

ARTICLE

## Language Structures in the Framing of Digital News on Google News Indonesia

Atiqa Sabardila <sup>1\*</sup> , Markhamah <sup>1</sup> , Hari Kusmanto <sup>2</sup> 

<sup>1</sup> Pendidikan Bahasa Indonesia Program Magister, Universitas Muhammadiyah Surakarta, Surakarta 57169, Indonesia

<sup>2</sup> Pendidikan Bahasa dan Sastra Indonesia, Universitas Negeri Surabaya, Surabaya 60213, Indonesia

### ABSTRACT

This study aims to describe the linguistic structures employed in the packaging of digital news on the Google News Indonesia platform. Utilizing a descriptive qualitative approach, data were collected from selected digital news texts based on purposive sampling, considering thematic relevance and linguistic richness. The findings reveal that digital news headlines tend to adopt marked syntactic structures, such as rhetorical questions, mitigated imperatives, and solution-oriented claims. The use of informal and persuasive vocabulary enhances a sense of familiarity and offers instant solutions, primarily targeting lower-middle-class readers. Numerical formats are also strategically employed to convey credibility, conciseness, and accessibility. Furthermore, the analysis indicates that many headlines reflect neoliberal ideology by emphasizing individual-based solutions rather than systemic change, and naturalist ideology in health and household topics, which highlight affordability, natural remedies, and do-it-yourself approaches. The sentence structures within the news body also demonstrate discursive power strategies: active constructions assert agency, while passive forms obscure power holders or institutional actors. Media outlets such as VIVA Purwasuka exhibit sensational and hyperbolic tendencies, whereas *Kompas* and *Detik* maintain a more neutral and factual tone. Headlines from platforms like *Haibunda* specifically target female audiences, reinforcing traditional domestic roles. Overall, digital news headlines function as powerful ideological

#### \*CORRESPONDING AUTHOR:

Atiqa Sabardila, Pendidikan Bahasa Indonesia Program Magister, Universitas Muhammadiyah Surakarta, Surakarta 57169, Indonesia; Email: [as193@ums.ac.id](mailto:as193@ums.ac.id)

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framing tools, necessitating critical media literacy to uncover potential bias, polarization, and misinformation within digital discourse.

**Keywords:** Language Structures; Digital News; Language Packaging; Online Discourse; Google News Indonesia

## 1. Introduction

With the rapid growth of digital information, the quality of news presentation has become a crucial factor in maintaining reader interest and public trust in online media. Although the digital era began as early as 1985, there remains a lack of clear concepts on how online news should be effectively packaged, particularly on aggregator platforms like Google News Indonesia. This conceptual gap has contributed to public skepticism toward online media, as 14.2% of internet users avoid digital news due to confusing or unconvincing presentation formats<sup>[1]</sup>. Supporting studies<sup>[2–4]</sup> indicate that weak information structure and presentation are key drivers of this trust erosion. Furthermore, research highlights that packaging techniques—especially in headlines, narrative style, and information structure—greatly impact readers' comprehension, memory, and perception<sup>[5–7]</sup>. Thus, structuring content is not merely a stylistic choice but a strategic element of effective communication and digital literacy. In the Indonesian context, addressing this issue aligns with the national agenda outlined in the RPJMN 2025–2029 and the President's Asta Cita mission to strengthen digital human resources.

Although studies on online news packaging have been conducted, they are generally fragmented and fail to provide a comprehensive understanding of the overall patterns and strategies used. For instance<sup>[8]</sup>, examined how Facebook news was packaged during the COVID-19 pandemic, while<sup>[9]</sup>, explored narrative structures in digital news delivery. Other studies have investigated the structure of news content on specific platforms such as Kompas.com<sup>[10]</sup>, Liputan6.com<sup>[11]</sup>, and Tirto.id<sup>[12]</sup>. However, most of these studies are limited to a single platform or theme and therefore do not fully represent the broader patterns of news packaging across various digital channels, particularly within aggregator systems like Google News.

Meanwhile, content-based studies on online news have addressed issues such as misinformation<sup>[13,14]</sup>, defamation and conflict<sup>[15]</sup>, political polarization<sup>[16]</sup>, as well as the repre-

sentation of women and the spread of hoaxes during election years<sup>[17,18]</sup>. Despite this, limited attention has been given to the internal cohesive structures of digital news texts, particularly the relationship between headlines and body text, which play a crucial role in shaping the packaging and effectiveness of digital news. In practice, journalists must present news content efficiently within the constraints of digital formats, ensuring both clarity and textual cohesion.

Although several studies have highlighted the importance of news packaging techniques in shaping readers' comprehension and perception, most of these studies remain limited and partial, both in terms of the platforms examined and the structural aspects analyzed. Prior research has predominantly focused on specific social media platforms or contemporary issues such as the pandemic, political conflicts, and misinformation. However, there is still a lack of investigation into news packaging strategies on aggregator platforms like Google News, which have a broad information distribution reach. Furthermore, studies exploring linguistic aspects within the internal structure of texts—particularly the relationship between headlines and news bodies as elements of cohesion and communicative effectiveness—are still relatively scarce. In the digital context, journalists are expected to craft news content that is both concise and communicative. Therefore, more comprehensive research is needed to address this gap by examining how linguistic elements are utilized in digital news packaging to support information literacy and enhance public communication effectiveness.

