LEXICAL FEATURES REVEALING IDEOLOGICAL PERSPECTIVES OF FOREIGN AND LOCAL NEWSPAPERS' HEADLINES ABOUT ORANGUTANS EXTINCTION IN INDONESIA

Belandina Moore
Sanata Dharma University
blandinamoore6@gmail.com

ABSTRACT

The current study aims at finding out the ideologies of the news headlines about Orangutans extinction in Indonesia. Twenty news headlines were purposively selected from foreign and local English newspapers. The research data reveal how different newspaper media present different ideologies based on the language choice they made. As the issue about orangutan extinction is worldwide recently, this research is neccesary to conduct. Stylistics was conducted in this research as an approach to figure out how language use by the media can reveal their ideology toward orangutans extinction case. This research focused on observing twelve newspapers' headlines about orangutans extinction in media newspapers'. There are two problems scrutinized in this study. The first problem is the lexical used in the foreign and local newspapers' headlines about Orangutans extinction in Indonesia. The second problem is the ideologies of the text based on the data findings from the first problem. The answer of this problem will prove how the lexical features and semantic features analysis signify the different ideologies presented in foreign and Local newspapers' headlines. The analysis shows that the foreign newspapers' headlines aimed at highlighting the failure and irresponsibility of the Indonesian government in managing orangutans survivalbility. On the other hand, the significant point of local media is to cover the deep information by not portraying the orangutans case too much in the media. It aims at keeping good image of Indonesia as a one of the world's richest countries in terms of its biodiversity conservation. In this case, it aims to not to be seen as an economic exploiter country, as government failure and wrong doer in taking away of orangutans survivability. The ideologies revealed in the foreign media newspapers headlines are madness and criticism while in the local media newspapers the ideology is supportiveness. The total of the lexical features and semantic features analysis show a significant distinction that foreign media newspapers indeed rich in using words, comparatively, local newspapers tend to omit several information by only using certain words to maintain their ideological perspectives. The study concludes that lexical features and semantic features analysis can reveal different ideologies.

Key words: Newspaper, Headlines, orangutan extinction, ideological perspectives

INTRODUCTION

The case of Orangutans extinction has become a serious problem where thousands of Orangutans were killed annually. It has been becoming the biggest issue since it againsts the biodiversity and Indonesian law in which the wildlife species that are protected under Conservation Law no.5/1990. This law provides that all listed protected species cannot be killed, injured, trapped or moved, but the law is seldom, if ever, applied in the case of a plantation being established or managed (Wild Conservation Society, 2010, art. 5. Indonesia is recorded as a country which has a high percentage of killing rates in which higher than before and cause a serious threat for the existence of orangutans in Indonesia. The Guardian mentions that home to 90% of the world's orangutans, Indonesia also has one of the highest rates of deforestation- a phenomenon driven by a combination of illegal logging, palm oil plantations and gold mining (www.theguardian.com). Orangutans extinction case has become a global issue as many countries concern in earnest such as United Kingdom, United States and of course Indonesia.

In a world of communication, language has widely become a bridge among human beings to socialize people's thoughts and interests. Language is not only a means of communication or interaction but also is used to develop social relationships with other people (Trudgill, 2000:1). The headline has capacity to encapsulate a story, and the headlines in a particular edition give the reader the overall picture of the current news (Reah, 2002:14). In this case, headlines are able to depict certain conditions or events effectively. Both foreign and local media newspaper may have different mechanism to serve information based on each their interest and purposes. Newspaper chronicles daily occurring events. It is mainly reactive reporting with its own choices, emphases, and omissions (Ramagundam, 2005). It means media newspaper will always send their perspectives through the choice of words or language style that can represent what they concern. Thus, headline can be the most effective way to insert certain ideologies. According to Verdonk ideology is a set of social, cultural, and political beliefs and values which inform the way we think things ought to be (2002:71.). In fact, that foreign and local newspapers in certain country contribute to inform and portray environmental issue of orangutans extinction.

