

An Analysis of Language Style Used in the Business and Investment Section of *en.antaranews.com*

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ABSTRACT

As a human, language is one of the most important elements of their life. The language itself has the function of communicating with each other. In the modern era, various aspects of life have transitioned into the digital era. Nowadays, many news agencies have formed online news platforms in order to replace the conventional form of printed news with a digital form. Language style plays an important role in news writing by helping journalists present information clearly while emphasizing key messages from credible sources. In the business and investment section within news, rhetorical language styles are used selectively to maintain clarity, conciseness, and objectivity, whereas literary or artistic expressions are generally limited. Previous research which was conducted by Sari and Donal (2021), with the title Word Formation Process of Business Terms on the Antara News Website. The previous research focused on analyzing the business term in the word formation process, while this study analysed the language style in terms of rhetorical style in the business section of news articles. This research was conducted with a descriptive qualitative. The descriptive qualitative research is a method that describes the data with words instead of numbers. The analysis of data takes the form of many words. Qualitative research focuses on explaining the research by providing many words without many using numerical data. The result of this research shows that there are 7 types of rhetorical styles that are used in the news article of Antara News, such as asyndeton, ellipsis, pleonasm, and tautology. Moreover, anastrophe, euphemism, and erotesis are identified as the dominant rhetorical language styles. Anastrophe the intentional alteration of the subject-verb order placement within a sentence. The euphemism has functions to replace ominous words or expressions with something more pleasant and erotesis emphasizes ideas through rhetorical questions that do not require answers. This research can be used as a detail of the research implication with the research variable-business and investment.

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1. INTRODUCTION

Language plays an important role in human life as a tool to communicate with other people. It is also an important feature of society. There is no such thing as a society without communication. Language allows people to create conversation and socialize with each other so that, society exists. According to Maharani (2019), the conversation serves to express ideas and messages in order to create interaction with others. In communicating with others, people use a variety of language style. According to Putrayasa (2021), language style is a language that contains certain effects in order to attract attention in conversation or literary works. As one of the literary works, the newspaper has the characteristic of its language. In accordance with Bakhodirovna (2021), a newspaper has a distinct characteristic in terms of functional styles. The functional style is defined as an interrelated language that is characterized by certain features and has a function in terms of communication, Mandravickaitė (2020). According to (Purba et al., 2021), through language, people can interact and communicate by sharing information. It implies that language is an important element in the terms of sharing information in communication.

Communication itself has several types. According to (UKEssays, 2018) communication is divided into four types, such as verbal, non-verbal, written, and visual. It implies that writing is a part of communication. There are many ways to transfer information from one person to another people. Mass media could be one of the ways of transferring data or information to many people. Saragih (2020) states that mass media has a purpose to deliver the message or information on a large scale. According to him, mass media is divided into printed and electronic forms. Printed mass media such as magazines, newspapers, tabloids, and others. Meanwhile, electronics are commonly found in the forms of televisions, radios, and the internet. Newspaper is a form of mass media that can still be used to gather accurate information. They publish the news to share the information to the public. As journalism upholds the accountable information to the public (Ireton & Posetti, 2018).

Online news, for example has a characteristic for the speed at which it spreads information in modern era with many convenient and efficient ways of gathering information. The use of an online platform allows for improved time in information dissemination (F Buhl et al., 2016). According to (IGI Global, Dictionary, n.d.) online news is defined as a newspaper that is accessible via an online platform, also known as digital news. Moreover, the language employed in Antara News exhibits a commendable level of accessibility, rendering it comprehensible to a wide range of readers. They use the concise, clear and simple sentence within the information that they stated. Antara News as the news company offers the news information with attractive news display in order to obtain reader's attention. They diversify the appearance of the news information by providing the resource person's statement at the beginning of the news content. The news articles featured in Antara News adhere to a meticulous approach by promptly presenting the statements of the resource person in a concise and unequivocal manner at the outset of the article. The next reason, English is a global language with functions for communicating with foreigners all over the world. According to Rao (2019), English is widely used throughout the world in areas such as international trade, diplomacy, mass entertainment, international telecommunications, and scientific publications such as newspapers and journals, and other books. There have been several studies conducted on language style used in mass media. One notable study by Clarke and Grieve (2019) titled "Stylistic variation on the Donald Trump Twitter account: A linguistic analysis of tweets posted between 2009 and 2018" examined the stylistic variation in tweets from Donald Trump's Twitter account. The research employed both quantitative and qualitative methods, and identified four main dimensions of stylistic variation: conversational, campaigning, engaged, and advisory styles of discourse. This study differed from the current research as it focused on exploring the stylistic variation in Donald Trump's tweets during a specific period, driven by the attention he received during the election at that time.

