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Article

Diction Character of Headline News in West Sumatra Mass Media

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A B S T R A C T

Diction in headline mass media is important because it describes the overall news content. The mass media has a moral responsibility to provide learning for the reader about the correct use of language. That's called character diction. Diction character or character choice of words used in the title of the news media can influence the character speaking readers for diction has meaning and soul. Diction used in the mass media headlines West Sumatra, includes euphimisme, sarcasm, regional language (language Minangkabau), foreign language (English), idioms, abbreviations and acronyms, Indonesian non standard, and nicknames

I. INTRODUCTION

The development of science and technology triggers the development of language and mass media. The development of mass media is parallel to the language because language is a primary object of mass media. Language, especially diction is used by mass media for constructing events to be to the news. This topic interesting to be analyzed. Diction is important because it contains behind a psychological burden that may affect the attitude and character of the reader.

The effect can be seen from the public response to the existence of a mass media. At present, the mass media is easily accessible by people from various circle. Conversely, the mass media also easily access the life of the community to the private spaces. Everything in the mass media often become a reference and a way of life for the community. Shortly, mass media has

become the "new teacher" in community life. The existence of the mass media sometimes also able to beat the existence and popularity of real teachers.

The mass media is an official channel to spread the word and the message to the community by using language as the main medium (KBBI, 2008: 892). This is in accordance with the opinion of Widjono (2012:25) who explained that one of the main functions of language as a tool of communication, a transmitter of information, and a means of building intelligence and character of the nation.

As a business engaged in the field of communication and information services, the mass media use language, especially diction, to develop the business. Diction is an appropriate word choice and usage harmony to express the idea in order to obtain a certain effect as

expected (KBBI, 2008:328). Diction is an important because one of the indicators of the language associated with tricks or how to choose the appropriate words to convey information so that to readers will be attracted.

The ability to choose diction become the key success of the mass media. Diction can affect behavior, thought, and orientation of the readers, especially diction used in the tittle. For the mass media, the tittle or headline is the influential rating or the main door or the face that determines whether or not they are read or loved by people. Therefore, the diction in the headline deliberately formulated to suit the needs of readers, affect the reader's emotions, and attract readers.

Diction used by mass media in constructing reality or events that occur in the community is expected to be a moral lesson and character for the community as expressed by Tester (2003:152), that through the mass media of moral concern and moral issues more are created and expressed in social situations and culture of modern society. The mass media became a tool of social control to people's lives.

The diction also often become a trending topic among the public because it contains a controversial meaning. Diction, such as *Cicak versus Buaya* were popular when the *Kabareskrim Susno Duadji* was against the Indonesian National Police, *galau* become popular is because of a cellular network starring by artist Sule, *kontroversi hati*, *konspirasi kemakmuran*, *mengkudeta*, where introduced by Vicky Prasetyo that known as *Vickynisasi*. More recently, diction *kado ulang tahun dari presiden untuk Anas Urbaningrum* also become popular in the mass media, both printed and electronic because of its paradox and satire meaning. Moreover, a singer, Syahrini is popular with the diction *cetar membahana*, *sesuatu*, *ulala*, and *alhamdulillah ya*. The diction is copied and used by people in daily communication without adequate knowledge about the meaning and accuracy of the situation. There are aspects of language neglected there, such as the use of diction that

is not in accordance with the public knowledge and disorganized. Diction has become popular because it is used by the popular person.

Therefore, the characteristic of diction of the headline news is important to be explained. The source of the data are from four mass media in West Sumatera, Singgalang, Padang Ekspres, and Posmetro. The data was taken in 2014 because of high political activities in this year, like presidential election and the legislative elections were held in this year. The diction used in the headline was constructed suchlike as to bring various forms of imaging to the figure legislative candidates and presidential candidates.

