

**THE INTERPRETATION OF NEWS TITLE OF LAPINDO
MUD CASE IN *METROTV* AND *TVONE*
BY STUDENTS OF POLITICAL SCIENCE DEPARTMENT
AT UNIVERSITAS BRAWIJAYA**

THESIS

**BY
FREZA NOVITA CAHYANI
NIM 105110101111043**



**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDY
UNIVERSITAS BRAWIJAYA
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ABSTRACT

Cahyani, Freza Novita. 2014. **The Interpretation of News Title of Lapindo Mud Case in *Metro TV* and *TV One* by Students of Political Science Department at Universitas Brawijaya.** Study Program of English, Universitas Brawijaya. Supervisor : Nurul Chojimah; Co – Supervisor : Emy Sudarwati.

Keywords : Critical Discourse Analysis (CDA), Students of Political Science Department at Universitas Brawijaya's Interpretation, News title in *Metro TV* and *TV One*.

The connection between language and the society cannot be separated from Cricital Discourse Analysis (CDA). CDA explores the links between language use and social practice. The researcher conducts this study in order to know the power of news title in *Metro TV* and *TV One* in case of Lapindo Mud in influencing the TV viewers in Political Science Department at Universitas Brawijaya. There are three problems to be solved, namely: (1) What are the dictions and grammar (structure of sentence) used in *Metro TV* and *TV one* news title?; (2) How are the news titles interpreted by the audience?; (3) What is the impact of news title in *Metro TV* and *TV one* to the students of Political Science Department at Universitas Brawijaya?

This study uses qualitative approach. The data sources used in this study are online data source from the websites and responses of the participants by doing interview.

This study reveals that there is different interpretation between the researcher and the subjects of this research for the interpretation of news title in *Metro TV* and *TV one*. The researcher interprets that the news title can influence the society because it uses strong diction. The researcher finds three strong dictions from two news title and also finds that the news title in Metro TV uses active form while in TV One uses passive form. While the subjects state that the news title cannot influence the society because it is not neutral. Moreover, news title in *Metro TV* and *TV one* is one of the tools to attract the audience so it is included as promotional genre. There is also different interpretation about the impact of news title in *Metro TV* and *TV one*. The researcher says the news title gives big impact to the TV viewers while the subjects consider *Metro TV* and *TV one* as their favorite TV news station is because of content of the news, not the news title.

By doing this study, the researcher expects for the readers to understand the unfairness of news presented in television especially in Lapindo Mud case. So, the readers can be wiser in accepting the news.

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