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ERROR ANALYSIS IN THE NEWS TEXTS MAIN PAGE OF *JAMBI EKSPRES* DAILY NEWSLETTER

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Abstract

Mass media is one of the media that greatly influences the understanding of human language and is one of the pathways for developing good and correct guidance and development of Indonesian. Errors are often found in the process of forming words or errors that have the potential to change the meaning and shape of words. This article is based on Mini Research results on the topic; Error Analysis in the News Texts Main Page Newspapers (Descriptive-Analytical Study of Jambi Ekspres Daily News Texts December 26, 2018). This study focuses on the errors of the standard Indonesian language, namely sentences that have ambiguity or mean and ambiguous meaning, words that are influenced by various conversational languages, words that do not have the correct spelling, words that are influenced by foreign languages, and words that do not match the context of the sentence. Data obtained in the form of words, speech or behaviour, are not expressed in the form of numbers or statistical numbers but rather in a qualitative form, by giving an image according to what it is. The aim is to describe the symptoms that exist in the data without giving any form of treatment to the subject to be studied.

Keywords: language errors, written language, standard language, spelling, newspapers.

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PRELIMINARY

Language and society are two inseparable elements. To be able to relate to each other between individuals, it will only occur if there is a connecting device, in this case, the language. Chaer (2011: 1) argues that "language is a symbolic system in the form of sound, arbitrary, used by a speech community to work together, communicate, and identify themselves".

Advanced and modern communities need languages that are used in all needs. Therefore, language must be rich, not only in the choice of vocabulary, but also in the use of a wider language, which can be used in the needs of many scientific fields, both in the fields of education, technology, politics, economics, social and culture. Indonesian as a communication tool used in various purposes will certainly vary, according to the situation and conditions. Differences in the use of these languages will result in diversity. The diversity of the use of Indonesian is what is called the variety of languages.

The variety of languages is divided into several types based on three criteria, namely the media used, the background of the speaker, and the subject matter of the language used. Based on the media used, it is divided into various spoken languages and written languages. Based on the background of the speaker, it is divided into various regions, a variety of educated languages, official languages, and various informal languages. Similarly, the criteria based on the subject matter in question can be divided into fields of science, technology, and art (Syahroni, 2013: 15).

The use of language in various topics as mentioned can be seen in the use of language in newspapers or newspapers. Newspapers or newspapers are information media in the form of writings containing actual information from various topics such as politics, crime, economy, sports, and arts both domestically and abroad. Language in newspapers is included in a variety of written languages.

The written language in the newspaper is known as the language of journalism. The meaning of journalistic language is the language used by the mass media, reporters or journalists to convey information. Each language used by mass media, whether printed or electronic, is known as the journalistic language (Sarwako, 2007: 2).

If a newspaper or newspaper is one type of mass media in the form of print media, then the language used in it belongs to the language of journalism. There are rules that need to be considered when using language in newspapers, in addition to the necessity that information or news presented in the form of facts or facts are clearly presented. As the opinion of Badudu (1987: 10) which says "the language of the newspaper must be short, solid, clear, and objective". Also added by Sumadiria (2005: 53) that "the language of journalism must prioritize active questions, as far as possible avoid the use of words or technical

terms, and submit to the rules and ethics of standard grammar".

The language used in the newspaper must not deviate from the standard grammar rules. If there has been a deviation in the use of language, then that is what is considered a language error. Although the language used in newspapers must attract readers, journalists still need to use standard language. Chaer (2011: 4) said that "standard language is one of the various languages that are used as the principal, basic size or standardized". The Indonesian language standard language guidelines are guided by the Minister of Education Regulation Number 46 of 2009 concerning Enhanced Spelling and Indonesian Language Standard Grammar books.

Another thing that requires that the use of language in newspapers is based on standard language is the diversity of regional languages in Indonesia and newspapers are read by all levels of society with different levels of understanding. As Badudu (1988: 138) states:

> The language of the press or newspaper must be based on raw language. In Indonesia, we know a variety of languages including what is called a dialect. If the newspaper uses Indonesian with one particular dialect, it is highly probable that the writing in the newspaper or magazine cannot be understood by readers throughout Indonesia.

It should be noted that the use of Indonesian is good and correct. Good in the sense in accordance with the situation and condition of the wearer, while true in the sense in accordance with the applicable Indonesian language rules.

In addition to presenting information in the form of news, the newspaper also presents other things such as advertising and entertainment for readers. The ability of journalists to process words to convey information to readers will be seen from the news and advertisements presented. In addition to having to be interesting, of course, it is expected that it is still able to follow the rules of writing in accordance with the enhanced spelling.

The use of written language in newspapers will appear dominant in the presentation of the news. News according to Widodo (1997: 17) is "facts or information written by journalists, and published in the press". Through this opinion, it can be seen that the news that will be written by a journalist and published in a newspaper must be information in the form of facts, not the opinions of the journalist himself. The perspective must be objectively open subjectively. In addition, it is also necessary to pay attention to the use of language in conveying information to readers.