This study focuses on Google News Indonesia as the main object of analysis because it is the largest news aggregator platform in the country, automatically displaying and curating news from various national and local online media outlets. Based on observations conducted on Friday, March 14, 2025, prominent sources featured on Google News Indonesia included Kompas.com, CNN Indonesia, Tirto.id, TribunBengkulu.com, Berita Terbit, and SINDOnews.

This study is expected to provide a theoretical contribution to the development of media linguistics, particularly in the domains of stylistics and digital discourse analysis. The

findings aim to enrich the theoretical foundation concerning the dynamics of language in digital media and to offer an academic basis for developing news packaging models that align with the characteristics of contemporary digital discourse. Based on the discussion presented, this study addresses the following five research questions:

1. What is the structure of language used in online news headlines?
2. What are the keywords commonly used in online news headlines on Google News?
3. How are sentences structured in the lead and body sections of online news on Google News?
4. What are the sentence patterns found in online news on Google News?
5. How does the language structure relate to the framing perspective in online news on Google News?

## 2. Literature Review

### 2.1. The Development of Online News

The rise of digital news and online media has fundamentally transformed how news is produced, distributed, and consumed. Traditional media outlets have begun adapting by launching their own online platforms. However, this adaptation still reflects a hybrid pattern, blending conventional journalistic practices with digital features such as video, hyperlinks, and social media integration, though not all features are utilized to their full potential<sup>[19,20]</sup>. Meanwhile, native digital media are expanding rapidly worldwide. While offering innovations in news presentation and delivery, they face structural challenges such as unsustainable business models and a lack of public trust<sup>[21,22]</sup>. On the other hand, the presence of social media and news aggregators has broadened exposure to diverse news sources, countering concerns that algorithms narrow users' perspectives<sup>[23]</sup>. This digital transformation has also shifted audience behavior, particularly among younger generations who are increasingly moving away from traditional news formats and turning to online platforms<sup>[24]</sup>. However, a major challenge remains in the area of digital literacy. The public needs to be equipped with the critical skills necessary to distinguish between credible news and misinformation. Research has shown that digital literacy interventions can significantly enhance the public's

ability to identify and evaluate information accurately<sup>[25,26]</sup>.

### 2.2. Language Structure in Online News Texts

The language structure of online news texts is distinct from other text types, characterized by the use of rhetorical and syntactic elements designed to convey information clearly, concisely, and engagingly. Analyses using Rhetorical Structure Theory (RST) reveal that online news texts frequently employ rhetorical relations such as elaboration, sequence, and motivation, along with clause-level elements like elaboration, enhancement, projection, and extension to establish coherence and logical flow between sections<sup>[27]</sup>. In terms of syntax, both headlines and body text typically adopt simple yet pragmatically effective structures. These often follow easily understandable sentence patterns and emphasize key words or phrases to capture the reader's attention<sup>[28,29]</sup>. Online news articles also integrate visual elements such as callouts, pull quotes, and block quotes, which are graphically highlighted to emphasize key information, reinforce messages, and enhance visual appeal<sup>[30]</sup>. Within the digital context, language structure in online news is increasingly shaped by the demand for rapid and persuasive information delivery. This includes techniques like summarization and the use of linguistic and semantic features for persuasive content detection<sup>[31]</sup>. Overall, the language structure of online news represents a fusion of clarity, rhetorical effectiveness, and adaptability to digital formats that require high readability and visual engagement.

### 2.3. Linguistic Features of Online News

The linguistic features of digital news encompass various aspects that influence its appeal, dissemination, and authenticity. Effective digital news headlines often employ attention-grabbing language, including persuasive wording, curiosity-driven phrasing, and emotionally charged or ambiguous expressions. These strategies make the content more likely to attract clicks and reader engagement<sup>[32,33]</sup>. In addition, digital news typically features short sentence structures, simple vocabulary, and an accessible writing style to reach a broad audience<sup>[34]</sup>. Other common linguistic characteristics include lexical variety, high readability, and the use of sensational or provocative headlines<sup>[35]</sup>. In the context of misinformation, false news articles often rely on persuasive language,

emotionally negative content, and exaggerated comparisons or uncertainty to increase their viral potential<sup>[36,37]</sup>. Therefore, the linguistic characteristics of digital news are strongly shaped by the objectives of capturing attention, facilitating comprehension, and in some cases, accelerating the spread of both accurate and misleading information.

### 3. Materials and Methods

This study adopts a critical qualitative approach, employing Fairclough's model of Critical Discourse Analysis (CDA), which emphasizes the interrelation between linguistic structures, discursive practices, and social practices in the construction of news framing in digital media. As descriptive-qualitative research, it aims to describe and analyze the linguistic structures used to frame specific issues in digital news curated by Google News Indonesia.

The research objects are divided into two categories: formal and material objects. The formal object refers to linguistic structures—lexis, syntax, cohesion, metaphor, and rhetorical structure—found in news texts. The material object consists of a corpus of digital news articles from Google News Indonesia that cover selected issues such as politics, the pandemic, disasters, and crime.

