

**AN ANALYSIS OF IMPLICATURE IN *BOLA* TABLOID HEADLINES
USING RELEVANCE THEORY**

THESIS

BY

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ABSTRACT

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In the terms of modern era as we live now, the form of news changes into another form of modern news. In order to keep surviving, the newspaper itself needs to attract the reader through its unique and interesting headlines. From the headline we can find language phenomenon like implicature. Implicature is an unstated meaning and the aspect of meaning that a speaker conveys, implies, or suggests without directly expressing. The headlines from the newspaper always carry something to inform to the reader. When the readers read the headline, they first have to assume that the writer is being cooperative and being intent on communicating something. The writer wants to communicate more than just explicit meaning. So, the reader has to possess the ability to infer and predict what the writer wants to communicate through the headline. The researcher wants to disclose the implicature carried on the headlines. To understand them, we need to uncover the implicit meaning conveyed behind the headlines. In this case, the researcher uses relevance theory from Sperber and Wilson as the basic theory to analyze the implicature carried on the headlines and answer the problems of the study 1) What are the implicatures conveyed in Bola tabloid headlines from March to June 2013 edition? 2) What are the ways to find out the meaning of implicature utterances in Bola tabloid headlines from March to June 2013 editions?

To analyze implicature, the researcher uses descriptive qualitative approach in which the headline news is written in tabloid Bola. The researcher uses text analysis design because the form of Tabloid Bola Headlines is a text on its cover. The researcher uses descriptive qualitative method because the researcher analyses the data with describing the headline using the relevance theory of Sperber & Wilson in order to get information and understanding based on the phenomena that appears in the data.

From the analysis that has been done, the researcher concludes that the headlines represent in the cover image through omission, ambiguous and non-standard structure are difficult for the readers to understand. Moreover, the researcher finds that the cover headline and the subhead play very vital role to provide explanation in the meaning of the headline. It also can be inferred from this research that *Bola* tabloid headlines have successfully communicated their messages to the readers if the readers have good capability to understand the headline by combining their memory, background knowledge with the context about the topic presented in the headlines.

To complete this study, the writer suggests that the next researcher use different object of research to enrich the research of implicatures. The writer also suggests the readers understand the whole news, and the readers have to understand the context and combine the context with memory and background knowledge.

Setiawan, Yeremia Andri. 2014. **Analisis Implikatur pada Headline Tabloid *Bola* Menggunakan Teori Relevan**. Program Studi Bahasa Inggris, Fakultas Ilmu Budaya, Universitas Brawijaya, Sastra Inggris. Pembimbing : (I) Lalu Merdi (II) Didik Hartono

Kata Kunci : Implikatur, Headline Tabloid *Bola*, Teori Relevan

Di era modern ini, bentuk berita yang lama telah berubah menjadi bentuk berita yang lebih modern. Dengan tujuan untuk tetap eksis, keunikan surat kabar berupa koran harus bisa dimalsimalkan untuk menarik perhatian pembaca melalui headline yang lebih menarik. Melalui keunikan headline tersebut kita dapat menemukan fenomena bahasa seperti implikatur. Implikatur adalah makna implisit dari penulis yang disampaikan, implikasikan, atau sarankan tanpa diekspresikan secara langsung kepada pembaca. Ketika pembaca membaca headline, mereka harus menganggap bahwa penulis bersikap kooperatif dan bertujuan untuk menyampaikan sesuatu. Penulis inginberkomunikasi lebih dari sekedar konteks eksplisit. Jadi, pembaca harus memiliki kemampuan untuk menyimpulkan dan memprediksi tentang apa yang ingin disampaikan oleh penulis melalui headline. Untuk mengetahuinya, kita harus menemukan makna implisit pada headline. Dalam penelitian ini, penulis menggunakan teori relevansi dari Sperber dan Wilson sebagai dasar teori untuk menganalisis implikatur pada headline dan sekaligus menjawab masalah penelitian 1) Apa sajakah implikatur yang ada pada headline tabloid *Bola* dari edisi Maret sampai Juni 2013? 2) Apakah cara untuk menemukan arti implikatur pada headline tabloid *Bola* dari edisi Maret sampai Juni 2013?

Peneliti menggunakan metode diskriptif kualitatif untuk menganalisis implikatur pada headline Tabloid *Bola*. Peneliti menggunakan metode analisis teks karena visualisasi pada headline tabloid *Bola* merupakan kumpulan teks pada sampul bagian depan tabloid. Peneliti menggunakan metode diskriptif kualitatif karena peneliti ingin mendeskripsikan makna dari implikatur secara jelas dan mendetail dengan menggunakan teori relevansi yang dikembangkan oleh Sperber dan Wilson.

Dari hasil analisis yang telah dilakukan, peneliti menyimpulkan bahwa headline pada cover tabloid yang disampaikan melalui kata ambigu, penghilangan kata, dan struktur yang tidak standar akan sulit dimengerti oleh pembaca. Peneliti lebih lanjut lagi menemukan bahwa cover headline dan sub-headline mempunyai peran vital untuk membantu menemukan makna sebenarnya dari headline, disamping adanya pengetahuan awal/dasar atau ingatan dari pembaca. Dari penelitian ini juga dapat disimpulkan bahwa pesan dari headline tabloid *Bola* dapat dimengerti oleh pembaca jika pembaca memiliki kemampuan yang bagus untuk mengkombinasikan ingatan, pengetahuan dasar pembaca dengan konteks pada headline.

Penulis memberikan saran kepada peneliti selanjutnya untuk menggunakan objek penelitian yang berbeda untuk memperkaya penelitian tentang implikatur. Penulis juga memberikan saran kepada pembaca untuk memahami keseluruhan berita, pembaca juga

harus memahami konteks dan mengkombinasikannya dengan ingatan dan pengetahuan dasar pembaca.

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