

An Analysis Figurative Language Used in Jakarta Post

Headline

Rima Novia Ulfa¹

Universitas Indraprasta PGRI
e-mail: rymanovia@gmail.com¹

Tiarma Ika Yuliana²

Universitas Indraprasta PGRI
e-mail: tiarmaika@gmail.com²

Rr.Astri Inriana Octavita³

Universitas Indraprasta PGRI
e-mail: mrs.astriindriana@gmail.com²

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ABSTRACT

The purpose of this research is going to analyse the types of figurative language in Jakarta Post Headline from November 2016 until January 2017 editions by using Keraf's theory. This research uses qualitative approach with content analysis. In this study, the writer collected the data by selecting, reading and highlighting the figurative language in Jakarta Post Headline. The types of figurative language included in this research are metonym, eponym, metaphor, synecdoche, personification, and simile.

Keywords: *Figurative language, Jakarta Post*

INTRODUCTION

There is a interrelationship between figurative language and vocabulary. People can use different kinds of figurative language if they are rich in vocabulary. It is also quite clear that the rise of using figurative language can enrich one's vocabulary. Figurative language is used not only in ordinary literal sense but also in an imaginative way in order to create a special effect or creates a picture in your mind. It is important to know of how many figurative language do someone utter, someone will not even realize if they have used hundreds of figures when they are talking or writing. Basically a figure of speech is the use of a word in a transferred sense, departs from the common literal meaning of a word and gives the word another meaning.

Newspaper is one of a communication medium, presents information and opinions about current events and news which has been categories by some parts or column such as: economic, sports, story, editorial, subheading, advertisement and of course headlines news. Newspaper are available everywhere and this printed media usually distributed weekly or daily in the form of a folded book of papers. As the newspaper headlines often used style and variation of grammar, so it would be a perfect arena for exploring the readers mind and attention by some words or phrases that is tied to the content of the newspaper story. Headlines

reach an audience considerably wider than those who read the articles, since all those who buy the paper will glance, if only fleetingly, at the headlines.

The Jakarta Post also features an online edition, which includes both print and internet exclusive stories that is free to access. This will make easier to find some headlines news as the writer wish.

Since the figurative language covers a wide range of literary devices and techniques, there has been a surge interest to know the used of the figurative language in the headline because most of the headlines used the figurative language which will attract the readers not only just to make them read the headline but will create such as curiosity in readers mind. Writer limited the study of figurative language to Analysis Figurative Language in Jakarta Post Headline. Writer chooses the title because it has some purposes that writer like to know what the figurative language exactly is.

LITERATURE REVIEW

1. Figurative Language

a. Definition of Figurative Language

A figurative language is a way to express someone's mind typically through the language and to show the soul and personality of the writer, Keraf (2011:113). A good Figurative language should consist of three kinds of elements, they are: truth ness, politeness, and interesting. Language is used to communicate to each other so a writer must have good knowledge to describe things, people or idea.

According to Arpand Johnson(2005:60), figurative language are another way of adding extra dimension to language. In other words, figurative language are another way of saying something from the common way. By using this style of language, the speaker usually wants to add some special effects to their words. Figurative language often provide a more effective means of saying what people mean than direct statement. In the specific sense, figurative language may take the form of figures of speech.

Examples :*These shoes are mine (literal)*

These shoes are killing me (figurative)

The above example "shoes are killing me" is a figure of speech (in this case, a hyperbole). It is important to recognize the difference between literal and figurative meaning.

b. Types of Figurative Language

David Carrol (2008:150) said that the different types of figurative language enable us to communicate a wider range of meanings than would be possible if we were limited to literal language, According to Keraf (2011:115),figurative language can be reviewed from many kinds

of viewpoints. It is difficult to find the agreement of a comprehensive division which can be accepted by all parties.

From the above statements, the writer states, the figurative language is divided into many parts, point of views, purposes and classes. Those classifications is created in such a way in order to make the reader or speaker can easily find the meaning of the figurative language.