The data sources are also categorized into two types: primary and supplementary data. The primary data consist of Indonesian-language news texts sourced from various online news portals curated by Google News Indonesia, collected over a three-month period (May, June, and July 2025). The supplementary data include reader comments, metadata (titles, publication dates, authors, and sources), and editorial information when available.

Data collection methods involve documentation and sampling techniques. Documentation was carried out by archiving news texts retrieved daily from Google News Indonesia using specific keywords and topical searches. Sampling employed purposive sampling based on recurring and dominant issues, diversity of media sources, text completeness, and the relevance of linguistic structures. News texts were downloaded, saved, and classified by topic as part of the data collection process.

Data analysis was conducted using Fairclough's three-dimensional CDA framework<sup>[38]</sup>. The first dimension, textual analysis, involves identifying linguistic features such as

diction, metaphor, modality, sentence structures, and cohesion. This includes the use of active/passive voice, subject choices, evaluative adjectives, and other grammatical features that contribute to framing. The second dimension, discursive practice, explores how texts are produced, distributed, and consumed, including the analysis of intertextuality, interdiscursivity, and identifying news producers (media outlets, journalists, editors), as well as the role of Google News as an aggregator. The third dimension, social practice, examines the broader socio-political and ideological context that underlies the framing, as well as the relationship between linguistic structures and discourse domination.

The analytical steps include collecting and sorting news texts by topic and source, conducting in-depth reading, annotating linguistic structures, and analyzing framing elements through both linguistic and socio-contextual perspectives. The findings are then organized and interpreted thematically.

The data analysis also integrates multiple linguistic techniques, namely close reading and markup, referential comparison method, and distributional method<sup>[38]</sup>. The close reading and markup technique involves detailed reading and annotation of relevant linguistic elements such as phrases, clauses, sentence types, reduplications, numeral phrases, and deixis. The referential method identifies meaning based on referents within discourse, particularly for analyzing the function of deixis in indicating time, place, and participants. The distributional method observes the syntactic relationships between linguistic units, including grammatical functions and sentence structure. Within this method, deletion (to test semantic significance), substitution (to examine the effect of replacements), expansion (to analyze structural additions), and paraphrasing (to interpret semantically similar sentence variants) are employed.

Research instruments include: an observation sheet for linguistic structures (linguistic coding format), a CDA analytical schema (containing indicators for each CDA dimension), and a digital field log for noting context, distinctive findings, and researcher reflections. Data validity is ensured through methodological triangulation, which involves comparing linguistic findings with actual socio-political contexts, conducting peer review and expert discussions (with linguists and media scholars) to test interpretations, and maintaining an audit trail for systematically documenting the data collection and analysis process.

## 4. Results

### 4.1. Linguistic Structures in Online News Headlines

The discussion of language structure is closely related to aspects of syntactic structure. Based on the analysis, the most dominant language structures identified include nominal clauses, verbal clauses, nominal phrases, verbal phrases, and inverted nominal clauses. A more detailed presentation

of these findings is provided in **Table 1**.

Based on **Table 1**, the texts are produced for a lower-middle-class audience that is familiar with the realities of “tight salaries,” “daily shopping,” and “strict budgets.” The content is distributed via local and national online media platforms (VIVA, Suara Nanggroe, INDODAX) to reach a broad readership. The intended consumers are assumed to be seeking quick, low-cost, and practical solutions for managing household finances.

**Table 1.** Description of Syntactic Structures.

| No. | Title   | Syntactic Structure                       |
|-----|---|---|
| (1) | 9 Kebiasaan Sehari-hari yang Bisa Menguras Tabungan ( <a href="https://finansial.bisnis.com/">https://finansial.bisnis.com/</a> )<br>[9 Daily Habits That Can Drain Your Savings]   | Noun phrase                               |
| (2) | Kekayaan Bukan Soal Besar Gaji, tapi Besar Tabungan: Pelajaran Berharga dari Hidup yang Sederhana (Suara Nanggroe, <a href="https://search.app/tvJcw">https://search.app/tvJcw</a> )<br>[Wealth Is Not About High Salary, but Big Savings: A Valuable Lesson from a Simple Life]                      | Nominal sentence                          |
| (3) | Investasi, Tabungan, dan Gaya Hidup Hemat: (VIVA Banyuwangi <a href="https://serach.app/KGpXf">https://serach.app/KGpXf</a> )<br>[Investment, Savings, and a Frugal Lifestyle]  | Noun phrase                               |
| (4) | Kunci Merdeka Finansial (Suara Nanggroe, <a href="https://search.app/baV55">https://search.app/baV55</a> )<br>[The Key to Financial Independence]   | Noun phrase                               |
| (5) | Belanja Harian Sering Kebobolan? Ini Cara Cerdas Mengelola Uang Belanja Harian, Dijamin Hemat dan Nggak Boros!<br>[Overspending on Daily Groceries? Here’s a Smart Way to Manage Your Daily Budget—Guaranteed to Save and Avoid Waste!]   | Verbal phrase                             |
| (6) | Cara Mengatur Keuangan Rumah Tangga, Gaji Pas pun Cukup? (INDODAX, <a href="https://serach.app/mLu9S">https://serach.app/mLu9S</a> )<br>[How to Manage Household Finances on a Tight Salary?]   | Noun phrase;<br>verbal sentence           |
| (7) | Keuanganmu Lagi Kacau? Coba 7 Jurus Ampuh Ini Biar Nggak Makin Terpuruk! (VIVA Banyuwangi, <a href="https://search.app/9tEbS">https://search.app/9tEbS</a> )<br>[Is Your Financial Situation Falling Apart? Try These 7 Powerful Tricks to Stay Afloat!]  | Verbal sentence                           |
| (8) | Gaji Rp 1–5 Juta per Bulan? Begini Cara Bikin Budget Bulanan Anti Tekor (VIVA Banyuwangi, <a href="https://search.app/npFPi">https://search.app/npFPi</a> )<br>[Earning Only IDR 1–5 Million per Month? Here’s How to Create a Monthly Budget Without Going Broke]                                    | Noun phrase;<br>inverted nominal sentence |
| (9) | Gaji Cepat Habis Tapi Nggak Merasa Boros? Ini Kebiasaan Kecil yang Bikin Boros Tanpa Sadar (VIVA Banyuwangi, <a href="https://search.app/7afDy">https://search.app/7afDy</a> )<br>[Running Out of Money Quickly but Don’t Feel Wasteful? These Small Habits Might Be Silently Draining Your Finances] | Verbal sentence                           |