In addition to the contents of the headline that must be written in such a way, the news text must also be written in a language that is in accordance with the PUEBI and the Standard Grammar book so that the text of the news does not become ambiguous or out of the rule. Journalists need to remember that what is conveyed through the news can

really be conveyed to the audience (readers) and really can be understood by all levels of society. In order for information to reach the audience (readers), journalists must try to stay away from the use of scientific technical words and foreign language words. Use ordinary language that is easily understood by the public considering that the mass media audience, the reader consists of a variety of people with different levels of education and knowledge. Making news become more stylish life is a necessity demanded by journalists, because with a more stylish and varied language an audience is easier to catch information and makes the reader not easily bored to read the news until it runs out.

Based on the problems described, then the subject of the author's research is the headline text of the Jambi Ekspres daily newspaper edition of December 26, 2018. The author seeks to analyze the use of words that are in accordance with the standard language in the news text.

As far as the researcher's knowledge has been done with the title "Errors Analysis in the News of the Main Page of the Jambi Independent Morning Daily Newspaper" (Arief) in 2014. Previous research focused research on decapitation, while current research focuses on using standard words in news text.

The main page column is chosen with the first reason, namely the main page is the sheet that triggers the

attractiveness of the reader before reading the next page. Second, the main page contains the latest and hottest news. The selection of the Jambi Express newspaper, because the Jambi Ekspres daily newspaper has spread and has spread a lot. So that if an error occurs then the error will affect many people as well. In addition, the Jambi Express newspaper is easily obtained as a data source, making it easier for authors to conduct research.

Starting from the background, the writer was interested in examining the use of standard language in the headline news page of the Jambi Ekspres newspaper. So the title of this study is "Error Analysis in Language in the News Text Main Page of Jambi Express Daily News Letter December 26, 2018".

Given the breadth of the problem of using written language, also considering the breadth of the scope of the research, this study only focuses on analyzing language errors in the use of the standard word in the main text of the Jambi Ekspres daily newspaper edition December 26, 2018.

Does the author formulate the problem of this research is how do language errors in the use of standard words in the main text of the Jambi Ekspres daily newspaper edition on December 26, 2018?

The purpose of this study was to describe a language analysis in the use of the standard word text for the main page of the February 2015 edition of the Jambi Ekspres daily newspaper.

The benefits expected from the writing of this article are two benefits in general, which are divided and described as follows:

a. Theoretical Benefits

Theoretically, the results of this study are expected to be used as reference material in the use of Indonesian in the form of standard words in accordance with the Indonesian Language Standard Grammar.

b. Practical Benefits

Practically, this research is expected to be as follows:

1) Provide information to the reader regarding the specific language of use of the word in the main text of the Jambi Ekspres daily newspaper.

2) Providing valuable information or reference containers for mass media, especially newspapers, in order to minimize errors in writing standard word forms in news texts.

3) Provide information as a reference for parties who want to conduct research on the same topic.

THEORETICAL REVIEW
1. Language Error Analysis

Language errors often occur in every process and situation in communication. Suwardi (1991: 12) says that "the term language error is intended as a form of language deviation from the system or general language habits in a language so that it impedes the fluency of language communication". Whereas Tarigan (1996: 29-30) states the language error "is the use of language that deviates from the rules of language applicable in that language". Language errors are caused by factors of understanding, ability or competence. Tarigan (1996: 45-359) mentions language errors can be divided into several fields, namely as follows:

(1) errors in the field of phonology,
(2) errors in the field of morphology,
(3) errors in the phrase field,
(4) errors in the clause field,
(5) errors in the syntax field,
(6) errors in the semantic field,
(7) errors in the field of discourse.

So, it can be concluded that the analysis of language errors is a deviation in the use of language from the language rules specified in this case is the standard language.

2. Raw Language

The standard language according to Anwar (1991: 2) is "the language used by the people with the most influence and the greatest authority". The standard language connects all speakers of various languages. It is also emphasized by Chaer (2011: 4) that "standard language is one of the various languages used as the principal, which is used as the basis of size or used as a standard".

The standard language is a variety of languages that follow the rules or rules of the Indonesian language, both rules relating to pronunciation, spelling, word form, sentence structure, and the use of language. That is, the rules in the use of standard languages are not only limited to spelling or mere form, but include all

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aspects of writing and speech in language (Junaiyah, 1991: 18).

So, it can be concluded that the standard language is the variety of languages that are used as standards or rules in the use of Indonesian which are adapted to the Panduan Umum Ejaan Bahasa Indoneisa (PUEBI).

A. Characteristics of Raw Language

According to Alwi, et al (2003: 13-14) the characteristics of the standard language are as follows: (1) Having dynamic stability, meaning the rules and rules are fixed and cannot change, (2) Characteristic, meaning manifestations in sentences, paragraphs, and other larger language units express logical and orderly reasoning, and (3) Have uniformity of rules, meaning that the character of language is not the same as the variety of languages, but the similarity of rules.