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This study applied qualitative in the study and analysed by the researcher about the language style that is used in the Antara online news by using Keraf's theory. Furthermore, the researcher focuses on the rhetorical styles as a category of language style. According to Situmorang (2016), rhetorical style is a language style that aims to persuade and attract the reader's attention. It is also as the technique used to convey the point of the writer's statement. Antara English news is selected for this study to examine the language style used in the online news, especially in the business and investment section. The study found that there are 15 simple sentences, 4 compound sentences, 3 complex sentences, 8 connotations, and 8 quotation marks. The researcher also identified the classification style used in the study. The findings of the study were using a formal style. Meanwhile, the current study uses the theory of rhetorical styles from Gorys Keraf. The researcher found seven types of rhetorical styles as a language style that were used in the Antara News in a total of 30 news articles. They were anastrophe, asyndeton, ellipsis, euphemism, erotesis, pleonasm, and tautology. According to the results of the findings in the news article, the seven rhetorical styles were used in accordance with the theory of each style. Although only 7 types were found, the usage of the seven types has a role that depends on the writer's purpose to share information in the news article. The language style helps the writer of the news article state the information and emphasize the message within the information that they want to share from the resource person who has authority to provide the information.

2. METHOD

This research was conducted with a descriptive qualitative. According to (Purba et al., 2021) descriptive qualitative research is a method that describes the data with words instead of numbers. The analysis of data takes the form of many words. Qualitative research focuses on explaining the research by providing many words without many using numerical data. In conducting this research, the researcher used case study approach. A case study is an empirical approach that thoroughly examines a current phenomenon within its real-world context (Yin, 2018).

The researcher used documentation as the data collection technique. According to Febrianti (2020) document analysis is one of the data collection techniques that involves collecting data in the form of verbal data, such as written data or photos. The data were taken from online news articles that were only in English, with a publication period of January–March 2023. In conducting this research, the researcher used the news articles from *Antara News* as the data. The news articles were taken from the official website in the form of online news. This research focus on the source of online news portal in the business and investment section. The portal uses two languages (Indonesian and English) in order to give the international community comprehensive and credible information on Indonesia currently. However, this research only focuses on English language news.

3. RESULTS AND DISCUSSION

3.1 Results

The findings showed that only 7 of the 23 rhetorical language styles were identified in the business and investment section of Antara News through the analysis of 30 news articles. They were anastrophe, asyndeton, ellipsis, euphemism, erotesis, pleonasm, and tautology. Based on the research findings, anastrophe was used in the online news of Antara News in order to deliver the information statement from the resource person with an alteration of the subject verb by placing it at the end of the sentence. The occurrences of data from this type were 28 times with the percentage of (70%).

Table 1. The Percentage and Frequency of Language Style Found in The Business and Investment Section of en.antaranews.com

No	Rhetorical Style	Frequency	Percentage
1.	Anastrophe	28	70%
2.	Euphemism	4	10%
3.	Pleonasm	2	5%
4.	Erotesis	2	5%
5.	Asyndeton	2	5%
6.	Tautology	1	2.5%
7.	Ellipsis	1	2.5%

Table 2. Types of Language Style Discovered in the Business and Investment Section of en.antaranews.com

No	Rhetorical Style	Definition	Content Text	Explanation
1.	Anastrophe	a rhetorical style in which the typical word order or sentence structure is deliberately changed or altered.	<i>With the reopening of the Semarang line, no other rail travel on the northern Java railway line had to detour through Purwokerto in Banyumas District, he stated.</i>	The provided data demonstrated a different arrangement where the subject "he" and the verb "stated" appeared at the end of the sentence.
2.	Asyndeton	The conjunctions are intentionally excluded, and instead, commas are utilized to connect words, phrases,	<i>"Right now, the most important aspect is how the investment comes in. All countries are fighting over what is called investment, no country is (not fighting over it), all are fighting over investment," he</i>	Jokowi Widodo, as the President of Indonesia, avoided conjunction in his speech in order to address his message.

		clauses, or sentences.	<i>pointed out.</i>	The writer of this news article used commas in that part as the link to connect Jokowi's words.
3.	Ellipsis	The rhetorical style that contains three dots in a sentence. Its function to omit the words in a sentence.	<i>...(because) if the price of unhusked rice has fallen, it also means that the price of rice has declined.</i>	The full sentence of this statement was "I asked (farmers) earlier whether the price of unhusked rice had declined (because) if the price of unhusked rice has fallen, it also means that the price of rice has declined," he explained. This data had three dots that are contained in a sentence.
4.	Erotesis	This particular type of rhetorical device presented a question that did not necessarily require a direct response, as the answer was implied within the question itself.	<i>"When will West Sulawesi be independent of its natural resource potentials? Until when do we always contribute to the gross regional domestic product (GRDP) of other regions? I want to say, this is the time (to create a solution)," he emphasized.</i>	The question in that sentence served to emphasize the message that West Sulawesi should build their own customs and excise office so that the province does not rely on other provinces.
5.	Euphemism	It is a choice of words or phrases to replace ominous words or expressions with something more pleasant.	<i>"If stability is not maintained well, it is not impossible that Indonesia will experience the same fate as what happened to the UK," he said here on Saturday.</i>	According to a speech by Investment Minister Bahlil Lahadalia. Instead of using "neglect or ignore" Bahlil Lahadalia as the Indonesia Investment Minister used "not maintained well". He chose to use a softer term rather than directly use the negative expression of a word.
6.	Pleonasm	A language style used more words that aren't necessary because of the multiple meanings. Its function to reinforce the idea of the statement.	<i>"The management should be improved. This means that traditional markets must be clean, not dirty," he said after visiting the East Batuphat Market, Lhokseumawe, Aceh, Friday.</i>	The word "clean" and "not dirty" were represent the redundancy.
7.	Tautology	It is a rhetorical style where contains different words but have the same meaning to express the same idea.	<i>"Why are the prices still high in January and early February? Because the harvest has not exceeded the production, and we all know, we understand," he explained at the Indonesia Policy</i>	The term "know" denotes the process of having information or arriving at an answer within our mind. This act of

