper readers. Therefore, the writer hopes there will be other students who continue this study. The next students who will continue this study can analyze headlines from other English newspapers in Indonesia. They also can take news from different sections of newspapers. The last suggestion the writer thinks is important is it is important to know that some news contains elaboration which is not related to the main idea of the content of the news, so student have to be critical to decide whether the headlines obey the maxim of relevance.

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