THE EFFECT OF LANGUAGE STYLE SELECTION IN DETIK.COM ONLINE NEWS HEADLINES ON READING INTEREST OF GEN Z

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ABSTRACT

Gen Z as a generation that can influence the development of the country better makes gen Z obliged to increase literacy, especially literacy about the latest news about things happening in society around the world. Therefore, gen Z need to develop an interest in reading news. Technology that continues to evolve makes gen Z use mobile phones more often and every news already post on online media. One of the growing media nowadays is Detik.com. expected from various kinds of online news, gen Z would be able to keep up with the times by reading it often. For that, the author examines the effect of using style language in Detik.com online news titles against reading interest of gen Z. Choosing the right style language allows gen Z to be more interested in reading news. Result from this research is that choosing the right style of language in Detik.com online news titles, has affected the growth reading interest of gen Z. The most interesting news gen Z to read is Detik.com online news whose news titles uses contradictory style.

Keywords: *Online media, style language, reading interest, gen z*

1.   PREFACE

Nowadays, news that's become part of everyday life, can be easily accessed by public. The emergence of online media now makes it easier for people to get the news they want. Online media, which has started to develop from the 90s in America, has become one of the fastest technological developments. Online media, also known as cyber media, internet media, and new media, can be interpreted as media that are presented online on internet websites [1]. Every news, including online news, that's published requires an attractive title so the public can be interest to read it. News writers try to make interesting news headlines with certain language style but still follow the requirements of making good news headlines. Most of the readers are not concerned with the style of language used by news writers in making news headlines, readers will only read news with interesting title. Style of language that is part of the diction or choice of words is one of the most important requirement for making news headlines. Language style can be limited as a way of expressing thoughts through language specifically could shows the soul and personality of the writers or user [2].

One of the online media that can be trusted and the most common source of information is and online news portal. There are many online news portals currently developing, including; Detik.com, Kompas.com, Tribun News, Okezone.com, Tempo.com, Merdeka.com, and many more. Detik.com as one of the largest online news portal –both accessed through websites and applications– (Alexis.com, 29/08), with 53 million readers [3], is trusted for it information in spreading every news with unique headlines with various language style. According to Novita Halim's previous research, it was stated that college students interest in reading news, which can be said college student is gen Z, already exists. It is stated from the results of the 2020 Population Census released by the Central Statistics Agency at the end of

January that the composition of the Indonesia population is mostly gen Z with a presentation of 27,94 percent. Gen Z is a population with a year of birth between 1997 and 2012 (04/02/21). For that reason, gen Z's interest in reading needs to be improved.

Figure 1
The Results of the 2020 Indonesia Population Census

Source: *puslitjakdikbud.kemdikbud.go.id [3]*

Building someone reading interest must be built from self-motivation first, a person will be more creative if he/she has motivation that arises naturally [4]. Reading interest influenced by two factors, namely intrinsic factor and extrinsic factor. Intrinsic factor is factors that come from within the individual and extrinsic factor is factors that come from outside which are the drive forcing for growing individual reading interest, obtained from the situation experienced or the influence of the people around. It's said that external rewards increase a person's productivity, while naturally generated motivation is needed to form reading interest which has better quality results [5].

Figure 2
Scheme SOR
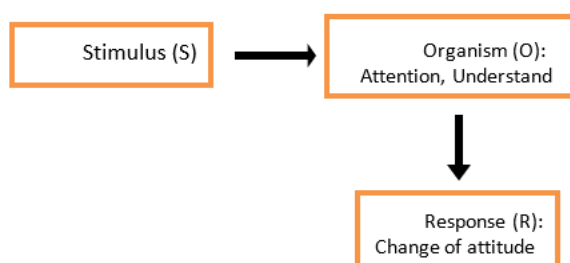
Source: *Buku Ilmu, Teori dan Filsafat Komunikasi [6]*

The picture above shows the flow of communication that occurs in attitude change. It can be described that language style is a Stimulus, Detik.com news title is Organism, and reading interest is a Response. If there is a stimulus in an organism, a response will appear in that

organism. If the style of language used in making news headlines is appropriate and interesting, so there will be reading interest from the current gen Z.

Online media

Online media which is also called digital media is presented online on internet websites. In general, online media are all types of media formats that can only be accessed via internet, which contain text, photos, videos, and sound. In the context of mass communications, online media has certain characteristics, such as publicity and periodicity [1]. There are online media based on telecommunications and multimedia, portals, websites, online press, and others with their respective characteristics according to the facilities that allow users to take advantage of them.

According to Romli [1], online media has several characteristics, including 1multimedia, 2 flexibility, 3 capacity, 4 actuality, 5speed, 6 recency. Multimedia means that it must contain news in the form of audio, video, text, graphics, and images simultaneously. Flexibility is intended to the news loading and editing can be done anytime and anywhere, and news scheduling can be done anytime. The capacity is expected that an online media web can contain a wide page for writing a news story or a long script. Actuality means that the media contain actual information because of the convenience and fast presentation. Speed, the news will spread and accessible quickly to everyone. Update means updating information very quickly, both in terms of content and editorial.