The types of figurative language can be divide into some parts, they are from: (1) the different opinion and point of view from the a reader or a speaker, (2) the choice of word, (3) the rhythm of language, (4) the sentence structure, (5) the direct meaning or indirect meaning. It is known as figure of speech and is divided into two parts, they are: the figurative style of rhetoric and figurative style of language, Keraf (2011:xii-xiii).

c. Style of Figurative Language

a) Simile

According to Keraf (2011:138), similarity or simile is an explicit comparison which is state something directly to something else. The way to show the similar is by using the word such as: as, as if, like etc. For example: *As green as emerald*

b) Metaphor

Keraf (2011:139) For example, in the metaphor “*The mind is a computer*”, an abstract entity is described in terms of a complex electronic device. It is widely believed that metaphors are a major source of conceptual change.

c) Allegory

Keraf (2011:140) said that allegory is a short story which contain figurative language. It can conclude that allegory is a fictional narrative which has the hidden spiritual meaning that transcends the literal sense of a sacred text.

d) Personification

Keraf (2011:140) said that personification is the description of inanimate objects and abstract ideas as if they were alive, had human characteristic.

e) Allusions

According to The American Heritage Dictionary (2012), allusions is an expression designed to call something to mind without mentioning it explicitly; an indirect or passing reference.

f) Eponym

An eponym is a style which is a person (real or fictitious) from whom something is said to take its name, such as: *Hercules*

used to declare for *strength*; *Helen from Troya* to show the *beauty*,Keraf(2011: 141).

g) Epithet

Epithet is express a quality or attribute regarded as characteristic of the person or thing mentioned, such as: *Morning bell* for *the cock*; *King of jungle* for *the lion*, Keraf(2011:141). Meanwhile, Tarigan (2009:128) stated similar to Keraf, that epithet is a kind of figurative language which consist of characteristic of a person or something which become the reference to be stated to.

h) Synecdoche

Synecdoche is a figure of speech in which a part is used for the whole or the whole for a part, the special for the general or the general for the special as, *In a football match between Indonesia against the Malaysia at the Stadium UtamaSenayan, the host lost 3 – 4*,Keraff(2011:142).

i) Metonym

According to Keraf (2011:142) metonym is a figure of speech which used a word, a part to represent a whole or the use of one item to stand for another with which it has become associated. For example: *he buys a Chevrolet*, the Chevrolet stands for a car. In metonym the literal term for one thing is applied to another with which it has become closely associated because of a recurrent relationship in common experience.

j) Antonomasia

Keraf(2011:142) share almost the same statement that Antonomasia is a special form of synecdoche which is used an epithet to substitute a name, a title or a profession for a proper name, such as: “*Your Honor cannot come to attend this meeting*”.

k) Hypalase

Hypalase is a figure of speech which is used a specific word to explain a word, which should be charged to the other word, Keraf (2011:142).

l) Irony

Keraf (2011:143) says that irony is a figure of speech that use of word to express something other than and especially the opposite of the literal meaning. For example:

- *I know you are the most beautiful girl in this world who should get the honorable place.*

From the explanation above, the writer conclude that irony is one of the ways that use of people to give a critic. A statement can be said as a irony when it is opposite with the real meaning.

m) Satire

Keraf (2011:144) says that satire is an expression of mocking or reject something and criticism the weakness of man. The purpose is to make improvements ethically and aesthetically.

n) Innuendo

According to Keraf (2011:144) an innuendo is a statement that is typically negative and critical, but it is suggestive. Instead of coming right out and stating the negative or rude remark, a person uses innuendo to suggest. For example:

- *If there's a party, he will be a bit drunk because he drinks too much.*

2. Newspaper

a. Definition of Newspaper

A newspaper is a periodical publication that is issued daily or weekly and includes local and international news stories, advertisement, announcements, opinions, sport news and television listings. It is a combination of information regarding different categories which include sports, crime, politics, entertainment etc.

