

***Language Analysis of Editorial Text in The Editorial Column of Radar Karawang  
Newspaper December 2023 Edition***

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***Abstract***

*This research aims to describe the language of editorial texts contained in the editorial column of the December 2023 edition of the Radar Karawang newspaper. The results of the research are recommended as teaching material for editorial texts for class XII high school. This research uses a qualitative approach with descriptive methods. The research subject is the editorial column of the Radar Karawang newspaper, while the research object is the language of the editorial text. Data collection in this research used document techniques. Data analysis techniques through data reduction, data presentation, and drawing conclusions. The results of this research found that the language of editorial texts includes rhetorical sentences; popular words; demonstrative pronouns that, this, that ; causality conjunctions because, because, therefore, blessing, effect; and the opposing conjunctions but, however, whereas, otherwise. The results of this research are recommended as handout teaching materials according to the 2013 Curriculum with Basic Competition 3.6 analyzing the structure and language of editorial texts for class XII high school. These teaching materials can be used as additional reference material for editorial texts for teachers and students.*

**Keywords:** editorial text; editorial; teaching materials.

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**Introduction**

As time goes by, there are more and more *online media*. However, in fact print media is still produced today. One of them is a newspaper or newspaper. Various mass media, both local and national, still publish newspapers. A newspaper is a sheet containing information or events in society. Special writing in newspapers, known as editorials or editorials. One form of editorial can be found in the *Radar Karawang newspaper*. The article is contained in a column called Editorial (2016:282). Editorial text is a special newspaper column that contains the media's response to an actual event. So, an editorial is an article written by a media editor to discuss current events. Each text certainly has its own language. Language in an editorial text is very important

so that opinion writing which is the official view of the editorial team can make it easier for readers to understand a particular issue.

According to Kosasih (2016:288), the language characteristics of editorial texts consist of rhetorical sentences, popular words, demonstrative pronouns, contradictory conjunctions and causality. According to Santhi's explanation (2019:18), interrogative sentences that do not require an answer from the interlocutor are called rhetorical sentences. This is because the questioner actually already knows the answer. Rhetorical sentences are used to insinuate, ridicule, or express anger. Apart from that, rhetorical sentences aim to arouse readers to be more curious about the issues being discussed.

Editorial texts also use a lot of popular words because they are easier for the public to understand. In accordance with the opinion of Triningsih (2018:17), popular or well-known words are used by people to communicate. Meanwhile, Chaer (2015:90) says that demonstrative pronouns with pronouns *can* be used to replace nouns or names. Apart from that, other demonstrative pronouns can use the words *here, there, there, this way, that way*.

Another feature of editorial language is the causal conjunction as a conjunction that expresses cause and effect. Chaer (2015:100) states that conjunctions express cause and effect, namely *cause* and *because*. Likewise, according to Kosasih (2016:288), the conjunctions *cause, because, therefore* are markers of causality conjunctions. The conjunction which indicates cause and effect in this editorial text is related to the arguments written by the editor regarding the problem being discussed. According to Awalludin's (2017) explanation, relationships that express causes can also use the conjunctions *because, because, in connection, as a result, thanks, because*. Like previous experts, Dewi (2018:17) explains that the conjunctions *cause, effect, because* can define the relationship of reason.

Meanwhile, there are also conflicting conjunctions, according to Chaer (2015:98), which are conjunctions to contradict, namely the conjunctions *but, whereas, yet, and vice versa*. According to Kosasih (2016: 289), the number of contradictory conjunctions such as *but, however*, is related to the pros and cons discussed in the editorial. Research on editorials was conducted by Santini, Sriasih, and Tantri in 2021 with the title "Structure and Language of the *Semilir Gempol* 38 Program and Its Relevance as a Media for Learning Editorial Texts". Descriptive qualitative is the approach applied in this research aimed at describing language and structure and their relevance for editorial text learning media. The results of this research found the language of editorial texts, including rhetorical expressions, popular words, demonstrative pronouns, causal conjunctions and contradictions. Then, the *Similir Gempol* 38 program uses a title structure, issue introduction and emphasis. The results of this research are also relevant as a learning medium for class XII editorial texts.

The five characteristics of editorial language above are also often found in the editorial column of the December 2023 edition of the *Radar Karawang* newspaper. Thus, researchers are also interested in conducting research with the title "Language Analysis of Editorial Texts in the Editorial Column of the December 2023 Edition of the *Radar Karawang* Newspaper". The aim of this research is to describe the language of the editorial text contained in the Editorial column of the December 2023 edition of the *Radar Karawang* newspaper.