			<i>Dialogue, which was held online on Wednesday.</i>	knowing entails possessing knowledge or understanding that has been acquired or internalized. The following phrase, "understand," can be described as the outcome of knowing the reasons behind a particular event or occurrence.
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3.2 Discussion

The results of the research that have been analyzed show that seven types of rhetorical styles as a language style that were used in the Antara News in a total of 30 news articles. They were anastrophe, asyndeton, ellipsis, euphemism, erotesis, pleonasm, and tautology. According to the results of the findings in the news article, the seven rhetorical styles were used in accordance with the theory of each style. In a total of 23 rhetorical styles, only 7 types were found in the business and investment section of Antara News. According to a study from Nuzula, Diyah, & Wahyunengsih (2022), the language in journalistic has characteristics such as concise, thorough, clear, interesting, and easy-to-understand. Those characteristics were intended to create good news quality that can be accessed by general readers. As a news writer, selecting language styles and avoiding complexity to make the sentences more readable is a must. It means that the news writer has their own right to disseminate the news information in their own style.

The specifics of the newspaper language are determined by the functions that are performed in the newspaper. In selecting the language style, the news writers should pay attention to the function of the style. In journalistic language, it should contain a clear meaning and avoid ambiguity.

The researcher only found 7 out of 23 types of rhetorical styles that were contained in the business and investment section of Antara News because the other types of styles didn't comply with the characteristics of language that are used in journalistic.

The languages of journalism and literature are different. Using literary and artistic figures of speech is uncommon in journalistic writing on economic or political topics. Journalists usually adopt a straightforward and factual approach, avoiding creative or embellished expressions. The emphasis is on clear and objective presentation of information to ensure accuracy and readability.

Nevertheless, there are specific instances in journalistic literature where artistic and literary figures of speech are utilized. In such cases, the use of creative and expressive language may be appropriate to add depth and richness to the content. This research actually seems to continue from previous research which was conducted by Sari and Donal (2021), with the title Word Formation Process of Business Terms on the Antara News Website. The previous research focused on analyzing the business term in the word formation process, while this study analyzed the language style in terms of rhetorical style in the business section of news articles.

According to Sari & Donal (2021) who were conducted the research and discovered 3 primary types of word formation processes such as compounding, acronyms, and derivation. On the other hand, this current study has found 7 types of rhetorical styles that were used in Antara News such as anastrophe, asyndeton, ellipsis, euphemism, tautology, pleonasm, and tautology. The previous research further revealed that derivation was the prevailing form of word formation. Meanwhile, in this current research, anastrophe was found to be the dominant language style. Moreover, the previous research used George Yule's theory in conducting the research. However, this study used Gorys Keraf's theory in analyzing the data.

4. CONCLUSION

It can be concluded that the researcher discovered only 7 of Keraf's 23 rhetorical language styles in the 30 Antara News articles examined. These styles include anastrophe, asyndeton, ellipsis, euphemism, erotesis, pleonasm, and tautology. The dominant type that is being used in the news article is anastrophe, with a total of 28 data found. Meanwhile, the lowest type that is used in the news article of Antara News are ellipsis and tautology with a total of 1 data found. The second dominant type is euphemism, with a total of 4 data found. The others type, such as asyndeton, erotesis and pleonasm each of them are found with a total of 2 data. Although only 7 types were found, the usage of the seven types has a role that depends on the writer's purpose to share information in the news article.

The language style helps the writer of the news article state the information and emphasize the message within the information that they want to share from the resource person who has authority to provide the information. The language style that is used in news has the purpose of stating the information. The artistic figuration styles are overlooked in the journalism. The usage of a number of styles is considered by a news writer because it is important to give the news as quickly as possible, in a few words, and state the clarity of the news. As a part of the news section in Antara News, the business and investment sections are also considered by the writer. The news writer took notice of the number of styles that they used within their news articles. The use of literary and artistic devices is uncommon in journalistic writing focused on business or politics.

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