b. Types of Newspaper

Newspaper are most often published in a daily, weekly, national, regional, international and online/E-paper. News by itself is not entertainment, it is information about current events but it does have to be made into interesting stories for the reader. Despite recent setbacks in circulation and profits, newspaper are still the most iconic outlet for news and other types of written journalism.

c. Headline

A headline is the title of an article, especially in a newspaper, usually set in large type. A headline's purpose is to quickly and briefly draw attention to the story. It is generally written by a copy editor, but may also be written by the writer, the page layout designer, or other editors. A number of newspapers use humor, puns, alliteration or other word play devices in their headlines.

d. The Jakarta Post

Jakarta Post is a newspaper edited in Jakarta. It has been published since 1983 by PT. Bina Media Tenggara. This newspaper has ten pieces within twenty four pages. It is a daily newspaper and the biggest one of newspaper industry in Jakarta. It is targeted at Indonesian business people,

well-educated Indonesians, and foreigners. Jakarta Post also features an online edition, which includes both print and internet exclusive stories that are free to access. This newspaper also served up the sports and business information, internationally or nationally.

RESEARCH METHOD

This research was conducted by using descriptive method. Descriptive research is a method of research which describes the current situation, it does not make accurate prediction, and it does not determine cause and effect. The writer provides the research methodology of this paper in qualitative method. This researches belong to descriptive method because it focuses on description about some kinds of figurative language that are used in Jakarta Post headline from November 2016 until January 2017 edition

Source of the Data

The source of the data is taken Jakarta Post Newspaper from November 2016 until January 2017.

Procedures of the Research

The writer uses some techniques to analyze the data, they are:

1. Identification

After collecting the data, the writer identifies the data based on the kinds of figurative languages.

2. Classification.

The writer classifying each figurative language according to some of the points based on the kinds of figurative languages.

3. Data Analysis

After classifying the figurative language the writer analyzes the data of figurative language that used in Jakarta Post headline from November 2016 until January 2017 edition. The steps of analyzing data is presented as follows:

- a. Reading and observing the figurative languages which found in the Jakarta Post headline
- b. The writer lists the data which found in Jakarta Post headline.
- c. The writer analyzes the figurative meaning and the literal meaning from Jakarta Post headline to find out a clear definition.

RESULT AND DISCUSSION

Based on the analysis data, there are 36 (thirty six) headlines which have been analysis by the writer using 6 (six) kinds of figurative language which is consists of metonymy, metaphor, synecdoche, personification, simile and eponym is being used in the Jakarta Post headline from the November 2016 until the January 2017 edition to make the headline more interesting to read.

The most dominant of figurative language that is used in the Jakarta Post headline is metonym which has 12 data(33%) and the second dominant is metaphor which has 7 data(19%), the third is Synecdoche as 6 data (17%), the fourth is Personification has 5 data (14%), the fifth is Simile has 4 data (11%), and the last is Eponym has only 2 data (6%). So, from the above data and the percentage, it is seen clearly that the most figurative language used in Jakarta Post headline is “*Metonym*” and the least figurative language that is used in Jakarta Post headline is “*Eponym*”.

a. Metonym

1) “***Nation*** outraged over church attack”, (15-11-2016).

Analysis:

The figurative language which is in bold, categorized as metonym. Metonym is a word or phrase that is used to stand in for another word. It is also a well-known characteristic of the word. Nation describes or stands for another word that is a country, land, state, kingdom and republic.

In *Nation outraged over church attack*, the word nation means a large group of people with common characteristic attributed to them including language, traditions, more (custom) and habitus. It is clearly seen that in the headline the word ‘*nation*’ refers to the people of Indonesia.

2) ***Ancol*** to be center of New Year festive, (14-12-2016)

Analysis:

The figurative meaning of the bold headline statement stands for a well-known entertaining and amusing place in Jakarta which is a perfect place to celebrate the new year festive, and it is believed will be crowded by many people from Jakarta or out from Jakarta. The headline is written as if *Ancol* is the only perfect place to have the new year festive in Jakarta.