While according to Wardiyah (2008: 186-187) mentions the characteristics of standard languages are as follows: (1) Not influenced by regional languages, (2) Not influenced by foreign languages, (3) Not a variety of language conversations, (4) Use of affixes explicitly, (5) Use in accordance with the context of the sentence, (6) Does not contain dual or ambiguous meanings, (7) Does not mean pleonasm, pleonasm is the use of words that are more than what is needed, for example, we must and must be mutual respect, and (8) Does not contain hypercorrect, the phenomenon of hypercorrect is the process of forming a correct form which then becomes

wrong. Symptoms of hypercorrect can be seen in this example:

a. Phoneme / s / become / sy/
   Sehat menjadi *syehat*
b. Phoneme / h / become / kh /
   Ahli become *akhli*
   Hewan become *khewan*

Chaer (1994: 5) marks the various characteristics of the standard language as follows:

(1) Use of Grammar Rules

Normative grammar rules are always used explicitly and consistently. For example:

a) Use the prefix *me-* and the prefix *ber-* explicitly and consistently.
b) Use of conjunctions that are and because in compounded verses are explicit and consistent.
c) Use of pattern phrases for predicates: consistent aspects + actors + verbs.
d) Use of synthetic construction.
e) Avoid the use of grammatical elements of regional dialects or grammatical elements of regional languages.

2) Use of standard words

The words used are general words that are commonly used or the frequency of use is quite high. Words that are not yet familiar or are still regional in nature should not be used except with special consideration.

3) Use of official spelling in written language

The spelling that now applies in Indonesian is Pedoman Umum Ejaan Bahasa Indonesia (PUEBI).

4) Use of standard pronunciation in oral variety

Until now the correct or standard pronunciation in the Indonesian language has never been established, but there is a general opinion that the standard pronunciation in Indonesian is money pronunciation free from local dialect or regional language pronunciation characteristics.

5) Effective use of sentences

Sentences can be used to correctly convey the message of the speaker or writer to the listener or reader, exactly as intended by the speaker or writer. The effectiveness of this sentence can be achieved, among others.

a) Sentence according to the rules of correct grammar.
b) There is a unity of mind and a logical relationship in the sentence.
c) The use of words correctly and efficiently.
d) Use of sentence variations or giving pressure on the sentence elements that you want to highlight.

Based on the two expert opinions above, the authors conclude that the characteristics of the standard language are to use normative grammar rules explicitly and consistently, concerning the use of affixes, conjunctions, avoiding the use of grammatical elements of regional and foreign languages and in the context of the sentence.

b. Default Language Function

Alwi, et al (2003: 14-15) state that standard languages support four basic functions and three of them are symbolic or symbolic, while the other is objective, as follows:

(1) Unifying functions, standard languages unite all speakers of various language dialects.
(2) The function of giving distinctiveness, standard language strengthens the feeling of national personality of the language community concerned.
(3) The function of carrying out authority, this function is concerned with the efforts of people to achieve equality with other civilizations that are admired through the acquisition of their own standard language.
(4) Function as a frame of reference, standard language as a frame of reference for language users with the existence of clear norms and rules. These norms and rules are a benchmark for whether or not the use of language is a person or group.

In this case, Chaer (2011: 4) records four language functions that require the use of a variety of standard languages, namely (1) official communication, (2) technical discourse, (3) public talks, and (4) talks with respected people. Moeliono (2010) also said that "in relation to the social functions of the standard language, there are 4 main functions, namely a unifying function, a personality marker function, an authority marking func-

tion, and a function as a frame of reference".

Of the three opinions above the author concludes that standard language functions as a unifier of the nation, as a giver of distinctiveness, as a bearer of authority, as a frame of reference and used in official communication.

3. The Nature of Clause

The clause according to Rahardi (2010: 71) is "linguistic unit which is a combination of word groups which at least consists of subject and predicate. Thus, the clause must be predictive and has the potential to be sentenced ". Confirmed by Abdullah (2012: 80) Clause is a grammatical unit composed of words or phrases and has a predicate. Or it can be said that the clause is a combination of two or more words that have a subject structure and predicate. Subjects are parts of clauses in the form of nouns or nominal phrases, which mark what is stated by the speaker. The predicate is a clause that marks what the speaker says about the subject. Predicates can be in the form of nouns, verbs, adjectives, numerals, or pronouns.

According to Ramlan (1987: 89) "clause as a grammatical unit consisting of predicates, both accompanied by subjects, objects, complementary and explanatory or not. In summary, the clause is (S) P (O) (PEL) (KET). The parentheses mean that what is located in parentheses is arbitrary, as simple as there may or may not be. Although with different sentence constructs, Keraf (1984: 138) also argues "clause as a construction in which there are several words that contain functional relationships, which in old grammar are known by the meaning of subject, predicate, object and information".

