

## AN ANALYSIS OF DECLARATIVES AND DIRECTIVES USED IN THE JAKARTA POST ENGLISH DAILY NEWSPAPER

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### Abstract

*This paper aims aimed to investigate the speech acts used in the daily newspaper published in Jakarta, namely The Jakarta Post. The objective of the study is to find out the most dominant frequents of the speech acts and the function of the types of declarative and directive speech acts. Data from this research were obtained from the English daily newspaper The Jakarta Post English. The results were questions 20 times (16.12%), and then, declaring 15 times (12.09%), urging 15 times (12.09%), hope 14 times (11, 29%) dedication 12 times (9 .67%), warnings 11 times (8.87%), directives 9 times (7.25%), instructions 8 times (6.45%), requests 7 times (5.64%) and orders 7 times (5 .64%). Therefore, what is most often used in reporting news is questions. Therefore, this newspaper is intended to ask readers to know and understand the latest situation. Therefore, the newspaper, based on the data obtained, found that questions in speech acts were questions that functioned as questions as directive speech acts 20 times (16.12%) and the fewest types of directives that functioned as expectations were used only once. This paper shows that the type of request resulting from declaratives for requests is 7 times (5.64%) and commands 7 times (5.64%). This study found that questions showed the highest result. It implies that questions used to direct people in order to soften the words or more polite.*

**Key Words:** *Speech Acts, Declarative, and Directive*

## INTRODUCTION

Language plays a crucial role in human communication, enabling individuals to express their ideas, needs, and desires to others. It serves as a primary tool for interaction, allowing people to cooperate and build relationships within their communities (Fuad & Helminsyah, 2019; Zein et al., 2020). Whether through spoken words, written texts, or visual representations, language facilitates the exchange of thoughts and emotions (Gong et al., 2019; Moghadam et al., 2021). As Adam et al. (2023) emphasize, language is a fundamental aspect of communication, used by people worldwide to connect with one another. According to Webster's New Collegiate Dictionary, as cited by Alwasilah (1981), language is a systematic means of communicating ideas or feelings through conventionalized signs, sounds, gestures, or marks that convey understood meanings. Without language, it is difficult to imagine how people could communicate, cooperate, or maintain social relationships.

Leech (1983), as referenced by Widayanti (2009), identifies three key functions of language:

1. Ideational Function: Language as a means of conveying and interpreting experiences of the world.
2. Interpersonal Function: Language as an expression of attitudes and a tool for influencing the attitudes and behaviors of others.

### 3. Textual Function: Language as a means of constructing coherent texts.

In summary, language is essential for human interaction, serving vital roles in expressing ideas, thoughts, and emotions. Effective communication, whether verbal or non-verbal, relies on the speaker or writer's ability to convey their intentions clearly, expecting the listener or reader to understand their message.

Given the importance of language in communication, this study focuses on the analysis of "hot news" as presented in the editorial columns of *The Jakarta Post*. The study approaches this analysis from a pragmatic perspective, specifically examining speech acts. Pragmatics, a branch of linguistics, explores how context contributes to meaning (Leech, 1983). This involves understanding how language is used in real-life situations, where meaning is shaped by various factors such as the speaker's intent, the context of the utterance, and the relationship between the speaker and the listener.

Linguistics, the scientific study of language, is divided into several subfields, including the study of language form (grammar), language meaning (semantics and pragmatics), and language in context. According to Jendra (2004), as cited by Ningsih (2012), linguistics systematically studies human language, aiming to describe the abstract aspects of language derived from the linguistic behavior of its users. Baskaran (2005) further explains that language can be understood as organized sound, form, and function contextualized within reality.

Language is not just a tool for communication; it is central to human society. Trudgill (1974), in Rukmana (2009), asserts that language is vital for establishing and maintaining relationships, and Wardhaugh (1998) defines language as a system of arbitrary vocal symbols used by a group of people to communicate or interact. This definition highlights the cultural and social influences on language, which can vary significantly across different communities. Trask (1999), as cited by Rukmana (2009), notes that while the primary function of language is often assumed to be communication, language serves multiple functions, some of which are not purely communicative. Brown and Yule (2000) add that, although linguists often focus on the communicative function of language, it also plays a critical role in expressing human needs, emotions, and social interactions.