II. METHODS

Diction has been discussed by several writers, including Widjono, HS. (2012) and Keraf (2007). Diction is the right choice of the words and the tune is used according to the situation and context. In the *Kamus Besar Bahasa Indonesia* (2008:328), a diction is defined as the right choice of words and tune is used to express the idea in order to obtain a certain effects as expected. Keraf (2007:22) states that the definition of diction is much broader than what is reflected by the fabric of the words themselves. Diction is not only used to express an idea, but also includes the issue of phraseology, style, and expression. In analyzing the problem, Keraf theory is applied (2007:100) which is stated that the utilization of the word and the accuracy of word choice can be determined by several conditions, namely:

1. Carefully, connotation and denotation should be distinguished. To get the basic meaning or understanding of basic, a word must use denotatif diction, whereas to get an emotional reaction, the mass media may use words with connotative.
2. Carefully, words which are synonymous.
3. Must be able to distinguish words like spelling, like a victim, inference - interference, the corporation-the cooperative.

4. Avoid the words of his own creation. Although the word is always growing and increased in from time to time, it does not mean everyone should create their own words. A new word emerged first from famous people such as presidents, dignitaries, and author.
5. Beware or be warned against the use of foreign prefixes and other foreign words, such as favorable-a favorite, culture-cultural.
6. Verb preposition should be used idiomatically, as hoped would not expect to be, talking about not talking about.
7. Must be able to distinguish common words and a special word for a special word to describe something more precise than common words.
8. Must pay attention to the changes that occur in the meaning of the words that are already known.
9. Use words that show sensual special perception.
10. Taking into account the continuity of the choice of words.

In addition, a theory of meaning and interpretation that reflects the character of the diction used analysis of connotation and change the meaning of words from Parera (2004, 97-106). According to Parera, a word has meaning and soul. Word meaning and spirit can influence the attitudes and behavior of the wearer language. As a business engaged in the field of journalism, mass media is fully aware that the existence of words into the selling price, and the cutting edge for developing a business or business mass media.

III. RESULT

Diction is an appropriate choice of words and the tune. Diction is an appropriate word choice and usage harmony to express the idea in order to obtain a certain effect as expected (KBBI, 2008:328). Studies the diction of headline become important to the role of the mass media is important in determining the moral barricades and character of the community. Modern society can not be free from

dependence on the mass media. Everything offered mass media into public consumption. Start of information, anxiety, kindness, depravity, and various pathologies (deviation) moral happens to people in various parts of the world does not escape from the Media.

World to being small and none is to the present of the mass media. Indonesia community can be easy to monitor events in different parts of the continent, such as America and Europe. Massa media showed all information about other country. Information from mass media can be make happy, sad, panic, and also forget about themselves. In fact, Cohen on his book *Folk Devils and Moral Panic* said stereotypes and construction narrative news in mass media means that the moral barricades are handled by editor, bishops, politicians, and the other smart people. Furthermore, Cohen also stating that the conditions, events, person or group to become the threat to values in the society: characteristics showed of according at the time and stereotype by mass media (Cohen, 1972:9) in Tester (2003:154).

Diction of headline in the mass media of West Sumatra also play a role in shaping character people of West Sumatra. Characters of diction in the mass media in general exposes West Sumatra connotations. This is consistent with the philosophy of life Minangkabauists priority in speaking figuratively. Diction connotation is stimulating and evocative senses, feelings, attitudes, judgments, and beliefs readers or listeners (Parera, 2009: 99). Furthermore, Parera states that an author, journalist (journalists), authors, advertisers, poet, and would knowingly and intentionally use and choose words that are connotations to stimulate the senses. Stimulate its connotations and readers. Stimuli, suggestions, and emotions that arise as a result of reading a diction that is selected as the headline referred to the character of diction headlines. Keraf (2007:22) states that the definition of diction is much broader than what is reflected by the fabric of the words themselves. Diction is not only used to express an idea or ideas, but also includes the issue of phraseology, style, and expression.