The related study was conducted by Septania in 2017 in her thesis entitled *Ideologies of The Guardian's Opinion Articles on Forest Fires in Indonesia Revealed through Thematic Roles of Indonesian Goverment*. Septania examines the ideologies of one newspaper media by analyzing the opinion articles on global issue, which is the forest fires in Indonesia. The ideologies are analyzed from the thematic roles of the sentences. She comes to the conclusion that there are two ideologies in the articles. They are responsibility and warning. Similar to Septania's interest, this study also examines a global issue which also gain public's attention that is delivered by certain newspapers media. These two studies are analyzed using linguistics standpoint. Orangutan extinction case in Indonesia has become a global issue as many countries concern in earnest that creates war of words among society as it is becoming public attention. That is why, this study related with Septania's study. Nevertheless, there are some differences between the writer's research and Septiana's. First, is the object of this study are collected from both foreign and local newspapers' headlines. Second, this study focuses on the lexical features that are used from both foreign and local newspapers headlines towards the case of Orangutans extinction in Indonesia. Third, this study also goes further to identify the semantic features further by revealing the ideological perspective of newspapers' headlines.

METHODOLOGY

The study intends to find out what lexical features are used in the foreign and local newspapers' headlines about Orangutans extinction in Indonesia and how those do lexical features reveal the ideologies of newspapers' headlines about Orangutans extinction in Indonesia. The data for the current study has been collected from foreign and local media newspapers' headlines. The news for the study is focusing on orangutans extinction and purposively selected from 2012-2017. This study is conducted using Stylistics framework and ideological perspectives of media to determine the differences by classifying the lexical features between the foreign and local newspapers' headlines in serving the environmental issue regarding Orangutans extinction of Indonesia. Furthermore, the result of the analysis of this study will be used to answer the second aim of this study which is to analyze how those lexical features reveal the ideologies of newspapers' headlines about Orangutans extinction in Indonesia using semantic features analysis.

ANALYSIS

Based on the analysis of the data, there were 49 nouns and 20 verbs found in ten foreign newspapers' headlines and there are 29 nouns and 13 verbs found in the 10 local newspapers' headlines containing news related to oranguans extinction. The table below displays the findings.

Table 1: Summary of Lexical Features (nouns and verbs) used on Foreign and Local Newspapers' headlinesabout Orangutans extinction in Indonesia

Word Categorization	Foreign Headlines		Local Headlines	
	Number	Percentage	Number	Percentage
Nouns	48	69%	29	69%
Verbs	21	31%	13	31%
Total	69	100%	42	100%

Table 1 above displays the distribution of lexical features of nouns and verbs from both foreign and local newspapers' headlines about Orangutan extinction in Indonesia. The nouns are dominated by foreign media newspapers' headlines in which the nouns presented in 48 (69%) and verbs as in 21 (31%) total there are 69 lexical features as in 100% that are being used. While the local newspapers' headlines made up fewer lexical features, for nouns there are 29 nouns (69%) and 13 verbs (31%) from 42 lexical features.

A. Lexical Features on Foreign Newspapers' Headlines
In this part, all data will be categorized based on the type of lexical features including nouns and verbs.
1. Nouns
According to David Crystal, Nominal heads fall into three main categories: common nouns, proper nouns and pronouns (Crystal, 2008). **Concrete noun** is a noun which refers to people and to things that exist physically and can be seen, touched, smelled, heard, or tasted. **Abstract noun** a noun which refers to ideas, qualities, and conditions- things that cannot be seen or touched and things which have no physical reality. **Collective nouns** refer to groups of people or things (Crystal,2008). The summary of nouns are displayed using the table below:

Table 2: The summary of nouns used in foreign and local newspapers' headlines

Nouns	Foreign Headlines	Local Headlines
Concrete nouns	Orangutan, pieces, forest, fires, mother,baby, Man, apes,conservation, palm agencies, service, orangutan, fires, primate, borneo, forest, palm, oil, orangutan, peat, swamp, orangutan, crops, eco-warrior,orangutan, orangutan, orangutan, orangutan plantations Indonesia , scenes, animal, it (orangutan), forest, chainsaw, primate, Borneo, forest, fires.	Orangutan, orangutan, man, home, orangutans, orangutans, orangutans, rehabilitations, orangutans, orangutans, pet, orangutan, orangutan, Sumatran, home, Aceh, habitat, pet, Sumatra
Abstract nouns	Four, 16, Extinction, businesses, crisis.	2017, 200, Five, economy, 10.
Collective Nouns	villagers, rescuers, government.	Suspects, police, ministry, BOSF, authorities.
Total	48	29