“*Ancol to be center of New Year festive*”, the headline can attract people who read the title and the first thing that will come to people mind is that *Ancol* is the only place in Jakarta as if there is no other place in Jakarta as *Ancol* could be. It could not be denied that Jakarta as the capital city will enjoy its citizen not only in a place such a *Ancol* but of course there will be many amazing amusement places. So, in this case, *Ancol* is just one of another place that will be crowded by people who want to celebrate and spend their new year eve there.

3) *RI* wants slice of ***Japan’s pie***, (16-01-2016)

Analysis:

This headline belongs to metonymy because in metonymy the words can stand for other words which is still associated with its

replaces name. The bold words, "*Japan's pie*" refers to the cooperation in bilateral trade especially in the economic trade and investment sectors which will be done by Japan in Indonesia.

In the headline "*RI wants slice of Japan's pie*", the bold words refers to figure of speech. As we know pie is one of the famous delicious and favorite cookies in the world and Indonesia as a growing country has a lot of bakeries which can make pie as delicious as Japan so obviously Indonesia do not want the Japan's pie. The interpretation of the headline is that Indonesia is seeking wider entry into Japan's markets and not for the pie.

4) *NU, Muhammadiyah seen as losing their influence*, (20-01-2017)

Analysis:

NU and Muhammadiyah refer to the nation's largest Islamic organizations. The headline "*NU, Muhammadiyah seen as losing their influence*" require the reader to interpret what has happened in the organizations and how could the two nation's largest Islamic organization can lose their influence.

In the above headline "*NU, Muhammadiyah seen as losing their influence*", shows that the two largest Islamic organizations are no longer seen as the main reference for religious issues. The organizations had failed to dissuade their followers from taking part in the sectarian rallies against Jakarta Governor Basuki "Ahok" Tjahaja Purnama. Instead, NU and Muhammadiyah followers listened to the calls made by other Islamic groups, including the FPI.

5) *New regulation to give KPK green light to charge companies*, (17-11-2016)

Analysis:

Reader can easily interpret and clarify the meaning of the headline especially the words which is in bold. "*Green light*" which is written in bold is convey the meaning about a right which has been given to KPK to take all measures, including partnering with foreign agencies to track those in a case of alleged bribery.

"*New regulation to give KPK green light to charge companies*". This headline is not related to any signs especially the traffic lights. So, nothing happened to KPK on the road though there is a green light words in the headline. The headline uses the word *green light* is just to attract people to convey the meaning of the word *green light*. When the traffic light shows green light all vehicles which had stopped by the red light will move on. So, the headline means that new regulation which has been made by the government, is given KPK a forward step to charge any companies that assumed to take bribery.

6) *Indonesia still crazy for Bollywood movies*, (26-1-2017)

Analysis:

“**Indonesia** still crazy for **Bollywood** movies”, in this headline there are two words which can categorize as metonymy. The first word in bold is *Indonesia* which can stand for the people who stay in Indonesia and the second word in bold is *Bollywood* which refers to the film industries. India’s Hindi language film industry, known informally as Bollywood, is the largest center of film production in the world.

The headline “*Indonesia still crazy for Bollywood movies*”, shows that people in Indonesia like to watch the Indian movies. They like to hear and watch the songs, the dance and the hero and heroine become an idol for some people in Indonesia. Indian songs are almost have the same tune as Indonesian favorite music called ‘*dangdut*’. So the headline means that people in Indonesia have a deep interested with the Indian movies.

7) **RI** widens arms for refugees, (18-1-2017)

Analysis:

The headline *RI widens arms* are a metonymy, the word RI stands for a government and widens arms refers to the new regulation which is made for handling asylum seekers.

“*RI widens arms for refugees*”, widens arms means to make the upper arms look fuller by doing the best exercises but in the headline RI as the government does not need to do any exercises for handling the asylum seekers. The government instead, will handle the refugee by using the simplifies ways of new regulation which is signed by president Joko Widodo on December 31, 2016.