The study of pragmatics, a subfield of linguistics, is concerned with how language is used in context to convey meaning. Pragmatics examines how language users navigate meaning, relying on context, prior knowledge, and inferred intentions to communicate effectively (Leech, 1983; Mey, 1993; Levinson, 1983). Understanding pragmatics is essential for avoiding

misunderstandings in communication, as it involves interpreting speaker meaning based on contextual clues.

Muhidin (n.d.) emphasizes the importance of textual analysis for understanding how sensitive issues are disseminated throughout society. By examining the ways in which such topics are portrayed in the media, this approach sheds light on their broader social impact, thereby revealing the mechanisms behind their public discourse. Similarly, Asroriyah (2021) discovered that personal references were the most dominant type of reference in both *The Jakarta Post* and *The New York Times*. This finding underscores the role of personal references in shaping news narratives and establishing connections between the reader and the content, highlighting their significance in journalism. In addition, Rohim (2009) found that personal references were the most frequently used grammatical cohesive device in the editorials of *The Jakarta Post*. This study reveals how personal references contribute to coherence and continuity within editorial content, enhancing the overall readability and effectiveness of the pieces.

Furthermore, Jufri (2018) analyzed the predominant paragraph elements in *The Jakarta Post*'s editorials, identifying Minor Detail, Major Detail, Topic Sentence, and Thesis Statement as the most frequently mentioned components. This analysis provides insights into how editorials are structured, demonstrating the key elements that contribute to their argumentative and informative functions. Moreover, a study on cohesive devices in *The Jakarta Post* online newspaper (n.d.) found that both grammatical and lexical cohesion were significant. While personal references emerged as a key grammatical cohesive device, repetition was identified as a prominent lexical cohesive device. This highlights the interplay between grammatical and lexical devices in enhancing textual coherence and continuity in online journalism.

Given this background, the current study aims to analyze the functions of declarative and directive speech acts used in the editorial columns of *The Jakarta Post*. By examining how these speech acts are employed, the study seeks to understand their communicative purposes within the context of the newspaper's editorial content. This analysis will contribute to a deeper understanding of how language is used in media to influence and inform readers.

## **METHODOLOGY**

This study employs a qualitative research design, which is crucial for achieving a deep understanding of the research problem. According to Alwasilah (2005), research is an integral part of the development of knowledge, and Creswell (2003) emphasizes that qualitative inquiry involves different knowledge claims, strategies of inquiry, and methods of data collection and

analysis. Narbuko and Achmadi (1997) further add that qualitative data are typically expressed in words rather than numbers. The design of this research encompasses the entire process, guiding the researcher in conducting the study and ensuring the results are grounded in factual evidence. This research, therefore, follows a qualitative approach.

### 1. *Source of Data*

As per Sudaryanto (1998), data refer to the material used by researchers, which can be classified or analyzed to facilitate problem-solving. Irmawati (2007) distinguishes between primary data, collected directly from the field, and secondary data, obtained from documents or texts. In this study, the primary data consists of editorial columns from *The Jakarta Post*, while secondary data includes relevant literature on pragmatics and speech act theory.

- **Primary Data Source:** The primary data for this research are the editorials from *The Jakarta Post*, specifically those published between March 15th, 2024, and April 15th, 2024. These dates were selected randomly to capture a broad spectrum of current news and opinions.
- **Secondary Data Source:** The secondary data comprises theoretical frameworks from books on pragmatics, such as works by Levinson, Leech, and others, along with Searle's (1969) theory of speech acts.

### 2. *Data Collection Procedures*

The data collection method in this study aligns with the objectives and source materials, specifically focusing on the English-language newspaper, *The Jakarta Post*. Sudaryanto (1988) identifies two primary methods in linguistic data collection: the listening method and the observation method. Given that the researcher is not an active participant in any dialogues or conversations but is instead analyzing written text, the reading method is used for data collection. The specific steps for data collection are as follows: a. The researcher extensively and repeatedly reads the selected issues of *The Jakarta Post*. b. Copies of *The Jakarta Post* from March 2024 to April 2024 are obtained. c. The entire newspaper is read multiple times to identify relevant data. d. Significant data are highlighted and noted. e. The researcher collects and organizes the relevant data. f. The study is conducted based on the collected data.