## Method

This research uses a qualitative approach. According to Sugiyono (2017:13) the qualitative approach is called naturalistic research because it is carried out scientifically. The scientificity of the object under study is not influenced by the researcher. The descriptive method was chosen by the researcher to describe the linguistic analysis of the editorial text in the Editorial column of the Radar Karawang newspaper. This method does not emphasize numbers, but the existing data is analyzed and then explained. The research subject is the editorial column in the *Radar Karawang* newspaper. The research object is the language of the editorial text contained in the Editorial column of the December 2023 edition of the *Radar Karawang* newspaper. Technique in this research was carried out using documents. Researchers carried out documentation techniques in the form of collecting editorial columns in the December 2023 edition of the *Radar Karawang newspaper*. The data analysis technique in this research involved data reduction, data presentation and drawing conclusions. This technique is used to analyze and describe the language of the editorial text contained in the Editorial column of the December 2023 edition of the *Radar Karawang newspaper*.

## Results and Discussion

Of the thirteen editorial titles of the December 2023 edition of the *Radar Karawang newspaper*, 22 data were found for rhetorical sentences, 27 data for popular words, 61 data for demonstrative pronouns, 31 data for causal conjunctions, and 15 data for conflicting conjunctions.

### Rhetorical Sentences

R3/5-12-2023/D53 "Is our education system meeting the changing needs of our students?" (Print More Scientists, December 5, 2023).

The data above shows that in the editorial text entitled "Print More Scientists" there are rhetorical sentences. Rhetorical sentences are expressions that do not require an answer. The editorial team invites readers to reflect on the reality of the education system in Indonesia. Apart from that, this rhetorical expression also aims to invite readers to be more curious about the issues being discussed.

R12/23-12-2023/D179 "What if you meet someone who is coughing?" (Polarization Alert, 26 December 2023)

The data above shows that the editorial "Bye-bye Corona?" There are rhetorical sentence forms that do not require an answer from the reader because the editorial writer already knows the answer. These rhetorical sentences are used to arouse readers to be more curious about the issue being discussed. This is proven by the next sentence that the editorial team wrote further about the relationship between people who cough and symptoms of exposure to the corona virus.

### Popular Words

of the December 2023 edition of the *Radar Karawang* newspaper.

R1/1-12-2023/D12 "In addition to legal solutions, it is appropriate for all elements of the nation (government, community leaders, clergy, parents, teachers and lecturers) to do real work so that our young generation does not fall into the practice of early marriage". (Early Marriage, December 1 2023)

The data above found the popular words *law, government, society, parents, teachers, lecturers, work, us, marriage*. The word *teacher, lecturer* is a professional term for teaching staff that is known to many people. Likewise, the words *law, government, society, parents, work, us,*

*marriage* are popular words because they are often used by all levels of society in daily communication and are easy to understand.

R2/4-12-2023/D19 "This is in line with the increase need the public will have easy, fast and collateral- free access to financing ."

(Pinjol, December 4 2024)

The data above found the words *increase, need, community, easy, fast, guarantee* which are popular words. The word *guarantee* is more popular in society than *collateral* . These popular words are often used by all levels of society in daily communication and are easy to understand.

R6/14-12-2023/D102 "Even those who are careful still often become victims, especially those who are careless and reckless ."

(Neglect, Death on the Road, December 14, 2023)

In the data above, the words *reckless, reckless are found*. The word *reckless* means not being careful, while *recklessness* in the KBBI means being impolite in your behavior. These words It is popular because it is often used by all levels of society in daily communication and is easy to understand.

#### Demonstrative Pronouns

Demonstrative pronouns in editorial texts are used to refer to the time, place, event, or other thing that is the focus of the discussion. Of the 61 data, the demonstrative pronouns that are widely used are the pronouns *this, that, that*.

R2/4-12-2023/D20 "Supported by slowing economic growth, online loans are increasingly attracting public interest during the current pandemic ."

(Pinjol, December 4 2023 )

The data above shows the use of pronouns or demonstrative pronouns marked with *this word*. The pronouns in the data refer to time, namely during the pandemic.