IV. DISCUSSION

4.1 Character of Diction of Headline News in West Sumatra Mass Media

Diction of headline in the mass media of West Sumatra contains more connotations or figurative. This corresponds to the proverbial life of the famous West Sumatra Minangkabau culture that prioritizes figures of speech in speech and language. This is also supported by the expression Semi (1994:122) that the diction is "soulless words" to describe the state of mind and soul as well as the author also participated inner and attitudes influence the reader. Readers will be respond to every diction with feeling angry, sad, or excited after reading the headline diction for words implies that can trigger and stir emotions. Besides connotations, diction in the headline of mass media of West Sumatra are also many use the term foreign language, the term local language, abbreviations, and acronyms, and words which implies coarse (sarcasm), words are not raw, and byword specialized in writing the headline.

The use of spelling and grammatical errors in the title of the news media can also affect the heart, unpleasant, soul, and attitude of the reader. In addition to spelling errors, diction meaningful connotations also dominant in headlines of mass media. Diction meaningful connotation is emotive and evaluative or kind of meaning capable of inflicting stimulus and response and contain emotional values. This is diction can be affect readers to agree and disagree and happy and unhappy (Keraf, 2007:29). This is will be due to the connotations meaningful diction, colorful, and decorative. Keraf (2009:88) reveals that one of the conditions choose diction is able to clearly differentiate the meaning of connotation and denotation. Connotations in the diction of headlines in the mass media of West Sumatra, among euphemism, sarcasm, and idioms.

4.1.1 Euphemism

Euphemism is style that is meaningful connotations. Euphemism are expressions that do not offend people, phrases to replace the

references to insult, and suggestion to something unpleasant (Keraf, 2007:132). Euphemism are also used a headline in the mass media of West Sumatra, among them:

1. Polisi-kan (*Singgalang*, 05 /08/2014)
Tewas Tertimpa Kayu, Keluarga **Polisikan** Operator
Kubu Prabowo **Polisikan** KPU
2. Jaksa-kan (*Posmetro*, Selasa 22 Juli 2014)
Seniman **Jaksakan** Pejabat Disbudpar

In terms of unit lingual, two diction above is a combination of nouns (nouns), the police, prosecutors and affixes (suffix) *-kan*. Two diction above has connotations that calls profession or occupation, namely the police and the prosecutor. Two diction stimulates the senses reader to imagine a case of 'evil' or 'scams' that are normally handled by the police and the prosecutor. Both diction contains stylistic euphemism. Euphemism is one style that is more subtle expression states to replace diction more rude or unpleasant (Tarigan, 2009:25-126).

Polisikan and *jaksakan* have basic character even more frightening. Who is not afraid to deal with the police and prosecutors dubbed as the 'security forces'. If you are already dealing with the police and prosecutors, it is certain the situation was not safe because of *polisikan* meaningful 'complained or reported a case to the police' and *jaksakan* means 'to carry or to report a case to the prosecutors'.

4.1.2 Sarcasm

Sarcasm is a style that contains scathing ridicule that hurt and are less pleasant to hear (Tarigan, 2009: 92). Sarcasm is also called a style that expresses something with harsh words, among them:

1. Terbakar, bandel, (*Singgalang*, 5 Agustus 2014)
Giliran Pasar Tiku **Terbakar**
Pengembang **Bandel** Ditindak
2. Membara (*Singgalang*, 06 Agustus 2014)

Kelurahan Nankodok **Membara**

3. Terdampar, dicabuli, diseruduk (*Singgalang*, 8 Agustus 2014)
Warga Asing **Terdampar** di Purus
Dua Siswi SMP **Dicabuli** di Pasaman
Wabup Pasbar Pingsan **Diseruduk** Rusa
4. Menjerit, Membangkang (*Haluan*, 02 Juni 2014)
Hama Menyerang, Petani **Menjerit**
Petugas Hilang, PKL **Membangkang**
5. Terpelanting (*Posmetro*, 30 Agustus 2014)
Ngebut, Dua Pengendara Motor **Terpelanting**
6. Dilecehkan (*Posmetro*, 15 juni 2014)
Tertidur, Mahasiswa **Dilecehkan** di dalam Kamar
7. terjungkal (*Posmetro*, 14 Juni 2014)
Ahsan/Hendra ke Final, Rian/Rangga **Terjungkal**
8. Sodomi (*Posmetro*, 12 Juni 2014)
Siswa SMP **Sodomi** Murid PAUD
9. Menyembur, Tewas (*Posmetro* 12 Juni 2014)
Darah Segar **menyembur**, Petani **Tewas**
10. dipelasah (*Posmetro*, 12 Juni 2014)
Maling Kampung **Dipelasah** Warga

