

ANALYSIS OF THE USE OF AFFIRMATION FIGURES IN THE OPINION RUBRIC OF THE DETIK.COM ONLINE NEWSPAPER

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Abstract

The discussion raised in this study relates to the use of the figure of speech in the opinion rubric of the detik.com online newspaper. The form of the research analyzed is the use of affirmation figures of speech in the detik.com mass media. Sources of data obtained through the mass media detik.com were analyzed starting from October 2022, and the news was taken randomly every week. Data collection techniques used are analysis, observation, and documents. The results of the study were read, recorded, and explained by the use of figures of speech written in the news. The purpose of this analysis is to be able to find out what figure of speech is used in the detik.com mass media. The type of research conducted is qualitative research. The results of the study concluded that there were four types of figures of speech that the researchers found on detik.com. Among them, the repetition figurehead is found in two stories, pleonasm in one story, and anticlimactic in one news.

Keywords: Figure Of Speech; affirmation; detik.com

Abstrak

Pembahasan yang diangkat dalam penelitian ini berkaitan dengan penggunaan majas pada rubrik opini koran online detik.com. Bentuk penelitian yang dianalisis berupa penggunaan majas penegasan pada media massa detik.com. Sumber data yang diperoleh melalui media massa detik.com yang dianalisis mulai dari bulan Oktober 2022, dan berita tersebut diambil secara acak dalam setiap minggunya. Teknik pengumpulan data yang digunakan adalah analisis, observasi, dan dokumen. Hasil penelitian dilakukan dengan cara dibaca, dicatat, dan dijelaskan sesuai dengan penggunaan majas yang tertulis dalam berita tersebut. Tujuan dari peneliti menganalisis ini supaya dapat mengetahui majas apa saja yang digunakan dalam media massa detik.com. Jenis penelitian yang dilakukan adalah penelitian kualitatif. Hasil penelitian menyimpulkan bahwa terdapat empat jenis majas yang peneliti temukan dalam detik.com. Diantaranya majas repetisi terdapat dalam dua berita, pleonasme dalam satu berita, dan antiklimaks dalam satu berita.

Kata Kunci: Majas; penegasan; Detik.com

A. Introduction

Bela (2020) The first research, states that the comparative figure of speech

analyzed in this study is the site figure of speech, metaphorical figure of speech, the personification of personification, and allegory of allegory. This study uses a descriptive qualitative approach which is investigated by writing down the current state of the subject and object based on the facts that appear as they are. The results of the research show that to find out the use and types of comparative figures of speech used in poetry in the Kompas Daily in 2019.

Rachman, Sobari, and Abdurrokhman (2021) stated that Prilly's poetry has its characteristics and uniqueness. This study intends to examine the use of figures of speech in three poems by Prilly Latuconsina. The descriptive type of qualitative approach is the method chosen and used in this study. This poem by Prilly Latuconsina has its characteristics. This characteristic can be seen from the use of the figure of speech contained in the poem, which consists of personification, simile, metaphor, and repetition.

Auditor Rahmah (2022) stated that this research was conducted to describe figures of speech. The method used is descriptive qualitative, and the data raised are 8 stanzas and 31 lines. Data collection is done by reading, understanding, listening, and marking quotes containing figures of speech. After the data is recorded, it is further classified into four figures of speech, namely repetition, personification, pleonasm, and hyperbole.

The difference between this study and the three studies above is that the first research previously analyzed the use of figures of speech in a poem by Prilly Latuconsina. The second previous study analyzed the use of figures of speech in Soni Farid Maulana's poems. The third previous study analyzed the use of figures of speech in poetry. Meanwhile, this study

analyzes a figure of speech in the opinion rubric of the detik.com online newspaper. The similarity in this research is to analyze the use of figures of speech.

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The following is a basic understanding that researchers use as the foundation of this research. The language style is a figurative form to express a comparison or parable of a meaning. First, (Ulin Nuha Masruchin, 2017) states that figure of speech is a style of language in the form of figures of speech, like, parables that aim to beautify the meaning and message in a sentence. Obtained from the book Majas, Pantun, and Poetry.

Second, the understanding put forward by (Arni Susanti Oktavia, 2017) states that language style is a way of expressing thoughts through language specifically that shows the soul and personality of the author (language use). A good style of language must contain three elements, namely: honesty, politeness, and attractiveness. Obtained from the book "Knowing Language Styles and Proverbs".