8) **China** rises as **Indonesia’s** new investor **darling**, (26-1-2017)

Analysis:

The headline “*China rises as Indonesia’s new investor darling*” can state as a metonymy because there are three words in the headline which can replace the name of something else. *China* and *Indonesia* refer to the country and *darling* word could be refer to a beloved country.

Meanwhile, the word *darling* in lexical meaning is an affectionate form of address a love feeling. The China indeed love Indonesia but in fact both countries cannot fall in love. China rises as Indonesia’s new investor darling because Indonesia has improved China’s position from the ninth –largest investor to the third position of the world record. This is showed that China has become a top investor in Indonesia.

9) **Ferrari 488 GTB**, the choice is in your **hands**, (30-01-2017)

Analysis:

The headline above refers to metonymy. The writer has mentioned about the purpose of using a metonymy is to add flavor to the writing.

Using a metonymy serves a double purpose it breaks up any awkwardness of repeating the same phrase and it changes the wording to make the sentence more interesting. From the above headline, "**Ferrari 488 GTB**, *the choice is in your hands*", there are some words are written in bold. *Ferrari 488 GTB* is stand for a name of a car. People usually used the brand of their vehicle when they talk about it. Meanwhile, the word *hands* in *the choice is in your hands* is refers to a wish of someone to have the Ferrari or the car

When readers read the headline, they absolutely know what actually the headline try to tell. Readers know that Ferrari which is known for its famous logo of a prancing horse is the name of a car and 488 GTB is a new design with a sporty look which is produced in Italy by the Ferrari Style Center. It is such a great car and its designs are very finely crafted and give impression of luxury which will attract any one wish to have it.

b. Metaphor

1) *Japan still deeply tied to RI*, (14-11-2016)

Analysis:

The headline above refer to metaphor. A metaphor is there to make a stronger image in the reader's head by describing a place, subject or object as something unlikely. It just can make the words come to life. In the headline above "*Japan still deeply tied to RI*" the phrase in bold "**deeply tied to**" are describing the subject that is Japan. is acted as if there is a rope which is tied between Japan and RI. Meanwhile, the meaning refers that Japan is still in a deep influence with Indonesia.

The phrase *deeply tied to* is acted as if there is a fastened rope or string which is tied between Japan and RI. The headline will attract anyone who read it. Readers will try to figure out what is the exactly meaning of the headline. Readers are sure it is nothing to do with any rope or string. They know that the headline in bold is more regarded as representative of influences that is made by Japan. In this case Japan has consistently put itself as on the list of top second foreign investors. There are many project investments signs by Japan which will be done soon in RI.

2) *Senen Market traders turn to street with big sale*, (23-01-2017)

Analysis:

The headline above refers to metaphor. A metaphor can equate two things not because they actually are the same, but for comparison or symbolism. In the headline above "*Senen Market traders turn to street with big sale*" the subject Senen Market trader turn to street can be

compared with turn to street with big sale. There is an association between two unlike concept which is presents a very strong image.

The above headline which is in bold does not mean the traders of Senen Market change to something especially change or become like street with large trading. Readers will easily find out what the headline try to convey. It is that the traders of Senen Market moved to the street and sold their goods at low prices in order to attract buyers. So, there is not any possibility for the Senen Market traders becoming like a street with big sale.

3) *Aceh runs on empty tank*, (19-01-2017)

Analysis:

The headline can categorize as metaphor because the word or phrase in the headline literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them. The headline which is in bold in "*Aceh runs on empty tank*", is denoting that Aceh as the subject compare with an empty tank. So the headline which is known as a metaphor compare the things that is not literally true because Aceh can not be compare with a tank.

The headline is written so a life that will make readers try to conclude the meaning of the words in it. The headline above compare between Aceh as the people with runs on empty tank, which is meant Aceh is in dire need of cash for development.

4) *Jokowi leaves Yudhoyono out in the cold*, (19-11-2016)

Analysis:

The meaning of the bold headline above "*Jokowi leaves Yudhoyono out in the cold*" is surely that Yudhoyono is not inside the room but it is obviously he is out of the room and of course it is much cold there. The headline is more like a comparison between Jokowi leaves someone in uncomfortable place with Yudhoyono out in the cold as someone who feel the inconvenience of the situation.