Diction *membara*, *terbakar*, *terjungkal*, *diseruduk*, *membangkang*, *terpelanting* have meaning sarcasm and the can influence feel of reader. That is diction consist of violence meaning and make the reader horrified. And then, diction *dicabuli*, *dilecehkan*, and *sodomi* have meaning sexual violence. That is diction make a reader also horrified.

4.2.3 Idioms

Idiom is a form of language that is aligned with the understanding proverbs. Idiom is defined as the structural pattern that deviates from the rules of a common language or do not contain

the actually meaning. Usually, idioms are phrases and their meaning can not be explained logically and grammatically based on the meanings of words that make it (Keraf, 2007:109). Idiom can be in the form of a combination of two or more words. Idiom has the character of indirect communication for meaningful allegory. Idioms in headlines news in the mass media of West Sumatera, between that:

1. Tebar Pesona (*Singgalang*, 06 Agustus 2014)
Bakal Calon Bupati **Tebar Pesona**
2. Tebang Pilih (*Singgalang*, 04 Agustus 2014)
Jangan **Tebang Pilih** Ungkap Kasus Alkes
3. Bahu Jalan (*Singgalang*, 19 Juli 2014)
Naikkan **Bahu Jalan**, Bersihkan Pasar Tumpah
4. Rapor Merah (*Haluan*, 10 Juni 2014)
Lingkungan di Riau Dapat **Rapor Merah**
5. Ujung Tombak (*Haluan*, 4 Juni 2014)
Pertanian **Ujung Tombak** Ekonomi Rakyat
6. Anak Tiri (*Haluan*, 23 Juli 2104)
Sumbar Tak Akan Jadi **Anak Tiri**
7. Pecah Kongsi (*Postmetro*, 03 Agustus 2014)
Emzalmi minta didoakan Tak **Pecah Kongsi**
8. Orang Dekat (*Singgalang*, 05 Agustus 2014)
Orang dekat Megawati Pimpin Tim Transisi
9. Bulan Madu (*Singgalang*, 24 Juli 2014)
Presiden Baru Tanpa **Bulan Madu**

Idioms tebar pesona, tebang pilih, bahu jalan, rapor merah, ujung tombak, pecah kongsi, and

orang dekat is not true meaning or not actually meaning according to Indonesian language dictionary. The idiom have consist to metaphor and allegory, especially euphemism meaning. Tebar pesona has actually meaning as to get want interest by others, terbang pilih and anak tiri has actually meaning as not discrimination, ujung tombak has meaning some one who can believed. Pecah kongsi has meaning as broken relationship, and bulan madu has meaning as vacation or relax.

4.2.4 Local Languages/ Minangkabau Language

Local language also reflects the characteristics of a headline news. Characters contained of the local language is a desire to highlight the elements of regional identity or locality (local wisdom). The desire to accentuate the locality is an effort to convey the others values than the meaning of words from local language. Local language have the value taste and value different meaning than diction of Indonesian language. Local languages have emotional values are sharp highlight which is influence the behavior and response of the reader. Not all local language meaning can represented by Indonesian language. A Minangkabau language speakers who did wrong will show a different reaction if reprimanded in Indonesian language and Minangkabau language.

For the reasons, some of the headlines in the mass media written by diction of Minangkabau language which local language of West Sumatera. In addition, there is also the desire of the mass media (reporters and editors) to popularize the terms of local languages in the mass media. The goal is that language Minangkabau region can develop better and more universal.