Third, understanding according to Gory Keraf (2002:113) is defined as a way of expressing thoughts through language in a distinctive way that shows the soul or personality of the author (language use). Language style can be grouped based on

word choice, tone, sentence structure, and whether or not the meaning intended by the author is direct. Obtained from the book *Metaphorical Speech Variety of Journalism* by (Drs. Poniman, M.Hum, 2015).

Fourth, Sardani (2018: 55) states that figurative language or commonly referred to as language style is a form of language used in the form of comparisons or parables. In general, figures of speech can only be used in literary works. Unconsciously, figures of speech can be found in various forms of language use.

Fifth, Nurgianto (in Munir 2013:3) argues that figure of speech is a language expression technique where the meaning does not lead to the actual meaning but has implied meaning or added meaning. Figures are also related to certain figures of speech and parables. Generally, the figure of speech is used in works of fiction, however, the figure of speech is also used in nonfiction writing.

Sixth, Marnetti (2018:38) figure of speech is a style of language used to express something. The figure of the speech delivered is in the form of figures of speech, parables, and similitudes to beautify the message or sentence. However, sometimes figure of speech can be used to demean, belittle, and even insult others with parables.

Seventh, Sunarjo (2018) states that figure of speech is a language expression technique, the meaning of which does not refer to the literal meaning of the words that support it. Majas is a style of language used by writers to make writing more beautiful to readers.

Based on the explanation above, this research determines the formulation of the problem as follows:

- 1) What are the figures of speech in the detik.com online newspaper opinion rubric?
- 2) How many figures of speech were used in the detik.com online newspaper opinion rubric in October 2022?

Therefore, the purpose of this research is to find out what figure of speech is in the detik.com online newspaper opinion rubric and to find out how many figures of speech are used in the detik.com online newspaper opinion rubric.

Based on the theories that have been explained by several experts above, it can be concluded that figure of speech is a language expression technique where the meaning does not lead to the actual meaning. The language disclosure is made a little parable or similar to beautify a message or sentence. Figures are not only used for literary works, but they are also unconsciously used in various forms of language use. Majas is also a language that has aesthetic beauty value for the readers.

B. Research Method

The type of research conducted is qualitative research. According to (Walidin & Tabrani, 2015, p. 77) Qualitative is a research process that can be presented in words, reports detailed views obtained from informant sources, and is carried out in a natural setting. As defined by (Ali & Yusof, 2011) that qualitative research is more emphasis on the absence of the use of statistical tools in qualitative research.

The research object chosen is the use of the figure of speech in the opinion rubric of the detik.com online newspaper. Data collection techniques used are analysis, observation, and documents. Research data sourced from detik.com. The data studied were analyzed, read, and grouped based on

the types of figures of speech. After being described according to the figure of speech group, the researcher will make a narrative based on the description that has been recorded in the figure of speech group to make it clearer.

C. Research Finding and Discussion

Berita yang diambil merupakan (per-minggu) pada bulan Oktober 2022

N O	JUDU L BERIT A	PENGARA NG DAN SUMBER	TA HU N TE RBI T	KETERANGAN
1.	"Hari Penglihatan Sedunia 2022: Tema, Sejarah, dan Cara Mempelajari"	Widhia Arum Wibawana https://news.detik.com/berita/d-6338170/hari-penglihatan-sedunia-2022-tema-sejarah-dan-cara-peringati	09 Okt Okt obe r 202 2	Terdapat majas Repetisi pada kalimat "hari penglihatan sedunia 2022 adalah peringatan hari penting di bulan Oktober yang diperingati di seluruh dunia. Hari Penglihatan Sedunia 2022 jatuh pada tanggal 13 Oktober 2022 ini memiliki perhatian penting akan pentingnya perawatan mata sebagai indra penglihatan manusia."

2.	"Reaksi Luis Milla Soal Liga 1 Digelar Lagi Akhir November"	Bima Bagaskara https://www.detik.com/jabar/sepakbola/d-6347504/reaksi-luis-milla-soal-liga-1-digelar-lagi-akhir-november	14 Okt Okt obe r 202 2	Terdapat majas Repetisi pada kalimat "Saya belum mengetahui itu. Apakah ini sudah resmi? Saya belum mau membicarakan ini jika masih belum resmi. Saya masih menunggu berita resmi dari manajemen dan klub," singkat Luis Milla
3.	"Soal Polemik Ijazah Jokowi, Kagama Bantuan Hukum Siap Turun Tangan"	Pradito Rida Pertana https://www.detik.com/jateng/jogja/d-6361722/soal-polemik-ijazah-jokowi-kagama-bantuan-hukum-siap-turun-tangan	21 Okt Okt obe r 202 2	Terdapat majas Pleonasme pada kalimat "KBH pun siap turun tangan jika diperlukan, karena KBH selalu siap sedia apabila ada anggota KAGAMA yang membutuhkan bantuan hukum"