Implicitly, these texts convey an ideology of neoliberalism and individual self-reliance, where economic responsibility is entirely placed on the individual rather than on structural systems. The solutions offered are framed as personal actions that can be undertaken independently, without addressing broader social structures such as minimum wage, inflation, or government policy. The language structures used in these headlines are crafted to quickly capture attention, create a sense of urgency, and promise practical solutions.

These headlines reflect the commercial interests of media outlets and reinforce the discourse of individualizing economic problems.

### 4.2. The Use of Keywords in News Headlines

This section analyzes the use of keywords in each news headline. The keywords are examined to reveal their relevance to the article’s thematic focus and scope. The summary of keywords is presented in **Table 2**.

**Table 2.** Keywords in Selected Headlines from Google News Indonesia.

| No.  | Title  | Main Keyword                                  |
|------|--|---|
| (10) | Bikin Rumah Adem Kayak Ada AC-nya? Coba Tanam 5 Tanaman Hias Ini! (VIVA Purwasuka, <a href="https://search.app/8RZxe">https://search.app/8RZxe</a> ) [Make Your Home Cool Like It Has AC? Try Planting These 5 Houseplants!] | cool home, AC, houseplants                    |
| (11) | 4 Resep Herbal untuk Turunkan Kolesterol Tinggi, Bisa Pakai Sendiri (Kompas.com, <a href="https://serch.app/8EjWq">https://serch.app/8EjWq</a> ) [4 Herbal Remedies to Reduce High Cholesterol, Use Them Yourself]           | herbal remedies, lower cholesterol, DIY       |
| (12) | Resep Pepaya untuk Diet & Cara Turunkan BB 20 Kg (Haibunda, <a href="https://search.app/hTEQW">https://search.app/hTEQW</a> ) [Papaya Recipe for Diet & How to Lose 20 Kg]   | papaya, diet, weight loss                     |
| (13) | 5 Jenis Anggrek yang Tidak Mudah Mati, Cocok untuk Pemula (Kompas.com, <a href="https://search.app/XB3k3">https://search.app/XB3k3</a> ) [5 Types of Orchids That Are Easy to Keep Alive, Perfect for Beginners]             | orchids, easy to maintain, beginners          |
| (14) | 8 Obat Asam Urat yang Ampuh dan Efektif (VIVA Apotek, <a href="https://search.app/n1Mog">https://search.app/n1Mog</a> ) [8 Effective Remedies for Gout]  | remedy, gout, effective                       |
| (15) | Cara Mengolah Belimbing Wuluh untuk Penurun Kolesterol Tinggi (Kompas.com, <a href="https://search.app/Jqc2D">https://search.app/Jqc2D</a> ) [How to Process Belimbing Wuluh to Lower High Cholesterol]                      | belimbing wuluh, cholesterol                  |
| (16) | 6 Minuman yang Bisa Bantu Keluarkan Batu Ginjal (CNN Indonesia, <a href="https://search.app/3Y2qt">https://search.app/3Y2qt</a> ) [6 Drinks That Help Remove Kidney Stones]  | drinks, kidney stones, removal                |
| (17) | 5 Cara Membuat Minuman Alami untuk Menurunkan Asam Urat (Kompas.com, <a href="https://search/JCJMu">https://search/JCJMu</a> ) [5 Ways to Make Natural Drinks to Lower Gout]   | natural drinks, gout, lemon water, tempuyung  |
| (18) | 4 Resep Herbal untuk Turunkan Kolesterol Tinggi, Bisa Pakai Seledri (Kompas.com, <a href="https://search.app/8EjWq">https://search.app/8EjWq</a> ) [4 Herbal Recipes to Reduce High Cholesterol, With Celery]                | herbal recipe, cholesterol, celery            |
| (19) | 8 Bahan Rumahan untuk Bantu Mencegah dan Pengeluarkan Batu Ginjal (Kompas.com.: <a href="https://search.app/9oc4e">https://search.app/9oc4e</a> ) [8 Household Ingredients to Prevent and Remove Kidney Stones]              | Household ingredients, prevent, kidney stones |

From a sociocultural perspective, the ten headlines reflect a growing trend of healthy, natural, and affordable lifestyles. They advocate self-care and the use of natural remedies while implicitly conveying distrust or limited access to conventional medical services.