Local language or Minangkabau language used by mass media of West Sumatra, among them:

1. cakak banyak (*Padang Ekspres*, 30 Agustus 2014)
Warga **Cakak Banyak** Ikuti **Outbond**
2. coga (*Singgalang*, 11 Juli 2014)
Rendang **Coga** Untuk Buka Sahur

3. dicokok, pengupak (*Haluan*, 01 Juni 2014)
Pengupak Toko di Pasar Raya **di Cokok**
4. dihoyak (*Singgalang*, 19 Juli 2014)
Tabuik Pariaman **Dihoyak** di Jerman
5. tasingkok (*Posmetro*, 30 Agustus 2014)
Makin **Tasingkok** dan Maju
6. pulang basamo (*Posmetro*, 22 Juli 2014)
Perantau IV Koto Mudiek Gelar **Pulang Basamo**
7. tagaiang (*Posmetro*, 15 Juni 2014)
Hantam tiang listrik, Strada **“Tagaiang”** di Bibir Jurang
8. dipalak (*Singgalang*, 18 Juli 2014)
Urus KK, Warga **“Dipalak”** 10 Ribu
9. parang ladiang (*Posmetro*, 20 juli 2014)
Sopir dan Kernet **Parang Ladiang**
10. **tapakiak** (*Posmetro*, 23 Juli 2014)
IRT **tapakiak**, Dompot Dikuras Copet
11. **dipelasah** (*Posmetro*, 12 Juni 2014)
Maling Kampung **Dipelasah** Warga

Cakak banyak, coga, pengupak, dicokok, dihoyak, pulang basamo, dipalak, tasingkok, tagaiang, tapakiak, dipelasah, and parang ladiang have values different meaning when to translated into Indonesian language. There is an element of meaning is lost and unrepresented if diction was translated into Indonesian language, for example *dihoyak*, if translated into Indonesian language be 'shaken'. In Minangkabau language, diction *dihoyak* has a harder meaning than 'shaken'. The diction has a meaning closer to the word 'shaken', but also can not be called 'shaken'. *Dihoyak* more precise meaning of the word is on the actions or behavior between 'shaken' and 'shaken'. Likewise the meaning diction else in the headline.

4.2.5 Foreign Term

Effect of foreign language terms from the past until now never be separated from Indonesian. Most Indonesian words come from a foreign language. Some say that the Indonesian formulated together with a foreign language plus (plus) in the native tongue. Various factors cause diction in the form of foreign terms used in Indonesian. Some things are caused by the limited vocabulary that is Indonesian. There was also caused by the development of science, politics, culture, economics, technology, and also because of the influence of lifestyle (life style). Some of the diction of foreign terms are then absorbed into the Indonesian because it is often used by the people of Indonesia. Some other diction is still used in the form of foreign terms. It also occurs in the diction of headlines in the mass media of West Sumatra who use a lot of foreign terms. In fact, the mass media became one of the parties who popularized various foreign terms on the reading public.

The use of diction foreign term in the headline of West Sumatra mass media reflects the openness of the media over the progress and development of the times. Conversely, the use of foreign terms can also reflect the waning of identity, nationalism, and the affection of the people and the Indonesian mass media if the diction-diction of a foreign language is not used in accordance with proper knowledge. It would lead to a loss of identity Indonesian. Examples of the use of foreign terms in the headlines in the mass media of West Sumatra, namely English, among them:

1. *back to back* (*Padang Ekspres*, 30 Agustus)
Bale yakin ***Back to Back***
2. *funbike, di-launching* (*Haluan*, 09 Juni 2014)
Bapedalda Sumbar Gelar ***Funbike***
LG Culved Oled dan UHD TV ***di-launching***
3. *eye cathching, superbike* (*Haluan*, 01 Juni 2014)