Style language

Language style in particular is known in rhetoric as "style". The word "style" is derived from the Latin word "stylus", which is a kind of tool for writing on wax plates. Expertise in using this tool will affect whether or not the writing on the slab is clear. Later, when the emphasis was placed on the skill to write beautifully, the style then turned into the ability and expertise to write or use words beautifully. Language style includes the selection of individual words, phrases, clauses, and sentences, and even includes a discourse as a whole [2].

A good style of language must contain three elements, namely honest, politeness, and interesting. Honesty in language means, must follow the rules. The rules are correct and good in language. Do not use sentences that are vague or unclear, undirected, and convoluted. Reward or honor the person reading or listening, and respect means understanding the news with clarity and brevity. The last one must contain an attractive language style so that it does not feel bland and is more alive.

Reading interest

Reading interest is a feeling of pleasure and interest in reading activities, this can be realized when there is a stimulus that encourages individuals to do it [8]. According to Widyastuti, interest is a desire that is driven by a desire after seeing, observing, and comparing and considering the desired needs [9]. In general, reading interest can be interpreted as a feeling of pleasure or interest that is driven by a desire without coercion to carry out reading activities.

Reading activity actually has a purpose, according to Dwi Sunar Prasetyono [10], there are three purposes of doing reading activities, including: reading as an individual pleasure that does not involve thinking processes, reading to increase knowledge and insight, and reading to help a job or profession. To build interest in reading requires motivation from within the individual, but actually interest can also be built from outside the individual.

In general, reading interest is influenced by two factors, namely intrinsic and extrinsic factors. Intrinsic factors are factors that come from within the individual, naturally the will and desires arise from itself, such as talent being honed, gender, level of education, state of health, habits, awareness of needs, curiosity, and intelligence [11]. While extrinsic factor are factors that come from outside which are the driving force to foster individual interest in reading, obtained from situations experienced or the influence of people around, for example the type of reading, home, environment, community environment, punishment prizes, and competitions [12].

Detik.com news site, which is a media under the auspices of PT Agranet Multicitra Siberkom (Agrakom) began operating on July 9, 1998, founded by Budiono Darsono, Yayan Sopiyan, Abdul Rahman, and Didi Nugrahadi. At the beginning of Detik.com's formation, coverage only focused on economic, political, and information technology news, only after the economic situation improved and politics subsided, news about entertainment and sports emerged (co-published). The news materials provided by Detik.com were obtained from several journalists from various places and from the development of information from television which was directly linked to the scene.

Detik.com's vision is to become the main destination for Indonesian citizens to get news or digital content and services, both through cellular and internet, and their mission is to have a high commitment to provide satisfaction to customers, provide welfare to employees and become a good place for a career, and provide sustainable optimal results for shareholders. Detik.com also instils values in its company, such as being fast and accurate, has an integrity, working together, innovating, and being creative, as well as being independent.

2.   RESEARCH METHODS

The type of this research used quantitative research type with the nature of research is positivistic paradigm, which means a social situation in society that is empirical so that it can be done real and can be proven scientifically [13], therefore the research method used is non-experimental method or use a survey in the form of a questionnaire. The population in this case was 27.94 percent of the total population in Indonesia, with a sample of 100 people calculated by the Slovin formula.

Data collection techniques were carried out by distributing questionnaires through Google Form as primary data and using literature studies as secondary data. After distributing the questionnaires and getting answers from 100 respondents, the researcher continued the data analysis stage. Data analysis was carried out by hypothesis testing and regression testing. If the significance value in the hypothesis test is bigger (>) that the degree of confidence (0.05), then H0 is accepted and H1 is rejected, this means that the variables do not have a significant effect, whereas if the significance value is smaller (<) than the degree of confidence, then H0 is rejected and H1 is accepted, it means that between variables has a significant effect [14]. In the regression test if the value of the regression coefficient (b) is equal to 0, then H0 is accepted and H1 is rejected. Then it can be interpreted that there is no influence between the variables, whereas if the regression coefficient value is not equal to 0, then it can be interpreted that there is an influence between variables.

3.   RESULT AND DISCUSSION

Results of the questionnaire show that gen Z still has an interest in reading Detik.com online news, because 100 out of 100 respondents know and read Detik.com. Furthermore, the results show that powerful style language or ordinary language style containing contradictory words have the most interest to be read by gen Z, with answers obtained by 30 percent strongly agree, 43 percent agree, 20 percent neutral, and 7 percent disagree. Disagree answers from respondents could happen or might happen because not everyone likes contradicting things, thus 7 percent of respondents answered disagree.

Questionnaire data is processed using regression and hypothesis testing, but before that, the data must be tested for validity and perform statistical tests as a condition for conducting a regression test. From the results of the data validity test, all statement items are considered valid and reliable with a significance value of all items below 0.05, the Pearson correlation value for all items is positive, and Cronbach's alpha value for all items is above 0.60.