The headlines employ informal and engaging language, such as “Make Your Home Cool Like It Has AC?” or “Use Them Yourself”, while also integrating numbers (e.g., 4, 5, 6) to create clickbait effects and structured information. Lexical choices such as “effective”, “natural”, “easy to grow”, and “reduce” contribute to persuasive and positive connotations. As such, careful attention to positively charged, action-oriented phrasing is necessary<sup>[38-40]</sup>.

These texts highlight the dominance of popular knowledge over medical expertise. Digital media platforms such as Kompas.com, CNN Indonesia, and Haibunda have become new authorities in health information dissemination, replacing the conventional role of doctors and medical experts.

Underlying these texts is the ideology of naturalism and practical efficiency, emphasizing that health or comfort can be achieved through simple, natural, and do-it-yourself solutions. This emphasis on individual agency and the use of local or household resources can be interpreted as resistance to dependence on large industries, such as pharmaceuticals or home appliance manufacturers.

Moreover, headlines from *Haibunda* and *VIVA Purwasuka* appear to target a female audience, particularly housewives, who are culturally positioned as being responsible for household and family health. These news texts are not ideologically neutral; they construct a persuasive and familiar framing of healthy, frugal, and independent living. Using popular language and relatable representations, they direct readers to take practical action without professional consultation, shaping an image of a “self-empowered society” aligned with the values of independence, simplicity, and efficiency.

### 4.3. Sentence Structure in the Lead and Body of News Articles

The sentence structures found in the lead and body sections of online news articles reveal two dominant patterns: the subject–predicate pattern and the subject–predicate–complement/adverbial pattern. These patterns reflect a cognitive orientation in the construction of news content. The following data illustrates the application of these sentence structures.

Example (20) presents the following lead structure.

The first sentence in example (20) follows a structure consisting of the subject (“the bathroom”) and the predicate

- (20) Lead:  
 Jakarta-Kamar mandi merupakan salah satu area di dalam rumah yang paling gampang bau. Hal ini bisa terjadi karena kamar mandi jarang dibersihkan sehingga mengeluarkan aroma tak sedap (detikcom., <https://search.app/PUu1p>)  
 (Lead: *Jakarta – The bathroom is one of the areas in the house that tends to smell easily. This can happen because it is rarely cleaned, thus emitting an unpleasant odor.*)

(“is one of the areas in the house that tends to smell easily”). The second sentence adopts a more complex structure, comprising the subject (“this”), predicate (“can happen”), the first adverbial clause (“because it is rarely cleaned”), and the second adverbial clause (“thus emitting an unpleasant odor”). Both sentences are classified as cognitively oriented informative sentences. They aim to guide readers toward logical reasoning, facilitating the acceptance of the proposed solutions—namely, six tips (using baking soda, vinegar, live plants, lemon, and cinnamon). In addition to being conceptually accessible, these suggested items are also practically available and easy for the general public to obtain.

### 4.4. Direct and Indirect Speech Patterns in News Quotations

The use of direct and indirect speech is a critical element in the discourse construction of news texts, particularly in the presentation of quotations from sources. In the context of digital news distributed via aggregator platforms such as Google News, these two forms not only reflect journalistic style but also influence readers’ perception of the objectivity

and accuracy of the information conveyed. Direct quotations typically serve to assert the authenticity of the source’s statements, while indirect speech often indicates the journalist’s interpretation or paraphrasing of those utterances. The choice between these structures reflects the media’s communicative strategy in delivering information persuasively and effectively in the digital era.

Example (21) demonstrates the use of direct speech in a news headline:

- (21) Ogah Tunjukkan Ijazah Jokowi, Kuasa Hukum: Percaya Puslabfor atau Roy Suryo? (Kompas.com., <https://search.app/eJcpF>)  
 Lead: JAKARTA, KOMPAS.com.- Kuasa hukum Presiden ke-7 RI, Joko Widodo (Jokowi), Yakub Hasibuan, menegaskan bahwa pihaknya tidak akan menunjukkan ijazah asli Jokowi kepada Tim Pembela Ulama dan Aktivis (TPUA) dan Roy Suryo.  
 Yakub menilai keaslian ijazah Jokowi semestinya tidak perlu dipersoalkan lagi karena Pusat Laboratorium Forensik (Puslabfor) sudah menyimpulkan bahwa ijazah Jokowi adalah asli. Jadi, menurut mereka ini Puslabfor tidak benar. Apa iya dokumen itu keaslian yang harus melalui verifikasi mereka dulu? Jadi lebih percaya mana? Puslabfor atau Laboratorium Roy Suryo? Kata Yakub di Gedung Bareskrim Polri, Jakarta, Rabu (9/7/2025) [Refusing to Show Jokowi’s Diploma, Legal Counsel Says: Trust the Forensics Lab or Roy Suryo? (Kompas.com., <https://search.app/eJcpF>)  
 Lead: JAKARTA, Kompas.com – The legal counsel of Indonesia’s 7th President, Joko Widodo (Jokowi), Yakub Hasibuan, firmly stated that they will not present Jokowi’s original diploma to the Ulama and Activist Defense Team (TPUA) or to Roy Suryo.  
 Yakub argued that the authenticity of Jokowi’s diploma should no longer be questioned, as the National Forensics Laboratory (Puslabfor) has already concluded that the document is genuine. “So, according to them, the forensics lab is wrong? Are they really saying the document’s authenticity must first be verified by them? So who do you trust more—the Puslabfor or Roy Suryo’s lab?” said Yakub at the Criminal Investigation Department (Bareskrim) of the Indonesian National Police, Jakarta, Wednesday (July 9, 2025)]