Menarik, ini dia desain dapur yang *eye cathching*

4. *Simple style* (*Singgalang*, 13 Juli 2014)
Simple Style Nan Elegan
5. *UKM Award* (*Singgalang*, 19 Juli 2014)
Dapoer Rendang Ryri, Dapat ***UKM Award***
6. *Warning* (*Singgalang*, 11 Juli 2014)
KPK ***Warning*** KPU dan Bawaslu
7. *Tax Goes To Campus* (*Haluan*, 26 Juni 2014)
KPP Pratama gandeng UMMY Gelar *Tax Goes To Campus* (*Haluan*, 26 Juni 2014)
8. *Rest Area* (*Posmetro*, 23 Juli 2014)
JTO Jadi *Rest Area* bagi Pemudik Kelelahan

The diction *funbike, launched, eye cathching, rest area, simple style, warning*, an equivalent clear diction has in Indonesian language. *Funbike* has meaning equivalent of cycling, in-launching (released), *eye cathching* (unsightly), *rest area* (rest area), and *warning* (warning). In the several headline, massa media not used Indonesian language, but also used foreign language, namely English. Foreign term using in the headline for get good and intellectual affect because English is international language.

4.2.6 Acronyms and Abbreviations

Diction in the form of abbreviations and acronyms are also widely used in writing a headline in the mass media of West Sumatra. Abbreviation is a shortened form consisting of one or more letters that can not be read as words. Acronyms are abbreviations that form the combined initial letters of words, combination of syllables, or a combination of letters and syllables of words abbreviated series. Acronyms be read and treated as a word (Waridah, 2008:120-121). The diction headline news in the form of abbreviations and acronyms showed character-saving, effective, and easy.

This has to do with limited space or the available space in the media. However, some of the abbreviations and acronyms used in the writing of headlines is not uncommon and has not been officially used in Indonesian. Acronyms and abbreviations used in mass media headlines West Sumatra, among them:

a. Abbreviations

1. **KPK**, bawaslu (*Singgalang*, 11 Juli 2014)
KPK Warning KPU dan **Bawaslu**
2. **CPNS** (*Singgalang*, 12 Agustus 2014)
Awas Tertipu Buku CPNS
KPP (*Haluan*, 26 Juni 2014)
KPP Pratama Gandeng UMMY
Gelar *Tax Goes To Campus*
3. **ABG** (*Singgalang*, 14 Juli 2014)
Lima Pemuda Perkosa **ABG**
4. **IRT** (*Posmetro*, 23 Juli 2014)
IRT tapakiak, Dompot Dikuras Copet
5. **BB** (*Posmetro*, 23 Juli 2014)
Penyidik Teruskan Kumpulkan **BB** dan saksi

b. Acronym

1. **Lalin** (*Haluan* 4 Juni 2014)
Tim Penilai WTN datang, **Lalin** Kota Solok Tertib
2. **Gepeng** (*Singgalang*, 19 Juli 2014)
Gepeng di Padang Panjang Didata
3. **Mobnas** (*Singgalang*, 14 Juli 2014)
Mobnas Dilarang untuk Mudik
4. **Wamen** (*Haluan*, 10 Juni 2014)
Wamen Puji Rendang Paku Urang Pasaman
5. **Dinsosnaker** Adakan Pelatihan Keterampilan (*Haluan*, 26 Juni 2014)

6. **sarpras** (*Haluan*, 23 Juli 2014)
Pembangunan **Sarpras** Dipacu
7. **Taplau** (*Posmetro*, 15 Juni 2014)
Hujan Lebat, Tiga Pasangan Bermesum di **Taplau**
8. **Kube** (*Singgalang*, 12 Juni 2014)
Kube Bagian dari Percepatan Penanggulangan Kemiskinan
9. **mapel** (*Padang Ekspres*, 15 Juni 2014)
Belajar Soal-Soal di Internet, Tiga **Mapel** Dapat Nilai 10
10. **Kemenpera-Kemenkeu** (*Padang Ekspres*, 15 Juni 2014)
Kemenpera-Kemenkeu Beda Pendapat

Commission, *employess*, and *ABG* are grouped into the stands because these abbreviations consisting of the letters can not be read as words. Diction sprawl (vagrants and beggars), *mobnas* (official car), and *wamen* (deputy ministers) are grouped into the acronym for belonging to the types of abbreviations can be read as words. Thus, the character of diction headlines in abbreviated form reflects the attitude and character of frugality, effectiveness, and simplicity. In short diction and acronym, found some new unusual abbreviations used in Indonesian standards, such as the *IRT* for housewife and *Lalin* to traffic.