The sentence consists of two elements, namely the element of intonation and the clause element. This means that the clause is the element of the sentence, precisely the segmental element of the sentence which contains the function of the subject and predicate or predicate only, but does not have a prosodic element in the form of intonation, especially the final intonation. If the clause has an intonation, it is no longer called a clause but is already a sentence.

Based on expert opinions that have been discussed, one conclusion can be drawn that clause is a grammatical unit of sentence formation that is predicative (has a predicate).

4. Syntactic Function

Syntactic functions are functions that have a role to associate words with words or with other phrases in a sentence, in other words, related to the order of words or phrases in a sentence. In the Indonesian Standard Grammar, Alwi, et al (2003: 326-330) explain the syntactic functions as follows:

(1) Predicate function

Predicates are the main constituents which are accompanied by constituents on the left side, and if there are constituents of objects, complementary and mysterious information on the right. The predicate of a sentence is usually a verbal phrase or an adjective phrase. Sentences that are patterned SP, predicates can also be

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nominal phrases, numeral phrases or prepositional phrases, in addition to verbal phrases and adjectives.

Consider the following example:

a. Ayahnya guru *bahasa Inggris* (P=FN)

b. Adiknya *dua* (P=FNum)

c. Kakaknya sedang *tidur* (P=FV)

(2) Subject Function

The subject is the second most important syntactic function after the predicate. In general, the subject is a noun, nominal phrase, or clause as in the following example:

a. *Harimau* binatang liar.

b. *Anak itu* belum makan.

(3) Object function

Objects are sentenced constituents whose presence is demanded by predicates in the form of transitive verbs in active sentences. The location is always after the direct predicate. Thus, the object can be recognized by observing (1) the type of predicate it completes and (2) the characteristic of the object itself. Transitive verbs are usually characterized by the presence of certain affixes. The object is usually a no-mina or an inanimate nominal phrase, or a single third charm, the object noun can be replaced with pronominal *-nya*; and if it is my or your (singular) nominal, the form *-ku* and *-mu* can be used.

(4) Complementary Functions

In this function, the complement is in the form of nominal phrases, verbal phrases, adjectival phrases, prepositional phrases, or clauses. Complement is directly behind the predicate if there is no object and behind the object, if this element is present. Com-plementary is in a clause that cannot be changed into a passive form. The following is a complementary example with a predicate in the form of a transitive verb:

a. Negara ini berlandaskan *hukum.*

b. Orang itu bertubuh *raksasa.*

c. Lila benci pada *kebohongan.*

(5) Function Description

The description is the most diverse syntactic function and is the easiest to move. Information can be at the end, at the beginning, and even in the middle of the sentence. In general, the presence of information in sentences is arbitrary. Adverb constituents are usually nominal phrases, pre-positional phrases, or adverbial phrases. The meaning of the statement is determined by the combination of the meaning of the elements. The types of information are very diverse, including a description of the place, time, tool, purpose, method, accompaniment, comparison, cause, and obedience.

5. Definition of Journalistic Language

Journalistic language is the language of mass media communi-cation as seen in the newspapers and magazines read by the public. So the language that has been presented in mass media such as newspapers can be said as a journalistic language (Wojowasito in Anwar, 1991: 1).

In writing, journalistic language is not arbitrary. Journalistic language is still based on standard language. As Anwar (1991: 1) argues that "jour-nalistic language must be based on standard language". The standard la-

nguage is used in official situations both oral and written language.

A good journalistic language should be in accordance with grammatical norms so that the sentence structure is correct and does not deviate from the standard language. From the above opinion, it can be concluded that journalistic language is one of the languages used in print media such as newspapers, magazines or tabloids based on standard language.

While Badudu (in Anwar, 1991: 2) says "the language of the newspaper must be short, solid, simple, clear, straightforward, but always interesting". These characteristics must be fulfilled by the language of the newspaper considering the language of the newspaper is read by all levels of society that are not of the same level of understanding.

a. Characteristics of Journalistic Language

Like a variety of languages or other types of languages, journalistic language has its own characteristics. These characteristics can be seen from the opinions expressed by Anwar (1991: 1), namely "the characteristics of journalistic language are short, solid, simple, smooth, clear, straightforward, and interesting".

In line with that Sumadiria (2005: 53) states that "the characteristics of journalistic language include simple, concise, solid, straightforward, clear, clear, interesting, democratic, prioritizing active sentences, as far as possible avoiding the use of technical words or terms, and

subject to the rules and ethics of standard language".