The readers will try to figure what is the exact meaning of the headline "*Jokowi leaves Yudhoyono out in the cold*". It is clearly can be seen that there is no one is waiting out in the cold. The headline is really try to attract readers' mind to figure what has happened between Jokowi and Yudhoyono. Meanwhile, the headline really mean is that Jokowi has yet to show any sign and initiative that he would meet Yudhoyono. He is not leaving him out in the cold.

5) *Office cracks down on Chinese workers*, (19-11-2016)

Analysis:

The headline compares between *Office cracks down* as a place which is cracked and *on Chinese workers* as Chinese people who works in the office. The office is not really cracked by the workers.

The headline has drawn readers' mind to think what is happening with the Chinese workers and how could the office cracked down. The office is not exactly crack down on chineses workers, there is not any Chinese workers getting harm because of the cracked down. The bold headline is denoting that the office is crowded by Chinese workers as if it the office will ruin into pieces. There are many China citizens believed to be working without proper permits. They have been working illegally in various parts of the province.

6) *Ahok **grilled**, as clerics call on Muslims not to rally*, (23-11-2017)

Analysis:

As it function to attract people so most of the headline will be written by using figure of speech and in this headline it is use with metaphor. By using metaphor the headline try to compare between two things that are unrelated but share some common characteristics. In this case, "*Ahok **grilled**, as clerics call on Muslims not to rally*", describe an association of *grilled* with *Ahok* as a person. The words "*Ahok **grilled***" is showed that *Ahok* as a person is compared with *grilled* as something is to be heated in a toaster or a grill. The reader can clarify the figurative meaning of the words *Ahok **grilled*** into an intense questioning or interrogation which *Ahok* has.

"*Ahok **grilled**, as clerics call on Muslims not to rally*". When readers read the headline for the first time they will try to related the word *grilled* with *Ahok*. Of course as a human being, *Ahok*, who was named a suspect as a blasphemy case cannot put into the grill and to be *grilled* but he was questioned for the first questioning session by police investigators in the National Police headquarters on Tuesday for around eight hours.

c. Synecdoche

1) *RI braces for defeat in **35 GW program***, (17-11-2016)

Analysis:

The headline belongs to synecdoche. In synecdoche, it is very common to refer to a thing by the name of its parts. "*RI braces for defeat in **35 GW program***", the words that written in bold is refer to electricity measured. Gigawatts is a part of electricity measurement. It is the capacity of large power plants or of many plants. So the headline is clearly refer to power plants since the Gigawatts is used as a measurement in electricity.

"*RI braces for defeat in **35 GW program***", the headline try to tell the reader that the 35 GW program or 35,000 MW program would probably be completed by 2022. However, the government is in dire

need of miracle to realize its ambitious goal to generate an additional 35,000 megawatts of electricity by 2019 in the country.

2) *Ahok stays at home as **thousands** demand his arrest*, (03-12-2016)

Analysis:

The above headline is also use a figurative language that is synecdoche. The word *thousands* which is written in bold shows us that it is stand for the people of Indonesia.

The reader of the headline can easily figure out the meaning of the headline. There is no doubt in it. When reader just glances at the headline he/she knows what is the word thousand refers to. The headline “*Ahok stays at home as **thousands** demand his arrest*” means that Ahok who has been accused as a blasphemy case stayed at home when thousands of people especially from Muslim group staged a demonstration in Jakarta on Dec. 2.

3) ***Garuda** tightens belt amid budget crunch*, (25-01-2017)

Analysis:

The figure of speech that use in the headline above can be described as synecdoche. *Garuda* refers to the whole of a thing which can stand for the name of the flight. It can be part of the flight, the domestic and international flight. When reader glance at the title, they know the headline is talked about the flight.