4.	"Bank BJB Sabet Penghargaan di ESG Disclosure Awards 2022"	Erika Dyah Bank bjb Sabet Penghargaan di ESG Disclosure Awards 2022 (detik.com)	26 Okt 2022	Terdapat majas Antiklimaks pada kalimat "Adapun penelitian ini menggunakan metodologi 33 faktor ESG berdasarkan faktor ESG pasar modal terkemuka, studi peraturan, perjanjian internasional, serta standar dan pedoman pelaporan yang juga telah melalui proses assurance oleh Tuv Rheinland."
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Based on the results of the description above, it can be seen that there are several uses of figures of speech used in detik.com media. Among them, first, in the sentence "World Sight Day 2022 is an important day in October which is celebrated around the world. World Sight Day 2022, which falls on October 13, 2022, has important attention to the importance of eye care as a human sense of sight. This sentence contains a repetition figure of speech. A repetition figure of speech is an affirmative figure of speech that is characterized by the repetition of words, phrases, or clauses in a sentence that are considered important to provide affirmation. In this sentence, there are several repetitions of words to emphasize the meaning.

Second, in the sentence "I don't know that yet. Is this official? I don't want to talk about this if it's still not official. I'm still waiting for official news from the management and the club," said Luis Milla. In that sentence, there is a figure of speech

in the form of repetition. Not much different from the first sentence, the second sentence also has several repetitions of words to give an affirmation. The word "already official" is repeated several times to give the meaning of the affirmation that he is still asking the same thing about "is it official?" or not yet.

Third, in the sentence "KBH is ready to intervene if needed because KBH is always ready if there are KAGAME members who need legal assistance". In this sentence, there is a figure of speech in the form of Pleonasm. Pleonasm is a form of affirmation in the form of adding words, descriptions, or ideas to a statement whose intent and purpose are clear. Pleonasm is a form of affirmation in the form of adding words, descriptions, or ideas to a statement whose intent and purpose are clear. The figure of speech pleonasm in the sentence is "KBH is ready to intervene", which is reaffirmed by the addition of the word "KBH is always ready".

Fourth, in the sentence "This assessment uses a methodology of 33 ESG factors based on leading capital market ESG factors, regulatory studies, international agreements, and reporting standards and guidelines that have also gone through an assurance process by Tuv Rheinland." In this sentence, there is a major in the form of an anticlimactic. Anticlimactic majas is a style of language that sorts words or ideas from complex or very important downhill to simple things.

D. Closing

Based on the results of the analysis above, it can be concluded that there are four kinds of use of affirmative figures of speech in detik.com news. The news was taken in October 2022 and was analyzed randomly including repetition figurehead

which is marked by the repetition of words, phrases, or clauses in a sentence. The repetition figurehead here is found in two news stories. The first news on the phrase "World Sight Day 2022 is the commemoration of an important day in October which is celebrated around the world. World Sight Day 2022, which falls on October 13, 2022, has important attention to the importance of eye care as a human sense of sight. The second news on the sentence "I don't know that yet. Is this official? I don't want to talk about this if it's still not official. I'm still waiting for official news from the management of and the club," said Luis Milla. Both sentences use repetition of words to emphasize their meaning.

The third type of figure of speech is pleonasm and anticlimactic figure of speech. Pleonasm is a type of figure of speech that is characterized by the addition of words, descriptions, or ideas to a statement whose purpose is clear. This pleonasm figure of speech is contained in the sentence "KBH is ready to intervene if needed because KBH is always ready if there are KAGAMA members who need legal assistance". The word "step down" actually has a very clear meaning, but the sentence is reaffirmed by adding the word "KBH is always ready". And the last is the use of an anticlimactic figure of speech. Anticlimax itself is characterized by ordering sentences that are very important down to simple things. This figure of speech is contained in the sentence "This research uses the methodology of 33 ESG factors based on leading capital market ESG factors, regulatory studies, international agreements, and reporting standards and guidelines which have also gone through the assurance process by Tuv Rheinland."

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