These characteristics must be met by a variety of journalistic language or newspaper language, considering that newspapers are read by all levels of society that are not of the same level of knowledge. So, the author can conclude the characteristics of journalistic language, namely communicative, concise, solid, using active, clear sentences and referring to standard grammar rules.

b. Applied Journalistic Indonesian Language Rules

Journalistic language must be based on standard language. According to Badudu (in Anwar, 1991: 2) "standard language is the language used by the community with the most influence and the greatest authority". The standard language is used in official situations both oral and written: for example, the language used in preaching, lectures, lessons, discussions, etc. (verbal); the language used also in official correspondence, books, thesis, law and so on (writing). Likewise the language of newspapers and magazines, television and radio broadcast languages, must be standard so that they can be understood by people who read and listen throughout the region. Journalistic language must heed the rules of grammar, while the principles of the rules or rules of Indonesian in the journalistic language according to Anwar (1991: 3) are as follows:

The first point, the important sentence or the important one (main point) is put in front, the less important or the statement behind. For example:

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- *Malam nanti kita menonton bukan nanti malam kita menonton*.

For the second rule, the Indonesian word has no plural form. To show plural words are used: *banyak, beberapa, segala, setengah* and so on are called *jumlahnya* (numbers). For example:

- *Banyak mobil*
- *Beberapa kendaraan*
- *Segala macam*
- *Setengah orang*
  Sepuluh negara

The main third rule is: there are no objects for men or women in the form of nouns. So words such as *adik, kakak, saudara, ipar, teman, rekan, kawan*, etc. can show men or women.

"The most prominent error in the language of newspapers today is the word form errors in the use of titles" (Badudu in Anwar, 1991: 6). Ermanto (2005: 17) states "the rules of the Indonesian language that are applied in complete language are divided into three groups, namely: (1) spelling, (2) structure, and (3) standard vocabulary".

(1) Applied Improved Indonesian Spelling

The journalistic language made by reporters and journalists, which is then edited by editors of newspapers, magazines, radio, or television, must use enhanced Indonesian spelling. Capital letters, italics, words, punctuation must be used precisely according to PUEBI and Indonesian dictionaries.

(2) Applied Indonesian Sentence Structure

Journalistic language must be in accordance with the Indonesian sentence structure. Presentation of information must be expressed in a correct and orderly structure. This structural order will show the regularity of human thinking. The regularity of language thinking is regulated through the structure of the Indonesian language. The sentence structure of Indonesian is arranged regularly on the subject (S), Prediction (P), Object (O), Description (D) and complement (Comp).

(3) Applied Raw Vocabulary

Indonesian language used in newspapers and magazines must use the standard Indonesian vocabulary. This is certainly understandable because journalistic language is one of the various languages of journalism. Every word chosen and used by journalists must be standard words. If there are non-standard words, it must be written in italics or quotation marks.

From some of the opinions above the authors conclude that the rules or rules of the Indonesian language applied in journalistic languages include spelling, rules of structure or grammar of standard languages and vocabulary.

6. News

Etymologically the term "news" in the Indonesian language approaches the term "bericht (en)" in Dutch is described as "meditative" (announcement) rooted "made (delen)" with synonyms in "ekend maken" (notifying, announcing , make famous) and "vertelen" which means to tell or tell. Assegaf in Ermanto (2005: 80). Stating "News is a report about the latest facts

or ideas, which are selected by the editorial staff of a daily to broadcast, which can attract the attention of the reader, whether human interaction skills such as humour, emotions, and tension".

According to Semi in Ermanto (2005: 80) news is "a story or report about a factual event or event that is new and extraordinary in nature. Whereas according to Suhandang (2004: 104) "the news is a report or notification of all actual events that attract the attention of many people. Events that involve facts and data that exist, and the factual or warm talk of people ".

From the three opinions above, it can be concluded that the news is a direct report in the form of factual events written by journalists in the mass media.

a. News type

According to Sumadiria (2005: 69-71), there are eight types of news that are in the newspaper, namely as follows.

(1) Straight news report is a direct report on an event.

(2) Depth news report is a type of report that requires real facts still large.

(3) Comprehensive news is a comprehensive report on facts viewed from various aspects and tries to combine various pieces of facts in one story building of events so that the red thread is clearly visible.

(4) Interpretative report this news usually focuses on an issue, problem, or controversial events.

(5) Feature story authors look for facts to attract the attention of readers. The author presents a reader experience that is more dependent on writing style and humour than the importance of the information presented

(6) Dept. reporting is journalistic reporting that is deep, sharp, complete and complete about a phenomenal or actual event.

(7) Investigative reporting of this type of news usually focuses on a number of problems and controversies.

(8) Editorial writing is the presentation of facts and opinions that interpret important news and influence public opinion.

Whereas according to Chaer (2010: 15) the news published in each newspaper is usually divided into three types of news, namely:

(1) Direct news is news compiled to convey events or events that must be immediately known by readers or members of the community. The writing principle is the reverse pyramid.

(2) Light news is news that emphasizes the human element of the event.

(3) Feature is writings that can touch feelings or increase knowledge. News of this story can be written from the past or a long time ago.