The headline employs the informal Indonesian word “ogah” (roughly equivalent to “refusing” or “unwilling”) instead of a more neutral term like “reluctant”, creating a

dramatic and emotionally charged tone. This lexical choice is a deliberate evaluative strategy aimed at diminishing the perceived credibility of the subject (in this case, President

Jokowi) in the reader’s mind. The direct quote— “Trust the Forensics Lab or Roy Suryo?”—frames a clear conflict of authority and trust, guiding readers to adopt a polarized stance. Furthermore, the use of direct speech enhances the impression that the news content originates from an authentic statement, thereby reinforcing its perceived urgency and authenticity. Overall, the structure of the headline and the choice of quotation pattern contribute to a discourse that is polarizing and confrontational.

#### 4.5. Comparative Analysis of Linguistic Structures across News Sources

To identify the linguistic structures employed by various news sources, this section analyzes coverage of a specific topic: the rat infestation affecting residential neighborhoods.

The topic was selected due to its significant media attention over a specific period. A total of eight news headlines were examined to observe similarities and differences in language structure and stylistic choices.

Headlines (22) to (29) present solutions for repelling rats from households and surrounding areas. The language style used is persuasive and engaging, featuring words such as “effective,” “auto,” “permanent,” and even hyperbolic expressions like “even the rat king cannot resist.” The headlines utilize hyperbole and informative phrases to capture readers’ attention, adopting a practical and solution-oriented tone. These articles typically propose quick, accessible solutions using common household items such as coffee, camphor, lime, and gadung root. The core objective is to present simple, natural, and affordable DIY methods to combat pest issues.

- (22) Mau Rumah Bebas Tikus dan Bau Pesing? Ikuti Tutorial Sempel Pakai Kopi dan Kamper Ini  
(VIVA Purwasuka, <https://search.app/H3QSN>)
- (23) [Want a Rat-Free and Odor-Free Home? Try This Simple Tutorial Using Coffee and Camphor!]  
Tip Ampuh Hilangkan Bau Bangkai Tikus di Rumah  
(detikcom, <https://search.app/PaAig>)  
[Powerful Tips to Eliminate the Stench of Dead Rats at Home]
- (24) Cara Ampuh Usir Tikus dari Rumah Menggunakan Jeruk Nipis, Bahkan Raja Tikus pun Tidak Bisa Berkutik!  
(VIVA Purwasuka, <https://search.app/MVDqx>)  
[Effective Way to Drive Rats Out of Your House Using Lime—Even the Rat King Won’t Stand a Chance!]
- (25) Tips Usir Tikus di Rumah dan Sawah tanpa Tawar-Menawar, Dijamin Tikus Hilang Tak Tersisa!  
(VIVA Purwasuka, <https://search.app/R6M77>)  
[No-Nonsense Tips to Get Rid of Rats at Home and in the Fields—Guaranteed to Eliminate Them Completely!]
- (26) Cara Keren Usir Tikus dari Rumah dalam Hitungan Menit, Dijamin Ampuh  
(purwasuka.viva.co.id)  
[Cool Trick to Drive Rats Out of Your House in Just Minutes—Guaranteed Effective!]
- (27) Tips Usir Tikus dari Rumah Secara Permanen, Auto Ampuh Maksimal hingga Berbulan-bulan (purwasuka.viva.co.id)  
[Permanent Tips to Expel Rats from Your Home—Automatically Super Effective for Months!]
- (28) Tips Usir Raja Tikus di Rumah Menggunakan Bahan Dapur, Auto Hilang Maksimal! (VIVA Purwasuka, <https://search.app/aFG3R>)  
[How to Get Rid of the Rat King Using Kitchen Ingredients—Instant and Super Effective!]
- (29) Umbi Gadung, Solusi Alami dan Konkrit Menangkal Tikus  
(VIVA Banyuwangi, <https://search.app/JbMvV>)  
[Gadung Root: A Natural and Concrete Solution for Repelling Rats]

A cross-media comparison reveals notable distinctions. *VIVA Purwasuka* emphasizes sensational and repetitive expressions, often promising instant effectiveness through phrases like “guaranteed to eliminate rats” and “no negotiation needed.” In contrast, *VIVA Banyuwangi* highlights local wisdom by referencing regional natural ingredients

(e.g., gadung root) and employing more informative, semi-scientific expressions such as “concrete solution.” Meanwhile, *detikcom* adopts a more neutral and concise headline structure, maintaining factual and straightforward language, although still using persuasive terms such as “effective.”