The table shows that major grammatical word class in foreign headlines is taken by nouns. There are 48 nouns are used in foreign headlines, while 29 nouns in local headlines. This indicates that the foreign media newspapers have their own style in choosing many words, comparatively, the local media newspapers have used lesser nouns. The word such as [orangutan, forest, man, rehabilitations et cetera] are identified as **concrete nouns** because they are referring to things that exist physically and can be seen, touched, smelled, heard, or tasted. The word such as [extinction, five, economy et cetera] are identified as **abstract nouns** because they are noun which refers to ideas, qualities, and conditions- things that cannot be seen or touched and things which have no physical reality. Then, the words such as [villagers, government, suspects, ministry et cetera] are referring to groups of people. These are the selected nouns and each of its definition or meaning from foreign and local newspapers' headlines according to Merriam Webster Dictionary.

Table 3: The summary of semantic features analysis of nouns
used in foreign and local newspapers' headlines

Semantic features	Foreign headlines	Local headlines
(+) Human Resources	Man, villagers, rescuers, government, agencies, eco-warrior	Suspects, police, ministry, BOSF, authorities.
Total	6	5
(+) Natural Resources	Orangutan, mother,baby, apes, orangutan, primate, orangutan, orangutan,forest, fires, fires, primate, borneo, forest, palm, oil, orangutan, peat, swamp, orangutan, crops, plantations.	Orangutan, orangutan, man, orangutans, orangutans, orangutans, orangutans, pet, orangutan, orangutan.
Total	22	11

Table 3 above depicts number of distribution of lexical features of nouns. The semantic features analysis consists of human resource and natural resource. Natural resource refers to a natural resource may exist as a living organism, while human resource refers to human being. There are 6 nouns indicate [+] human resources and 22 verbs [+] natural resources, while in the local headlines there are only 5 nouns indicate [+] human resources and 11 verbs [+] natural resources.

2. Verbs

A verb describes what a person or thing does or what happens. Verbs are often functioning to indicate an action, an event, a situation or a change. A term used in the grammatical classification of words, to refer to a class traditionally defined as 'doing' or 'action' words (a description which has been criticized in linguistics, largely on the grounds that many verbs do not 'act' in any obvious sense, e.g. seem, be) (Crystal, 2008:550). Furthermore, a term used in grammatical classification, referring to one of the two main aspectual categories of verb use; the other is stative or static. The distinguishing criteria are mainly

syntactic; for example, **dynamic verbs** occur in the progressive form (e.g. I'm running, He's playing) and in the imperative (e.g. Run!). The semantics of this class covers a wide range,including activity, process (e.g. change, grow), bodily sensation (e.g. feel, hurt), etc. On the other hand, According to Crystal, **state verbs or stative verbs** do not usually occur in a progressive form (e.g. *He is concerning). The classification is complicated by the existence of verbs which have both a stative and a dynamic use, e.g. smell (Crystal, 2008:452). This table below shows the summary of verbs:

Table 4: The summary of verbs used in foreign and local newspapers' headlines

Verbs	Foreign Headlines	Local Headlines
Dynamic verbs	Slaughtered, hacked, eaten, saves,attacked, arrive, discovered, kills,declared, grow, capture, stop,attacking, stealing, taking, shrink,rage.	Arrest, bought, held, slaughter, cook, eat, return, protect, found, released kept.
Stative verbs	Escalates, suffer, believed, extinct.	Becomes, hope.
Total	21	13