Every news, both direct, light news and story news must contain facts concerning humans, even if they are reported by animals or objects contained within the community. All news elements must fulfil the 5W and

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1H elements. 5W and 1H are what, who, why, where or where, when, and how.

b. News Terms

In writing news, reporters must know the requirements in the news. According to Widodo (1997: 36) states "the rules or requirements of news in the form of facts, objective, balanced, complete, and accurate". The following is a brief description of the five news statements:

(1) Facts

In the world of journalism, facts consist of real events, opinions and statements of news sources.

(2) Objectives

News written by reporters must be objective or in accordance with the actual situation, should not be spiced up and deviated from the actual situation

(3) Balanced

Balanced means that the portion is the same, is not impartial / not as heavy as one. Journalists serve the truth of science or the news itself, and not serve news sources. Especially in news writing that is in conflict or seen from several parties.

(4) Complete

The written news must be complete. The complete news was correlated with the news writing formula, 5W + 1H.

(5) Accurate

News written by journalists must be accurate and accurate. That is, the news is true and there are no errors.

RESEARCH METHODS

1. Types and Research Approaches

The type of research conducted is descriptive research using a qualitative approach. This research approach is used because it is in accordance with the research objectives, namely to describe qualitatively, objectively, what data is in accordance with the facts. This qualitative research aims to describe the symptoms that exist in the data without giving treatment in any form to the subject to be studied.

The qualitative approach is always descriptive, meaning that the data obtained in the form of words, speeches or behaviours, are not expressed in the form of numbers or statistical numbers, but in a qualitative form, by giving an illustration as it is. This is in accordance with the opinion of Arikunto (2010: 309) "Descriptive research is research that is intended to gather information about the status of a symptom that exists, namely the state of symptoms according to what they are at the time of the study".

Through this method and approach the author will analyze the use of language that is focused on the standard words and structure forms used in the news headline, using facts that exist in the media information associated with the words contained in the Kamus Besar Bahasa Indonesia (KBBI), Panduan Umum Ejaan Bahasa Indonesia (PUEBI), and standard Indonesian Grammar. Then describe it according to the results of the analysis obtained.

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2. Data dan Data Source

The data in this study are written language data, namely the words in the headline text of the Jambi Ekspres daily newspaper edition of December 26 2018. Meanwhile, the source of this research data is the Jambi Ekspres daily newspaper document of December 26, 2018.

3. Data Collection Techniques

The research data collection technique is a method taken by the author in researching the object of research. In this study, the authors used the documentation method. Documentation method is to find data about things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, minutes of meetings, briefs, agendas and so on (Arikunto, 2012: 274). The author uses the technique because of the data that the author will collect and carefully in the form of newspaper documents. The data collection is carried out in the following stages.

1) Read the entire main page of the Jambi Ekspres daily newspaper, December 26, 2018.
2) Collect the text contained on the main page of the Jambi Ekspres daily newspaper edition 26 December 2018.

4. Data Analysis

This study examines and analyzes data objectively based on facts found and then presented descriptively. The steps taken are as follows:

1) Words in the main page text of the Jambi Ekspres daily newspaper edition December 26, 2018, are gradually read and examined one by one.
2) Analyzed according to the problem focused on the use of the standard word in the main text of the Jambi Ekspres daily newspaper edition of December 26 2018.
3) Reporting the results of the analysis to the supervisor to later discuss its feasibility so that the results of the analysis can be confirmed.
4) Conclude the results of the analysis.

5. Research Instruments

The main instrument of data collection in a qualitative study is the researcher itself, as mentioned by Garna (1999: 33) that "the research instrument is human itself, meaning that researchers need to fully understand and be adaptive to the social situation in the research activity".

A research instrument is a complementary tool used to support the research process with data as the material. In qualitative research, the researcher himself or with the help of others is the main data collection tool (Moleong, 1989: 5). In this study, the instrument used is the researcher or the author himself as a tool or instrument.

6. Checking Data Validity

Moelong (2010: 171) said: "the validity of data is an important concept that is updated from the concept of validity (validity), and reliability (reliability) adjusted to the demands of knowledge, criteria, and paradigm itself". Checking the validity of the data in this study uses triangulation

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techniques. Moelong (2010: 330) further stated "triangulation as a technique for checking the validity of data by utilizing something else outside the data for the purpose of checking or comparing the data".

In this study, the triangulation used was in the form of data triangulation and theory triangulation. Data triangulation is done by checking the existing data again and then reporting the findings to the supervisor to check the validity of the data. This is done to avoid data collection errors and the data left in the retrieval and recording of initial data. The theory of triangulation is done by testing the suitability or compatibility of the results of study documents with various theories that have been explained in the Theory Study.

RESEARCH RESULTS AND DISCUSSION

In accordance with the formulation of the research problem, in the following explanation, the results of the research and discussion on the use of the standard word in the news text of the main page of the Jambi Ekspres daily newspaper will be presented on the December 26, 2018, edition.