Overall, headlines (22) to (29) reflect a broader theme

of practical, home-based pest control solutions. They illustrate a clear trend in lifestyle and domestic news reporting—framed to be both practical and dramatic—as a strategy to enhance emotional engagement and reader interaction in digital media environments.

#### 4.6. The Correlation Between Linguistic Structure and Framing Perspective

The correlation between linguistic structure and framing perspective is evident in four news headlines analyzed in this study. Three headlines utilize active sentence construction, while one employs a passive structure. These variations

not only reflect linguistic diversity but also reveal strategic communicative choices that shape the delivery and ideological emphasis of the media framing.

In example (30), the constituent “Cak Imin” (Muhaimin Iskandar)—Chairman of the National Awakening Party (PKB), a prominent Nahdlatul Ulama (NU) figure, and head of the DPR’s Hajj Special Committee—functions as the subject in an active sentence with a subject-predicate-object structure. The object “Gus Yaqu” (Yaqu Cholil Qoumas), former Minister of Religious Affairs and son of PKB founder Cholil Bisri, reflects an internal power dynamic within NU. The sentence highlights Cak Imin’s agency, positioning him as a central actor in political and legal discourse.

- (30) Cak Imin Respon Kasus Dugaan Korupsi Kuota Haji Era Gus Yaqu  
(Kompas.com, <https://search.app/Y7DPp>)  
[Cak Imin Responds to Alleged Hajj Quota Corruption Case under Gus Yaqu]

Headline(31) also employs an active sentence, with “KPK” (Indonesia’s Corruption Eradication Commission) as the explicit agent. The active structure reinforces institutional authority and legitimacy. Established under Law No.

30 of 2002, the KPK’s role as an independent anti-corruption body is emphasized through this construction, which reflects a deliberate strategy to highlight institutional dominance and credibility.

- (31) KPK Luruskan Isu Penangkapan Kapolres di OTT Sumut  
( <https://www.tempo.co/hukum/kpk-luruskan-isu-penangkapan-kapolres-di-ott-sumut-1915332>)  
[KPK Clarifies Police Chief Arrest Rumor in North Sumatra Sting Operation]

Example (32) similarly uses an active sentence structure, with “Minister of Agriculture” occupying the agent position, as confirmed in the paraphrased version (32a).

ister is framed as a proactive actor, responsible for proposing fiscal policies and development priorities. The use of the active voice projects a narrative of responsiveness and strategic initiative in governance.

As a key policymaker in the agricultural sector, the min-

- (32) Mentan Surati Sri Mulyani Minta Tambahan Anggaran Jadi Rp 44 T  
(CNN Indonesia, <https://search.app/dpuX4>)  
[Minister of Agriculture Writes to Sri Mulyani, Requests Budget Increase to IDR 44 Trillion]

- (32a) Mentan menyurati Sri Mulyani untuk meminta tambahan anggaran menjadi Rp 44 T.  
[The Minister of Agriculture wrote to Sri Mulyani to request a budget increase to IDR 44 trillion.]

Contrasting with the previous examples, headline (33) adopts a passive sentence structure. The subject “Village Head” is positioned as the recipient of the action, while the agent (law enforcement authority) is omitted. This omission serves as a linguistic strategy to obscure the source of

power and shift attention away from institutional responsibility. Additionally, the use of “allegedly” softens the accusation, reducing the headline’s accusatory tone. The passive construction thus functions as a discursive mitigation strategy in the representation of legal and political power.

- (33) Kepala Desa Jaten Karanganyar Ditahan, Diduga Selewengkan Aset Desa untuk Sewa Ruko  
(Fokus Jateng, <https://search.app/UWdM4>)  
[Village Head of Jaten Karanganyar Detained, Allegedly Misused Village Assets for Shop Rental]

## 5. Discussion

The syntactic structure of online news headlines plays a crucial role in capturing readers' attention and conveying essential information concisely and effectively. Headlines tend to employ short sentence forms with efficient patterns such as ellipsis, nominal phrases, and passive constructions to highlight the main event. Variations in constituents—subject, predicate, and object—are strategically organized to maximize clarity and message impact, often omitting elements deemed non-essential<sup>[41]</sup>. Compared to news content, headlines contain shorter sentences but exhibit more diverse and compressed syntactic structures. A comparison with AI-generated headlines reveals that human-authored headlines are syntactically more optimized, whereas AI-generated ones tend to be longer and filled with symbols<sup>[41]</sup>. These syntactic patterns influence information processing by both readers and AI systems, particularly in analyzing event relationships and detecting bias<sup>[42]</sup>, and serve as a foundational basis for developing models capable of generating natural and contextually relevant news headlines<sup>[43]</sup>.