### 3. *Data Analysis Techniques*

Data analysis in this study involves systematically reviewing and interpreting the collected data to enhance the researcher's understanding of the research problem, which is then presented as findings. The analysis aims to extract meaningful insights and address the research questions.

This research employs a qualitative analysis method, particularly descriptive analysis. The process begins as soon as data collection starts and continues until data saturation is achieved. The steps in data analysis are as follows: a. Data are noted on data cards to identify instances of declarative usage in *The Jakarta Post*. b. The researcher classifies the declaratives into data sheets, according to the study's objectives, through careful analysis of *The Jakarta Post* editorials. c. The identified declaratives, as used by journalists in *The Jakarta Post*, are examined to address the research questions concerning the types of declaratives, their expression, and their intended purposes. d. The data are analyzed based on speech act theory, with a focus on declaratives and directives. e. Conclusions are drawn from the analyzed data, providing insights into the use of declaratives in the editorial content of *The Jakarta Post*.

## FINDINGS

The data findings are presented in the table 1.

Table 1. Speech Act Frequency

NO	TYPES	FREQUENCY	PERCENTAGE
1	DECLARATIVE		
	A. Declaring	15	12.09%
	B. Dedicating	12	9.67%
2	DIRECTIVE		
	A. Advising	9	7.25%
	B. Asking	20	16.12%
	C. Instructing	8	6.45%
	D. Warning	11	8.87%
	E. Hopes	14	11.29%
	F. Requesting	7	5.64%
	G. Commanding	7	5.64%
	H. Urging	15	12.09%
	TOTAL	124	100%

The findings from the data table indicate the frequency and percentage of various speech act types used in the *Jakarta Post* English newspaper. Here's a detailed interpretation:

- Asking is the most common speech act, occurring 20 times, which constitutes 16.12% of all instances. This suggests that the newspaper frequently engages in seeking information or posing questions to the audience.
- Declaring and Urging are the next most frequent speech acts, each appearing 15 times or 12.09% of the total. This indicates that the newspaper often makes statements or strongly encourages action or opinion.
- Hopes comes next with 14 occurrences (or 11.29%), suggesting that the newspaper also frequently expresses aspirations or desires.
- Dedicating is used 12 times, making up 9.67% of the total, indicating that the newspaper occasionally devotes or commits its attention or content to certain subjects.
- Warning appears 11 times (8.87%), showing that the newspaper also issues cautions or alerts to its readers.
- Advising is found 9 times, accounting for 7.25%, reflecting the newspaper's role in offering recommendations or guidance.
- Instructing occurs 8 times (6.45%), indicating that the newspaper sometimes provides directions or orders.
- Both Requesting and Commanding are the least frequent, each appearing 7 times (5.64%), suggesting these forms of asking for or demanding action are less common in the newspaper's content.

In summary, the *Jakarta Post* predominantly uses speech acts that involve asking questions, making declarations, and urging action, reflecting its role in engaging with, informing, and influencing its readers. The other types of speech acts are used less frequently, but they still contribute to the newspaper's overall communicative strategy.

## DISCUSSION

In this discussion, one example for each type of speech act will be analyzed. The speech acts are categorized into five types, with this study focusing on two: declarations and directives. These categories are further detailed below:

### 1. The Function of Declarations

- Declaring: In the "Green scheme column" from the *Jakarta Post* (March 20th, 2024), the content serves as a formal declaration, informing readers about the specific topics and focus of the column. This use of declaring helps establish the purpose and scope of the column, providing clarity on the subjects it will cover.

- Dedicating: The statement, "These SOEs will own the cars when the summit concludes" (TJP, March 20th, 2024), functions as a dedication by assigning the future ownership of the cars to the State-Owned Enterprises. This act of dedicating formalizes the transfer of ownership, indicating the entities that will hold responsibility post-summit.