1. Research Results

1.1 Analysis of Language Errors in the Use of Raw Words in the News Text Main Page of Jambi Express Daily News Letter Edition December 26, 2018

In this section, the use of the language used in the headline is explained, taking into account the characteristics of the standard language, which is not influenced by the local language, is not influenced by foreign languages, does not use conversational language, explicitly uses affixes, uses words that match the context of the sentence, not contains double or ambiguous meaning, and in accordance with the spelling that is perfected according to PUEBI (Pedoman Umum Ejaan Bahasa Indonesia)). In the headline text of the main page of the Jambi Ekspres Daily newspaper, the December 26, 2018 edition, there are 5 features that cause non-standard words, the following are detailed.

a. Error Analysis of News Texts that Have Multiple Ambiguities or Meanings

Based on the Indonesian Dictionary, ambiguous means having more than one meaning. This ambiguity can cause doubt or obscurity in the sentences that are spoken or written. Keambiguan appears more often in written language. This can happen if the spelling markers are not placed correctly, there will be a double meaning. This ambiguity can occur in words, phrases, or sentences. Usually, to avoid ambiguity, you have to determine the right word selection or by putting punctuation in the proper place. In the news text studied, it was found several texts that gave rise to ambiguity so as to make the reader understand it as something that has a dual and ambiguous meaning. Some examples are found as follows:

1) *Salinan putusan sudah diterima.*

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This sentence is the title of the first news found on the main page. If it is read and we try to understand it, this will lead to ambiguity and interpretation of ambiguous meanings. First, this sentence is not clear who will receive a copy of the decision. Then the second, it is not clear a copy of the decision received.

2) *Fokus pencarian korban hilang*

The sentence is not accompanied by an explanation or explanation of the cause of the loss of the victim. The sentence should have been explained as a result of what the victim lost. Writing the correct sentence is "*Fokus pencarian korban hilang akbiat tsunami* ".

b. Error Analysis of News Text Affected by Conversational Language

Conversational language is a language commonly used in everyday communication in the non-formal domain. Variety of conversational languages is one of the various languages used in oral situations and is a variety of non-standard languages if used in the language of print. The emergence of a variety of conversational languages in print media, especially in the news text, does not know the exact cause of whether the journalist is less vocabulary or indeed intentional because it increases reading interest so that it is provocative. However, it should also be remembered that in addition to provocative in the news text, it must refer to the standard language spoken by PEUBI, the Indonesian Language Standard Grammar book, or the Large Indonesian Language Dictionary. The following is the news text on the Jambi 26 December 2018 edition of the main page that uses various kinds of conversation words:

1) *Pemberhentian Zola tinggal tunggu Keppres*.

The word "*tunggu*" in this sentence is a form of language for conversation. In written language, the word "*tunggu*" in the sentence is written with the word "*menunggu*". So that it becomes the right sentence, namely: "*Pemberhentian Zola tinggal menunggu Keppres*"

c. Analysis of News Text Errors that are Not Appropriate PUEBI according to PUEBI (Pedoman Umum Ejaan Bahasa Indonesia)

The news text of the December 26, 2018 edition of the Jambi Express daily newspaper found several language errors that did not match the corrected spelling, which is now the guideline of PUEBI. (Pedoman Umum Ejaan Bahasa Indonesia) based on **Peraturan Menteri Pendidikan dan Kebudayaan Nomor 50 Tahun 2015**, and was published in 2015 and distributed through the **Departemen Pendidikan dan Kebudayaan** official website dated January 21, 2016.

Language errors found to be incompatible with PUEBI include:

1) *Akhirnya petikan putusan vonis hukum Gubernur Jambi non aktif Zumi Zola sudah sampai di tangan Pemerintah Provinsi Jambi sebagai dasar pengajuan diterbitkan ke-putusan presiden (Keppres).*

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On the text of this news text, after the word "*akhirnya*" should be accompanied by a comma (,). In accordance with the rules contained in PUEBI that "commas <u>can be</u> used behind information found at the beginning of a sentence to avoid misreading/misunderstanding".

2) Bahkan setelah diterima petikan putusan ini sudah diserahkan pula ....

In this sentence, after the word "*bahkan*" there should be a comma (,) in accordance with the rules set out in PUEBI, that "commas <u>can be</u> used behind the rules found at the beginning of the sentence to avoid misreading/ misunderstanding".

3) Kapala Biro Pemerintahan dan Otda Provinsi Jambi Rahmad Hidayat, menyampaikan telah menerima surat tersebut pada Kamis (20/12).

In this sentence, two errors were found. First, after the word "*Jambi*" commas (,) should be used in accordance with the rules contained in PUEBI that commas can be used behind the rules found at the beginning of the sentence to avoid misreading/ misunderstanding.

