

CHAPTER IV

CONCLUSION

Having analyzed the data of my thesis, in this chapter I would like to draw some conclusions. There are a lot of newspaper headlines in The Jakarta Post which consist of a variety of language play. The language play in the newspaper headlines is used in some popular sections, such as politics, sports, entertainment, and opinion.

For this thesis, I choose to analyze The Jakarta Post, a newspaper in Indonesia which uses English as its medium. The readers must have the ability in the English language to understand the language play used in the newspaper headlines because sometimes the language play in the newspaper headlines creates some new words or terms that have never been heard before. The readers also must have a certain level of language competence to understand the newspaper headlines.

The newspaper headlines in The Jakarta Post that I use contain various kinds of language play. The kinds of language play used in The Jakarta Post newspaper headlines that I have found are rhyming pairs, minimal pairs, blending, allusion, graphology, and affixation.

In addition to a certain level of English competence, in order to understand those kinds of language play in The Jakarta Post newspaper headlines, the readers need to have some background knowledge or pre-existing knowledge to capture the significance of the language play. From their background knowledge or pre-existing knowledge, they can expect and have some ideas what the news will be about.

The language play in the newspaper headlines also has the significance which helps the readers to relate the language play to the article content. The language play in the newspaper headline can give a clue to the readers about the content of the article.

The kinds of articles containing language play which has significance in relation to the article content are the articles which contain serious issues, such as politics, economic problems, today's events, sports events and global issues.

However, after having analyzed the language play in The Jakarta Post newspaper headlines, I find that some of the language play in the newspaper headlines have no significance or just have little significance in relation to the article content. The purpose of the language play in the newspaper headlines which have no significance or just have little significance in relation to the article content is merely for entertainment purpose or just for fun. I believe it is used to attract the readers to read the whole news.

This type of language play is found in headlines of which the content is about entertainment issues such as folk gossip and the stories of some people.

The language play which have no significance in relation to the article content can result in misunderstanding and misinterpretation in the readers' part. They may also get wrong expectations in terms of what the news will be about because the language play in the headline is not related to the article content, as can be seen in data 8 and 11.

After all the analysis process, I would like to say that the language play in The Jakarta Post newspaper headlines are very various. The writers of The Jakarta Post articles and headlines are very creative in creating some new words and terms or play with some idioms and expressions.

The language play in the newspaper headlines also gives the readers some new knowledge about new words or phrases and terms. Besides, the language play in the newspaper headlines makes me realize that language play is not only combining or blending two words but also manipulating all things.

The use of language play in The Jakarta Post newspaper headlines can be for entertainment purpose or fun, which can give some enjoyment to the readers when reading the newspaper headlines. The readers also can be curious about what the meaning of language play is and can be attracted to read the whole news.

The use of the language play in The Jakarta Post newspaper headlines which can give some ideas and clues to the readers also makes me realize that the readers really need to know the part of language play in the newspaper headlines and they really need their background knowledge in understanding the meaning of it.

On the other hand, in the writing process of this thesis, I went to The Jakarta Post head office to conduct some interviews with the reporters who wrote the articles I have analyzed. During the interview, I found an interesting factor. It turns out that most of the writers I interviewed have no knowledge at all about language play. They have never heard of language play, let alone realizing what they are doing.

When I asked them what their purpose was in inventing strange and new terms, they said that it was only to make the headlines more interesting, so that, people will want to read the articles. And they do not realize that the readers need to have some background knowledge in understanding the meaning of language play they have made, because they do not expect the readers to have some background knowledge in understanding it. This is in line with what I have mentioned in the previous chapter.

Finally, I conclude that a headline is not only for entertainment in the world of press, but it is also one of the important parts in delivering news. Another point is that language play can give additional effects on the readers, especially those who can spot it as they will be amused and entertained. This, of course, will encourage them to read the particular article and maybe even all the articles in the newspaper. What is more, if they are happy with it, they will keep buying The Jakarta Post. In the long run, this will affect the selling.