The analysis of declarations within the selected *Jakarta Post* articles highlights the critical role these speech acts play in establishing authority and clarity in communication. The "Green scheme column" serves as a prime example of the declarative function in action. By formally declaring the topics and focus of the column, the newspaper not only informs its readers but also asserts control over the narrative, ensuring that the audience understands the intended scope and direction of the content. This aligns with the broader function of declarations in speech acts, which is to state or assert something in a way that it becomes a fact within a particular context. The act of declaring here is essential in setting the stage for the reader's expectations and understanding, thereby facilitating a more engaged and informed readership. Similarly, the statement regarding the ownership of cars by State-Owned Enterprises (SOEs) after a summit exemplifies the dedicating function of declarations. This speech act goes beyond merely stating a fact; it formalizes and assigns future responsibilities and ownership, which is crucial in organizational and official communications. By dedicating the cars to the SOEs, the *Jakarta Post* not only communicates a decision but also enacts a change in ownership, which has implications for both the entities involved and the readers who are informed of these changes. This use of dedicating within a declaration underscores the importance of language in formalizing agreements and ensuring that all parties are aware of their roles and responsibilities post-event.

Overall, the function of declarations in these instances demonstrates how language is used strategically in media to not only convey information but also to establish facts, assign roles, and manage the expectations and understanding of the audience. The declarative acts in these examples show the power of language in shaping realities, particularly in formal and institutional contexts.

## 2. The Function of Directives

The data from the *Jakarta Post* reveals that the language used in the editorial columns is rich in declarative and directive speech acts. This aligns with the pragmatic perspective that language functions not only as a means of conveying information but also as a tool for influencing the behavior and attitudes of the readers, as outlined by Leech (1983) and supported by Widayanti

(2009). Specifically, the high frequency of "Asking" supports Leech's interpersonal function of language, which refers to using language to express attitudes and influence others.

Advising: The statement, "I am doubtful if supporting facilities will be ready by the time the summit starts" (TJP, March 20th, 2024), serves as an advisory, cautioning stakeholders about the potential unpreparedness of facilities. This advice highlights concerns and encourages precautionary measures to ensure readiness. Advising functions as a critical tool for highlighting potential issues and recommending precautionary actions. The statement expressing doubt about the readiness of facilities before a summit serves as an advisory, implicitly urging stakeholders to reassess and possibly expedite their preparations. This form of advice is not merely informational but strategically positions the speaker as a concerned observer who advocates for preemptive measures to avoid future problems.

The query, "As Facebook matures, is it losing its edge?" (TJP, March 20th, 2024), functions as an asking directive, engaging the reader in a reflective consideration of Facebook's evolving status. It prompts the audience to evaluate whether the platform's growth has impacted its competitiveness. Asking directives, like the query about Facebook's evolving status, engage readers by inviting them to contemplate and assess ongoing developments. By posing the question, the newspaper encourages reflective thinking, making the audience an active participant in the discourse. This form of asking is not just about seeking information but about fostering a dialogue that could lead to deeper insights and opinions among the readers.

The directive, "We will bring those cars for a series of tests and certification processes" (TJP, March 20th, 2024), instructs the relevant parties to carry out specific actions—testing and certifying the cars. This clear instruction sets forth the necessary steps to ensure compliance and safety. Instructing is evident in the clear directive to test and certify cars, which underscores the newspaper's role in detailing specific actions that need to be taken. Such instructions are crucial in contexts where compliance with regulations is necessary, ensuring that readers or relevant parties are aware of the required procedures and responsibilities. This directive speech act is authoritative, reflecting the newspaper's commitment to precision and safety.

The statement about Dahlan disregarding traffic rules (TJP, March 20th, 2024) serves as a warning, highlighting the negative consequences of such actions, including legal and safety implications. It cautions against similar behavior, emphasizing the importance of adherence to regulations. Warning as a directive is particularly impactful in the statement about Dahlan's disregard for traffic rules. This warning serves as a cautionary tale, highlighting the consequences of such actions and reinforcing the importance of adhering to legal and safety standards. By



issuing this warning, the newspaper not only informs but also seeks to prevent similar behavior, emphasizing the broader societal implications of individual actions.

The expression, “Indonesia hoped the treaty could establish such ‘a neutral group’” (TJP, April 4th, 2024), conveys a hope that the treaty will achieve its intended outcome. This hope reflects Indonesia's aspirations for the treaty to foster neutrality and cooperation. Hopes, expressed in the context of Indonesia’s aspirations for a treaty, convey a forward-looking perspective that reflects the country’s diplomatic goals. This form of directive is more subtle, functioning to align readers with the optimistic outcomes envisioned by the nation’s leaders. It also subtly motivates the audience to support or at least understand the aspirations tied to international agreements.