“***Garuda** tightens belt amid budget crunch*”. It is sure that the headline is not talking about a giant bird which is named Garuda. For sure, there is not any giant birds have any belts. Or, it is not even about the state symbol of Indonesia. The headline is nothing to do with both of the meaning mention above. The headline is telling about the national flight carrier Garuda Indonesia. The flight president director Arif Wibowo plans to renegotiate a number of business deals and intensify efficiency measures to cut spending following the company’s poor financial performance in 2016.

4) ***Minister** meets **MH370** relatives’ group*, (24-01-2017)

Analysis:

The headline above can be classified into synecdoche because there are two words in the above headline can be said as a synecdoche. The first word “***Minister***” in the headline which is written in bold is supposed to be a name of the Malaysia’s transport minister. So the word minister is only part of the whole name that is Malaysia’s transport minister. The second word, “***MH370***” could be said as a part of the airline which is belong to Malaysia and MH370 could be said as an identification part of a plane or an airline in Malaysia.

When readers look and read the headline, it is sure that readers instantly know exactly what the headline means. People know there are

many names of airline in this world like GA that we know as Indonesia airline, BA as British Airways and so on. The headline "*Minister meets MH370 relatives' group*", means that the Malaysia's transport minister met a group representing families of passengers from missing Malaysia Airlines Flight MH370 in Perth.

d. Personification

1) *Banks breathe easier from new reserve policy*, (24-11-2016)

Analysis:

The headline above is classified into personification. Personification is a figure of speech in which a thing, an idea or an animal is given human attributes or in another word it can be said that the non-human objects have the ability to act like human. The words "*banks breathe*" which are in bold giving the banks the ability to breathe, which is a human quality. Thus, it can be said that the banks has been personified in the headline.

When reader reads the headline "*Banks breathe easier from new reserve policy*", the words which are in bold goes beyond the actual meanings of words so that the reader gains new insights from the headline. Reader exactly knows that the word *banks* is for sure cannot do the activity of breathing just like animal and human being. However, readers can come to a conclusion of what they read. The headline means that a new policy which has been introduced by the central bank (Bank Indonesia) "averaging-primary reserve requirement (GMW) allows banks to manage liquidity with more flexibility and banks' treasury management will be more efficient.

2) *Syringescarehaunts woman*, (20-01-2017)

Analysis:

The headline above is personification because the headline is giving deeper meanings. Personification is a figure of speech in which bring inanimate things to life. The phrasal verb in the headline can be categorized as personification because syringe in the "*Syringe scare haunts woman*" as an animate thing is given the ability to scare and haunt which is a human quality.

However, the headline above not only attracts the reader to know more about the news but it also encourages the reader to develop a creative mind to understand the meaning. The headline "*Syringescarehaunts woman*", will attract anyone who read the headline, readers know that syringe cannot haunt, it is not even a ghost to be scare about. It is more about a trend of street crimes by using a syringe to attack woman as the target who is riding or walking alone especially

after dark. The syringe is used to inject with some kind of liquid into the victim's body.

3) *Aceh on mission to revive dead industries*, (19-01-2017)

Analysis:

The headline which is part of the words are in bold can be said as personification. The expressions is always be seen from a human perspective. Personification brings inanimate things seems to life. The words “*Aceh to revive*” and “*dead industries*” which are in bold giving Aceh as the province the ability to revive and the other word is industry which is given the ability to die. Both the words, Aceh and industries are inanimate which is given human quality. Thus, it can be said that the industries has been personified in the headline.

“*Aceh on mission to revive dead industries*”, the headline is trying to tell the reader, Aceh as the sharia province is left grappling with poverty and corruption it is happened because of the overexploitation coupled with insecurity and political instability created by an ensuing separatist rebellion cut it all reputation. Aceh administration, which is controlled by former GAM leaders, aims to make Lhokseumawe a special economic zone and win back the reputation as a “petro-dollar” city in Aceh. So, it is not to revive or to make a live something which is dead.