4.2.7 Unstandard Indonesian Language

Diction or choice of words is not standard is also widely used in the title of the news media of West Sumatra. The word is not standard closely related to the use of the correct spelling. Correct spelling and words of mutual support in the use of raw Indonesian correct. Although the correct spelling if the words used are not standard, it remains to be a mistake in the language. Indonesian diction is not standard used in the headline of West Sumatra mass media looks at the use of the following words:

1. Nonton Bareng (*Haluan*, 26 Juni 2014) Bupati dan Muridnya SD **Nonton Bareng** Film Inspiratif
2. **Ramadhan** (Posmetro , 20 juli 2014) **Ramadhan** Lebih bermakna dengan Lailatul Qadar
3. **Pencontek** (Posmetro 22 Juni 2014) **Pencontek** Dianggap Kejahatan Luar Biasa
4. Jambangi (Singgalang, 12 Juni 2014) Tim Ramadhan **Jambangi** 52 Nagari
5. Bobok Siang (Posmetro, 15 Juni 2014) Dua I-Phone Hilang Saat **Bobok** Siang

Diction *nonton bareng*, *Ramadhan*, *pencontek*, *jambangi*, *bobok* is indonesian language unstandard. The Indonesian language standard for diction Ramadhan should be Ramadan, nonton bareng should be nonton bersama, pencontek should be penyontek, jambangi should be sambangi, bobok should be tidur.

4.2.8 Ephetit

Ephetit is character word or phrase firmly associated with a person or thing and often used in place of an actual name, tittle, or the like, as man's best friend for dog. Ephetit also explain about any word or phrase applied to a person or thing to describe an actual attributed quality (Dictionary.com, 2017:1). Ephetit in the headline of mass media, among them:

1. **Beruang Merah** (*Haluan*, 22 juni 2014) **Beruang Merah** siap hentikan generasi emas.
2. **Der Panzer** (*Haluan*, 21 juni 2014) **Der Panzer** Masih Perkasa Atas Afrika
3. Kabau Sirah Muda (*Haluan*, 23 Juli 2014) Semen Padang Kalahkan **Kabau Sirah Muda**

Beruang merah is ephetit for Russia country, *der panzer* is ephetit for Germany, and *Kabau Sirah Muda* ephetit for Semen Padang football club. Ephetit reflection of character someone or some country because power or uniqueness. The ephetit can be influence character of mass media reader, particularly can increase reader knowledge.

V. CONCLUSION

A diction have a suggestion that may affect the reader's mind. Suggestion or encouragement that comes from a word called character words (diction). Diction may affect the attitudes and behavior of the reader. Likewise diction in the headline. Characters of diction of headline in the mass media of West Sumatra can affect the mindset, behavior, and characters readers. Characters of diction of headline in the mass media of West Sumatra include to eight, among that:

- 1) Euphemisms (smoothing meaning).
- 2) Sarcasm (rant meaning).
- 3) Idioms (expression in the form of a phrase) that means figuratively.
- 4) Local language terms (Minangkabau language).
- 5) Foreign language terms (English)
- 6) Abbreviations and acronyms.
- 7) Indonesian language unstandard
- 8) Ephetit

Thus the character of diction headlines in the mass media of West Sumatra. Hopefully language mass media can serve as guidelines for speaking character reader or the public because the mass media are resources that have a moral responsibility to educate the community, including educating the public language.

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