The use of accurate keywords in news texts plays a strategic role in enhancing visibility on digital platforms such as Google News. The selection of emotionally charged or negatively valenced words in headlines has proven effective in driving news consumption; the addition of a single negative word can increase the click-through rate (CTR) of online news articles by 2.3%, indicating a significant influence on reader interest<sup>[44]</sup>. In the context of automation, keywords are extracted based on their salience in the text, with typical elements such as time, location, and main figures frequently emerging as dominant keywords<sup>[45]</sup>. Moreover, modern systems enable the detection of trending keywords by analyzing word frequency over specific time intervals; bursts in keyword usage are usually linked to current issues and increase the likelihood of news content appearing in Google News search results<sup>[46]</sup>.

Syntactic structures in the lead and body of news articles play a pivotal role in shaping readers' understanding and perception, especially on digital platforms such as Google News. Leads are typically brief and condensed to capture attention, whereas the body elaborates on the content in a

more detailed and complex manner. First, sentences in the lead tend to be direct and succinct, while those in the body exhibit more complex structures to expand and explain the information<sup>[27]</sup>. Second, the structure and position of subjective elements such as adjectives influence how readers interpret the information. When such elements appear at the beginning or become the sentence's focus, they are more likely to be perceived as opinions; conversely, when placed as modifiers, the sentence is more likely to be interpreted as factual<sup>[39]</sup>. Third, the hierarchical structure within the body—from words and sentences to paragraphs and the full article—plays a key role in maintaining coherence and textual cohesion. The application of hierarchical and recursive structures has been shown to enhance readers' comprehension of interrelated informational components<sup>[44]</sup>.

Linguistic structure plays a central role in shaping news framing, as lexical choices, grammatical forms, and sentence construction determine how information is presented and received by the audience. Framing is not merely a reflection of content, but a result of deliberate linguistic decisions that shape how people think, feel, and act toward particular issues. First, linguistic structures—such as word choice, grammatical forms, and the sequencing of information—construct frames that may alter readers' perceptions of the same issue. Even subtle shifts in sentence construction can emphasize or obscure particular aspects of the conveyed message<sup>[45]</sup>. Framing techniques include metaphor usage, verb selection, and the highlighting of actors or victims within the text, all of which affect readers' emotional and cognitive responses<sup>[46]</sup>. Second, technological advancements have enabled automated framing analysis through deep learning models. These models can identify framing elements in multilingual news content, including in Google News, and detect dominant frames across digital platforms<sup>[47]</sup>. Thus, computational approaches allow for broad and systematic mapping of framing patterns. Third, framing has been shown to significantly influence audience responses in digital public spheres. The linguistic structure that frames news can predict emotional reactions, affect argumentative quality, and shape shared knowledge in online discussions<sup>[46]</sup>. Furthermore, the language choices embedded in framing contribute to the level of objectivity and bias, both in journalist-authored and machine-generated texts.

## 6. Conclusions

The headlines featured on Google News Indonesia exhibit distinctive syntactic characteristics, such as the use of rhetorical questions, softened imperatives, and solution-oriented claims. Lexical choices that are informal and persuasive serve to establish emotional proximity with readers and present instant solutions, particularly targeting lower-middle-class audiences. Additionally, numerical expressions are frequently employed as rhetorical devices to create an impression of objectivity, credibility, and practicality. Ideologically, many headlines reflect a neoliberal orientation by emphasizing individual responsibility for problem-solving rather than systemic change. In health and domestic news, a naturalist ideology also emerges, emphasizing the use of natural, low-cost, and do-it-yourself solutions.

The sentence structures found in the lead and body of news articles reveal power strategies embedded in language use. Active voice constructions highlight the agency and accountability of key actors, while passive constructions tend to obscure the identity of institutional agents, especially in cases involving enforcement or authority. Media outlets such as *VIVA Purwasuka* often adopt sensational and hyperbolic styles aimed at attracting lower-income audiences, whereas *Kompas* and *Detik* exhibit a more neutral and factual tone. Coverage on platforms like *Haibunda* targets female audiences and reinforces traditional gender representations of women as caretakers within the household.

News headlines function not only as attention-grabbing devices but also as tools of ideological framing. In the context of rapid information consumption, headlines significantly shape public opinion, as many readers engage only with the headline itself. Without adequate media literacy, audiences become vulnerable to misinformation, ideological manipulation, and polarization. Therefore, critical reading skills concerning language, structure, and source evaluation are essential to deconstruct bias and hegemony in digital media discourse.

This study demonstrates the diversity of news-packaging techniques in Google News Indonesia, offering valuable insights for prospective journalists, educators, and university students in fields such as communication, journalism, Indonesian and English literature, language education, and public relations. These techniques include cohe-

sive strategies that link headlines and article bodies—where headlines function as referential anchors and the body text elaborates on them. This model, which has evolved within Indonesia's digital media landscape, presents significant pedagogical potential for educational content from elementary to higher education. Future studies on Indonesian digital news via Google News should be extended through cross-cultural comparisons with news platforms from developed countries (e.g., the United States, Japan, France), developing countries (e.g., India, the Philippines), and underdeveloped nations (e.g., Haiti, Ethiopia, Nepal) to enrich global discourse analysis in media studies.

## Author Contributions

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The authors declare no conflict of interest.

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