Table 1
The results of normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters a,b	Mean	0E-7
	Std. Deviation	2,58619469
Most Extreme Differences	Absolute	,060
	Positive	,060
	Negative	-,056
Kolmogorov-Smirnov Z		,605
Asymp. Sig. (2-tailed)		,858

a. Test distribution is Normal.

b. Calculated from data.

Source: *Processing data using SPSS*

Table 2
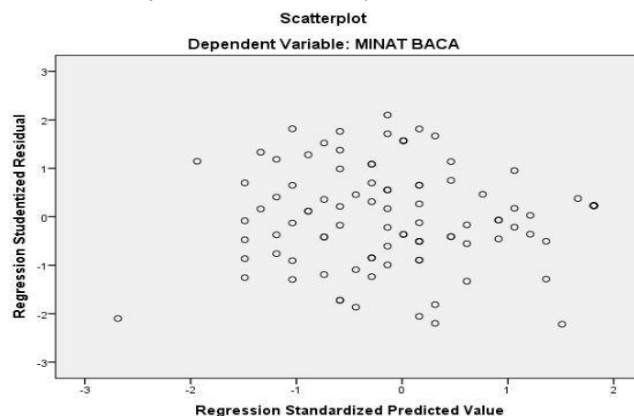*The results of multicollinearity test*

Coefficients a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	8,905	1,702		5,233	,000		
GAYABAHASA (X)	,373	,039	,693	9,518	,000	1,000	1,000

a. Dependent Variable: MINAT BACA (Y)

Source: *Processing data using SPSS*

Figure 3
The Results of heteroscedasticity test

Scatterplot
Dependent Variable: MINAT BACA

Source: Processing data using SPSS

In the statistical test carried out three tests, namely the normality test, multicollinearity test, and heteroscedasticity test. All data has been proven to be normally distributed, and does not have a multicollinearity and heteroscedasticity symptoms, so the data is processed for regression testing and hypothesis testing. Normality test with the results of the significance value being 0.858 bigger than 0.050 so the data is said to be normally distributed, the multicollinearity test with the tolerance result is 1.00 bigger than 0.10 and the VIF value is 1.00 smaller than 10.00 so that the data is said to be free of multicollinearity symptoms, and the last is the heteroscedasticity test with the results of a scatterplot image of dots spreading up and down or around 0, the dots do not gather only in one area, the dots distribution does not form a pattern, and not wavy pattern wide-narrowed so that the data is said to be free of heteroscedasticity symptoms.

Table 3
The results of regression test and hypothesis test

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,473	1,698		5,579	,000
	GAYA BAHASA	,361	,038	,689	9,405	,000

(a) Dependent variable: MINAT BACA; (b) weighted least squares regression - weighted by BD01
Source: Processing data using SPSS

The results of the regression test can be interpreted as;
a = 9.473 (constant value), this value is a constant value, which means that if there is no language style (X), then the consistent value of reading interest (Y) is 9.473.
b = 0.361 (regression coefficient value), this value is interpreted as every one difference in language style (X), then reading interest (Y) will increase by 0.361.
Equation => Y = a + bx => Y = 9.473 + 0.361x

H0 => Language style (X) does not affect reading interest (Y).
H1 => Language style (X) significantly affect reading interest (Y).

b not equal to 0, but equal to 0.361, so H0 is rejected and H1 is accepted. Then to make sure the regression coefficient is significant or not, the author does the hypothesis test by comparing the value of Sig. with probability (0.05). Based on the output in Table 1. known value of Sig. is 0.000 smaller than 0.05, so it can be concluded that H0 is rejected and H1 is accepted, it means that "There is an affect between language style (X) and reading interest (Y).

The results of the simple regression test and hypothesis test, which states that H0 is rejected and H1 is accepted, explain that the choice of language style used to write the online news headlines at Detik.com has a significant influence on the emergence of gen Z's reading interest. Language style that contains contradictions or humor will more in demand by gen Z readers than language style that contain repeated consonants or vowel sounds.

If it is associated with SOR theory, the response will occur if there is a stimulus that triggers it, individuals can acquire and change their behavior if they get something that triggers the individual, so gen Z's reading interest (response) will arise if the language style (stimulus) used is in accordance with reader's desire. Before the reader reads the content of the news, of course they will read the news headline (organism) first, if the headlines is interesting, reader will read the entire online news.

4.   CONCLUSIONS AND RECOMMENDATIONS

The conclusion from the findings and explanations described in the previous chapter, it can be concluded that gen Z knows Detik.com, gen Z has an interest in reading online news, and the choice of language style in Detik.com online news headlines affect gen Z's reading interest, it proved by the result; H0 is "there is no effect between the choice of language style used in Detik.com's online news headlines and reading interest of gen Z", is invalid or cannot be proven, and H1 is "there is a significant influence between the choice of language style on Detik.com online news headlines and reading interest of gen Z", is accepted and can be proven through hypothesis testing and regression testing.

Acknowledgement

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