Second, the writing of the date and month does not use a slash between the date and month. It should be written in full, for example: *20 Desember*. After the researchers read carefully, the writing errors of the date and month were also found in other sentences. Errors in writing dates and months occur at each writing date and month in the Jambi Ekspres daily newspaper, December 26, 2018.

d. Error Analysis of News Texts Affected by Foreign Languages

Words from foreign languages (English, Arabic, Hiragana, Sanskrit, Mandarin, etc.) are called absorption words or absorption elements. Today there can be distinguished the existence of absorption vocabulary that has become part of the vocabulary system and absorption vocabulary whose spelling is formed according to the spelling adjustment guidelines. These foreign words in Indonesian texts must be written in italics or given a single underline.

The Jambi Ekspres daily newspaper as mass media uses all languages to communicate with its readers. The word foreign language is taken not only commercially but also perhaps will be more communicative because it represents the content of the information to be conveyed. This can be seen in the following news text:

1) *EXPLORE BIZ-CLASS*.

In Indonesian, "explore" means "*jelajah*", and "biz-class" is an abbreviation of the word "business class" which means "*kelas bisnis*". This is the language of advertising, but because readers of this newspaper are Indonesians, and especially the Jambi people, they should use Indonesian first, after that accompanied by a foreign language whose writing uses italics. It should be written "*Jelajahi Kelas Bisnis*", then it may be accompanied by "Explore Biz-Class" afterwards.

In the Theory Study, it has been explained that every word chosen and

used by journalists must be standard words in accordance with the Large Indonesian Dictionary. If there are words that are not standard, they must be written in italics, or given quotes.

e. Error Analysis of News Text that Does Not Match the Sentence Context

Context according to KBBI is "part of a description or sentence that can support or add clarity of meaning". In the language of newspapers, journalists often choose the use of words in a sentence, this has an effect on the sentence. Sentences in which there are false and inappropriate words will lead to the vagueness of meaning. Here's an example of a news text error that doesn't fit the sentence context:

1) *Bahkan setelah diterima petikan putusan ini sudah diserahkan pula ....*

The word "*bahkan*" in the entry of this sentence is incorrect. The word "*bahkan*" as a conjunction cannot be used at the beginning of a paragraph. This sentence should be combined with the previous paragraph in order to have continuity of meaning in the sentence.

2. Discussion

Guided by the results of the study, it is known how the use of standard language in the news text main page of Jambi Ekspres daily newspaper edition December 26 2018. As explained earlier, the use of standard language is focused on the use of standard words in the news text on the main page.

Based on the results of the analysis there are 10 news texts that have written language errors according to PUEBI, Standard Grammar books, and KBBI, consisting of 2 sentences that have ambiguity or mean and ambiguous meaning, 1 word that is influenced by various languages of conversation, 3 words that are not have the correct spelling, 1 word influenced by a foreign language, and 1 word that does not match the context of the sentence.

Choosing the right sentence structure will not cause ambiguity or multiple and ambiguous meanings. This sentence error ambiguity may be due to a lack of journalist vocabulary or even an error made by the editor. This also applies when a word error is found that does not match the context of the sentence.

Words that do not have the correct spelling as the most mistakes are found in the Jambi Ekspres news text edition of December 26 2018. This can be caused due to lack of attention and checking of the correct spelling rules according to PUEBI by journalists and people involved in the journalistic world.

The use of words influenced by foreign languages may be due to the absence of the right words or terms to be expressed in Indonesian, so the foreign language is used as a source of words or terminology in Indonesian. In addition, journalists might want to display more communicative texts and more varied choices, he said. Writing unfamiliar foreign language words must be in italics or quotation marks.

Next is the conversation language, which is used so that the news text feels more close to the reader. That

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is, the word is used so that the news text can arouse the attitudes, intuition and emotions of the reader. The same is true for the use of words that are influenced by regional languages and foreign languages. The use of conversation language can be used, but the writing must be in accordance with the rules in the enhanced spelling, ie non-standard words are written in italics or given quotation marks. So that it looks where the word is not standard in the news text.

Conclusion

Based on the previous explanation, it can be concluded that language errors in the main text of the Jambi Ekspres daily newspaper edition of December 26, 2018 consist of (1) sentences that have ambiguous or confused and ambiguous meanings, (2) words that are influenced by various language conversations, (3) words that do not have correct spelling, (4) words that are influenced by foreign languages, and (5) words that do not match the context of the sentence. Furthermore, there are 10 news texts that are identified as having language errors in written language, consisting of 2 sentences that have ambiguous or ambiguous and ambiguous meanings, 1 word that is influenced by various conversational languages, 3 words that do not have correct spelling, 1 word that is affected foreign language, and 1 word that does not match the context of the sentence.

Suggestions

Based on the conclusions of the study, the authors put forward suggestions to the mass media especially print media, in order to increase the use of standard language and pay more attention to PUEBI in writing a newspaper, in order to minimize standard language errors in written language products, especially in the use of Indonesian spelling. So, in accordance with the guidelines and grammar that apply considering the function of mass media is a learning media for all levels of society who have different abilities.

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