The statement, “There is no country in the region more important to Australia than Indonesia” (TJP, April 4th, 2024), subtly requests recognition of Indonesia's significance to Australia. It seeks acknowledgment and perhaps a reconsideration of diplomatic priorities. Requesting, as seen in the statement about Indonesia’s importance to Australia, subtly seeks acknowledgment and possibly a shift in diplomatic focus. This directive is strategic, as it not only informs but also appeals for recognition, urging a reconsideration of bilateral relations. The request, while polite, carries an underlying expectation of action or change in perception.

The command, “The KPK’s commissioners must restrain themselves from taking part in such minor incidents” (TJP, April 4th, 2024), instructs the commissioners to maintain professionalism and avoid trivial matters. This directive underscores the expectation for high standards of conduct. Commanding directives, such as the instruction to KPK’s commissioners to avoid minor incidents, highlight expectations of behavior and standards. This form of command reflects the high accountability expected of public officials, emphasizing professionalism and the avoidance of distractions. By issuing such commands, the newspaper reinforces the norms and values that are essential for maintaining public trust and integrity.

The statement, “We can see it going crescendo” (TJP, March 20th, 2024), urges action and heightened attention as the situation intensifies. This urging emphasizes the growing seriousness of the issue and the need for an appropriate response. Urging statements, like the call to action as a situation intensifies, emphasize the need for immediate and serious responses. This form of directive speech act is often used in contexts where timely action is critical, and the newspaper's role becomes one of a catalyst, driving attention and urgency to the matter at hand. The act of urging is both a call for awareness and a prompt for decisive action.

The function of directives in the *Jakarta Post* articles reflects the newspaper's role in guiding, influencing, and prompting action among its readers and stakeholders. Each subtype of directive speech act—advising, asking, instructing, warning, hoping, requesting, commanding, and urging—serves a distinct communicative purpose, helping to shape the audience's responses and behaviors.

In summary, the directives identified in the *Jakarta Post* serve various essential functions, from advising and asking to commanding and urging. Each type of directive is strategically employed to influence behavior, guide actions, and shape the discourse, demonstrating the newspaper's active role in both informing and influencing its readership and stakeholders.

Language, as explained by Fuad & Helminsyah (2019) and Zein et al. (2020), is crucial for expressing ideas, needs, and desires, whether verbally or non-verbally. The frequent use of directives, such as asking and urging, indicates that the newspaper's editorial content aims to provoke thought and encourage action among its readers. This communicative strategy is consistent with the ideational function of language, where the newspaper serves as a medium to interpret and convey experiences of the world, as posited by Leech (1983).

Furthermore, the findings reinforce the idea that language in media plays a vital role in shaping public discourse, a concept highlighted by Gong et al. (2019) and Moghadam et al. (2021). The use of declarative speech acts, such as declaring and dedicating, demonstrates how the newspaper asserts its perspectives and commitments, thereby fulfilling its role in informing and guiding public opinion.

The study also confirms the relevance of pragmatics in understanding how language is used in context, as defined by Leech (1983) and further expanded by Mey (1993) and Levinson (1983). The varied use of directives and declarations in the editorial columns shows that language is not just about conveying information but is intricately tied to the context in which it is used, including the social, cultural, and political environment.

## CONCLUSION

In conclusion, this study highlights the importance of understanding the pragmatic functions of language in media. The *Jakarta Post* uses a variety of speech acts to engage, inform, and influence its readership, demonstrating the complex interplay between language and context in communication. These findings contribute to the broader understanding of language use in media and align with previous studies that emphasize the critical role of language in social interaction and communication. However, this study is limited by its focus on a single newspaper

and a specific time frame, which may not fully capture the broader patterns of speech act usage in different media contexts or over time. Additionally, the analysis primarily relies on qualitative interpretations, which, while insightful, may benefit from further quantitative validation to strengthen the generalizability of the findings. Future research should consider expanding the scope to include a comparative analysis of multiple newspapers or media outlets, both within Indonesia and internationally, to identify potential differences and similarities in speech act usage across different cultural and linguistic contexts. Additionally, incorporating a mixed-methods approach that combines both qualitative and quantitative analyses could provide a more comprehensive understanding of the pragmatic functions of language in media. Further studies could also explore the impact of digital media platforms on the evolution of speech acts, given the rise of social media and its influence on communication practices.

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