R4/6-12-2023/D67 "Article 39 paragraph (2) of the Law states that the Village Head can serve a maximum of three consecutive terms or not."

(Position of Village Head, December 6 2023)

The data above shows the use of pronouns or demonstrative pronouns marked with *that word*. *This* pronoun refers to Law Number 6 of 2014 concerning Villages as written in the previous sentence.

R12/26-12-2023/D199 " Likewise for public services, transactions will be optimal if the public has trust in the government, and vice versa."

(Polarization Alert, 26 December 2023)

The data above shows two uses of pronouns or demonstrative pronouns marked with the word *so*. The pronoun *refers* to the discussion written in the previous sentence. *The first* pronoun refers to the occurrence of an economic transaction if there is trust between the two parties. The *second* pronoun refers to transactions that will be optimal if the public has trust in the government.

#### Causality Conjunction

31 data were found that used causal conjunctions in the Editorial column of the December 2023 edition of the *Radar Karawang* newspaper . The causal conjunctions that are widely used are the conjunctions *cause, because, because, blessing, effect*.

R2/4-12-2023/ D40 " As a result, risk mitigation and criminal sanctions cannot be applied to illegal online loan companies".

(Pinjol, December 4 2023)

The data above shows the use of causality conjunctions which express the relationship

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resulting from the causes explained in the previous sentence, namely regarding POJK not being able to regulate and supervise the implementation of the fintech industry.

R3/5-12-2023/ D45 " There are a number of examples of countries that have become more competitive thanks to their investment in science and technology".

(Print More Scientists, December 5, 2023)

The data above shows the use of causal conjunctions marked by the word *blessing*. The data quote states the causal relationship or reasons why countries are more competitive.

R6/14-12-2023/ D110 " Human factors or human error occupy the highest place in causing accidents".

(Neglect, Death on the Road, December 14, 2023)

The data above shows the use of the causal conjunction which is marked by the word *cause*, another form of the word *cause*. The data excerpt states human factors and human error that cause accidents.

R11/23-12-2023/D181 "It could be that someone coughs because their nose inhales a strong odor such as cooking spices, or they are exposed to dust."

(Bye-bye Corona ?, 23 December 2023)

The data above shows the use of the causal conjunction which is marked by the word *because*. The data quote states the causal relationship or reasons that make someone cough.

Contradictory Conjunctions

The use of conflicting conjunctions such as *but* , *however*, is related to the issues raised in the editorial which are pros and cons.

R2/4-12-2023/D25 " However , there are several important things to watch out for regarding the rise of online loans."

(Pinjol, December 4 2023)

The data above shows the use of conflicting conjunctions marked by the word *but*. The conjunction *but* contrasts the cons of the rise of online loans, namely the impact that the public must be aware of.

R2/4-12-2023/D35 "Not only the borrower is billed, but also all contacts on the borrower's cellphone are also billed."

(Pinjol, December 4 2023)

The data above shows the use of conflicting conjunctions marked by the word *but*. The conjunction *but* expresses a conflict regarding the online loan collection method , namely that the contacts on the borrower's cellphone are also billed.

R5/11-12-2023/D83 ..... "As for the core work should not be outsourced."

(Outsourcing, December 11, 2023)

The data above shows the use of conflicting conjunctions marked with the word *whereas*. The *while* conjunction contrasts the previous sentence, namely regarding the types of supporting work that can be outsourced.

R12/26-12-2023/ D199 " Likewise for public services, transactions will be optimal if the public has trust in the government, and vice versa ."

(Polarization Alert, 23 December 2023)

The data above shows the use of conflicting conjunctions which are marked with the word *opposite*. The *opposite* conjunction states the opposite of the previous clause. The meaning of the *opposite* conjunction in this data is that transactions will be a loss if people do not trust the government.



## Conclusion

*Radar Karawang* newspaper, five linguistic characteristics of editorial texts were found, including rhetorical sentences, popular words, demonstrative pronouns, causal conjunctions and conflicting conjunctions. Researchers found 235 data from thirteen editorial titles. Based on this data, two rhetorical sentences were found; 256 popular words, 61 demonstrative pronoun data; 31 causality conjunction data; and conflicting conjunctions of 15 data. The demonstrative pronouns that are often used are *this, that, that*. The causal conjunctions used are the conjunctions *cause, because, because, blessing, effect*. The conjunctions that are often used in conflicting conjunctions are *however, but, whereas, otherwise*.

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