When we see table above, verb is the next frequently used grammatical word class of dynamic verbs. The verbs carry an important part of the meaning majorly showing actions instead of states or the doers. In comparison, the local media newspapers have used lesser nouns. In sum, the foreign headlines carry 21 verbs, while, local headlines have 13 verbs. As it is stated by Finch, dynamic verb refers to action verbs in which usually describe actions we can take, or things that happen (Finch, 2000:130). Therefore, the verb such as slaughtered, hacked, eaten, held, handed and et cetera are categorized as dynamic verbs because they describe action or behavior in response certain situation. While, the second type of verb is stative verb. Stative verb usually refers to a state or condition which is not changing or likely to change (Finch, 2000:130). The verbs such as [slaughtered, hacked, feasting, arrest, et cetera] are categorized as dynamic verbs because each of these verbs are expressing actions, while as for the example the words [escalates, suffer, name, hope et cetera] are can be said to express states of affairs, rather than actions. These below are the selected nouns and each of its definition or meaning from foreign and local newspapers' headlines:

Table 5:The summary of semantic features analysis of verbs used in foreign and local newspapers' headlines.

Semantic features	Foreign headlines	Local headlines
(+) Criminal act	Slaughtered, hacked, eaten, attacked, kills, stop, attacking, suffer, extinct. escalates, grow, stealing, taking.	Held, slaughtering, cooking, eating.
Total	13	4
(+) Protective act	Saves, arrive, believed, discovered, declared, , capture, stop.	Found, arrest, bought, protect, released, aims, rescue, kept, return, held, hope
Total	7	11

Table 5 shows several words distributed according to the semantic features of its meaning. The semantic features analysis consists of [+] criminal act and [+] protective act. By this, [+] criminal act refers to words that indicate criminal actions such as slaughter, kill, attack, et cetera, while [+] protective act refers to words that indicate protective actions such as save, rescue, protect, et cetera. In foreign headlines, there are 13 verbs that indicate [+] criminal act and 7 verbs refers to [+] protective act, while in local headlines, there are 4 verbs that indicate [+] criminal act and 11 verbs refer to [+] protective act. Here, the number of verbs that indicate [+] criminal act has been dominated by foreign headlines. On the other side, the number of verbs that indicate [+] protective act is local headlines.

CONCLUSION

The study examined how ideologies are constructed through news headlines by working within the framework of stylistics and ideological perspectives. The massive response of orangutan extinction in

Indonesia depicted through the massive production of news regarding the issue. Madness and criticism which appear based on the number of nouns and its semantic features used in foreign newspapers' headlines that indicate nouns that contain semantic features of **6 nouns [+] human resources** and **22 nouns [+] natural resources**, and then **13 verbs [+] criminal acts** and **served 7 verbs that indicate [+] protective acts**. As the result, foreign media newpapers' headlines are lexically richer in terms of the lexical choices and semantic features of the lexical choices that they use to create the information. Each headline tends to be mostly long than the local ones. It shows that the foreign headlines intend to present the news by adding more lexical to express their concern, madness and at the same time criticize the role of Indonesian's government and the local people's failure and irresponsibility in terms of managing orangutan survivability.

Furthermore, a sense of supportiveness appears based on the less number of nouns and its semantic features used in foreign newspapers' headlines that indicate nouns that contain semantic features of **5 [+] human resources** and **11 [+] natural resources**, and then **4 verbs indicate [+] criminal acts** and served **11 verbs that indicate [+] protective acts**. The ideology can be detected by looking at the number of lexical choice that indicate [+] criminal act. However, local media newspapers' headlines tend to portray more on [+] protective act. The findings reveal that foreign media newspapers' headlines are truly concern with animal rights and environmental issue. Besides, they also put attention to Indonesian government management in protecting orangutan I Indonesia, while local media newspapers' headlines are also concern with the case of orangutan extinction, but they at the same time also strive to portray the government's effort in combatting the issue by promoting and producing news headlines in different style of language features. The number of lexical choices and semantic features truly represent the ideological perspectives in which local media newspapers' headlines tend to omit the use of lexical feature to hide some information, and purposively do not want to portray the case too much in order to maintain the good image and not to be seen as wrong doers, or seen as government failure and huge economic exploitator in palm oil industry in which at the end not impact to the economic and political issue.

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CURRICULUM VITAE

Complete Name	: Belandina Moore
Institution	: English Letters Department of Sanata Dharma University
Education	: Bachelor, English Letters Department, Sanata Dharma University (on going)
Research Interests	: Stylistics