4) *New Year sparks shark fin frenzy*, (30-01-2017)

Analysis:

The bold headline “*Shark fin frenzy*” is definitely a personification. It can be identify easily without do much effort in it. In “*Shark fin frenzy*”, though the shark is an animate but the fin which is belong to the shark is an inanimate thing. This could be happened because when they cut the shark's fin so the fin is no more belongs to the part of the shark anymore. The personification brings inanimate things to life. The words “*shark fin*” is given the ability to “*frenzy*” which is only can be done by human.

When reader reads the headline “*New Year sparks shark fin frenzy*”, reader absolutely know that the headline is telling about the situation on the Chinese New Year. Since, reader knows that Shark's fin cannot be frenzy or be in uncontrolled excitement. Chinese always presents the famous expensive shark's fin soup in the new year eve. It makes the demand for shark's fin highest during Chinese New Year. Shark's fin of course cannot be frenzy or be in uncontrolled excitement

e. **Simile**

- 1) *Alibabas sees huge potential in RI, aims to be aslocal as possible*, (21-11-2016)

Analysis:

A simile is a figure of speech that compares two different things in an interesting way. The words “like” or “as” are typically used in a simile. The headline “*Alibabas sees huge potential in RI, aims to be as local as possible*”, allows the readers encouraging their imagination to comprehend what is being communicated. The words “*as local as possible*” is emphasizing that Alibaba as a giant e-commerce group would like to be in Indonesia soon.

“*Alibabas sees huge potential in RI, aims to be aslocalaspossible*”. It is not difficult for readers to know the meaning of the headline. Since there is a *local* word in *as local as possible*. Readers will absolutely interpreting as local as possible as to settle in Indonesia sooner. The headline is emphasizing that Alibaba asa giant e-commerce group should be in RI soon if the giant group would like to manifest its aims. There are some reasons why the group sees huge potential in Indonesia, first, most of the population in Indonesia is dominated by the young age and the second a mobile phone savvy public. Alibaba which is considered the biggest shopping event in the world would like to make expansion in Indonesia through Lazada the Southeast Asia e-commerce platform.

- 2) *8 richest as wealthy as half of humanity*, (17-01-2017)

Analysis:

The headline can be identify as a simile that is because there is a word “as” in the headline which is typically used in a simile. Similes are used in the headline to make it more vivid and powerful. The headline “*8 richest as wealthy as half of humanity*”, is comparing the world’s 8 richest men as the wealthiest human in the world with the poorest which is half of the world’s population.

The headline “*8 richest as wealthy as half of humanity*”, shows that there is a wider gap between the wealth and the poor. The gap is far greater than had been feared. The richer are fuelling the inequality crisis by dodging taxes, driving down wages and using their power to influence politics. Data shows that just eight individuals, all men, own as much wealth as the poorest half of the world’s population. The poorest half of the world has less wealth than had been previously thought.

f. Eponym

The Popeis waging war against Christmas, (28-12-2016)

Analysis:

The headline above refers to eponym. “*The Pope*” in the headline is derived from the proper name of a Bishop of Rome. Catholics believe a Pope represents God as our father.

“*The Pope is waging war against Christmas*”, the headline is not as what as it is written. The headline is not only just to convey the reader’s emotion but it also makes the reader’s mind twirling try to guess what has happened with the pope. Why would the Pope as the saint, wage war on Christmas? That’s because the pope feels the Christians do not recognize the path to peace any more. The world continues to go to war, the world has not chosen a peaceful path. The Pope explain that the power of Christmas is derived from the ability to communicate and practice God’s saving love in the invisible parts of the world.

CONCLUSION

In the research of analysis the figurative language in the Jakarta Post headline, there are 6 (six) kinds of figurative language used in the Jakarta Post headline, they are: simile, metaphor, personification, metonym, synecdoche, and eponym.

From all the data above, the writer also find the meaning of the figurative language used in the headline is to make the headline come to life, to add color to make the headline more interesting or more dramatic than literal language which simply states fact and to stimulate the reader’s imagination. From all the functions of the figurative language used in the headline writer also find out that the headline which has figurative language has an implicit meaning in it.

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