

ABSTRAK

Pertanyaan di dalam penelitian ini yang ingin digali jawabannya adalah apa yang melatarbelakangi penulis berita di lima koran nasional mengembangkan struktur wacana yang variatif. Jawaban pertanyaan itu digali melalui tujuan penelitian berikut: (1) deskripsi struktur wacana berita serta bentuk kebahasaan pada judul berita, (2) identifikasi posisi isi berita yang diangkat menjadi judul, dan (3) menggali hal-hal yang melatarbelakangi munculnya variasi pengemasan isi berita pada judul.

Didapat temuan bahwa struktur wacana berita dapat dikelompokkan menjadi dua, yakni struktur wacana yang diawali judul dan struktur wacana yang diawali topik. Yang berawal judul berupa: (1) Judul dan *Lead* -Tubuh Berita, (2) Judul, Sisipan, dan *Lead* -Tubuh berita, (3) Judul, Anak Judul, *Lead* -Tubuh Berita, (dan Sub Anak Judu), (4) Judul, Anak Judul, *Lead* - Tubuh Berita, dan Anak Judul, (5) Judul, Sisipan, *Lead* - Tubuh Berita, dan Anak Judul, (6) Judul, *Lead* -Tubuh Berita, dan Anak Judul, (7) Judul, *Lead* - Tubuh Berita, Sisipan, dan Tubuh Berita, (8) Judul, Anak Judul, *Lead* - Tubuh Berita, Sisipan, dan Tubuh Berita, (9) Judul, *Lead* - Tubuh Berita, Sisipan, Anak Judul, (dan Anak Judul), dan (10) Judul, Anak Judul, *Lead* – Tubuh. Adapun yang berawal dari topik berupa: (1) Topik, Judul, dan *Lead* - Tubuh Berita, (2) Topik, Judul, *Lead* - Tubuh Berita, dan Anak Judul, (3) Topik, Judul, Sisipan, dan *Lead* –Tubuh Berita, (4) Topik, Judul, *Lead* -Tubuh Berita, dan Sisipan, (5) Topik, Judul, *Lead* - Tubuh Berita, Anak Judul, dan Sisipan, dan (6) Topik, Judul, Anak Judul, dan *Lead* - Tubuh Berita.

Judul berita ditulis dengan mempertimbangkan potensi fonologi, leksikon, dan gramatikal, di samping pemanfaatan sarana modus kalimat, sarana kohesivitas, serta pemanfaatan majas. Hal itu ditempuh untuk pemenuhan beragam fungsi, yakni penyampaian informasi, penyampaian pengaruh, mempertahankan hubungan sosial antara penyaji dengan penerima informasi, atau penyampaian respon tentang suatu peristiwa.

Selanjutnya, perbedaan pengemasan isi berita pada judul disebabkan oleh pementingan unsur pada 5 W + 1 H, bahan berita, kejelasan dan kompleksitas isi berita, pengalihan referen dari judul ke tubuh berita, peranan sumber berita dan mediator, mempertahankan nilai lokalitas isi berita, perbandingan isi berita dengan teks sebelumnya, dan ideologi koran.

Kata Kunci: *isi berita, tubuh berita, teras berita dan referen*

ABSTRACT

The problem statement of the study is what underlies a news writing of national newspaper by developing a variation discourse structure. The study aims at (1) describing a discourse structure of news and lingual unit of headline, (2) identifying a content of news as a headline, and (3) exploring things underlying a variation of news content at a headline.

It is found that the news discourse structure is classified with two element, the discourse structure leading the headline and the discourse structure leading the topic. The first is : (1) headline and lead – news body, (2) headline, insertion, (3), headline, sub-headline, lead – news body (and sub-sub headline), (4) headline, sub-headline, lead, news body, and sub-headline, (5) headline, insertion, lead – news body, and sub-headline, (6) headline, lead – news body, and sub-headline, (7) headline, lead – news body, insertion, and news body, (8) headline, sub-headline, lead – news body, insertion, and news body, (9) headline, lead – news body, insertion, sub-headline (and sub-headline), (10) headline, sub-headline, lead – news body, insertion, and sub-headline. The second is (1) topic, headline, and lead – news body, (2) topic, headline, lead – news body, and sub-headline, (3) topic, headline, insertion, and lead – news body, (4) topic, headline, lead – news body, and insertion, (5) topic, headline, lead – news body, sub-headline, and insertion, and (6) topic, headline, sub-headline, lead – news body. The headline is written in consideration with the features of phonology, lexicon, and grammar as well as the uses of sentence, cohesion, and figure of speech. It is intended to convey information and influence and keep a social relation between speaker and receiver or give response to an event.

In the identification of news content position at the headline, it is found that the lead is no longer the only one position to take the news content at the headline. The news content at a variety of positions potentially serves a news substance to be modified creatively in reference to the function that will be dominated by a news writer. The difference in the modification represents a creative headline. In the headline, it contains a package of heterogonous news content with one or more news units.

Furthermore, the difference in the modification of news content is due to the essence of 5 W + 1 H, news substance, clearness and complexity of news content, reference switch of headline to news body, news source and mediator's role, locality value of news content, comparison between news content and previous text, and the news ideology. Keywords: *news content, news body, lead, reference.*