

Implementation of Journalistic Language in The UMKM and Cooperatives Column in The Online Media ekorantt.com

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ABSTRACT

Mass media plays an essential role in delivering information to a wide and diverse audience, including in economic reporting. Journalistic language, as a medium of mass communication, must adhere to the principles of clarity and simplicity to enhance readers' understanding. However, the implementation of journalistic language in online media is often suboptimal, with various issues such as ineffective sentences, improper spelling, and inefficient word usage. This study focuses on the application of journalistic language in reporting on MSMEs in the online media Ekorantt.com. This research employs a qualitative approach with observation, document study, and text analysis methods on three selected news articles. Data analysis follows the Miles and Huberman model, including data collection, data reduction, data presentation, and conclusion drawing. The results show that although the three articles have implemented most of Hemingway's principles, such as using short, active, and simple sentences, several deficiencies remain, such as repeated information, lengthy compound sentences, and irrelevant phrases. In conclusion, by simplifying sentences, enhancing language efficiency, and avoiding irrelevant elements, text quality can be improved to meet Hemingway's journalistic standards, producing clearer, more engaging, and efficient news articles.

Keywords: Online Media, Journalistic Language, Hemingway Principles, Ekorantt.com

INTRODUCTION

Mass media is the main tool in the mass communication process. In the study of mass communication, mass media is understood as a tool that can convey messages simultaneously and quickly to a wide and diverse audience. The advantage of mass media compared to other forms of communication lies in its ability to overcome the limitations of space and time. In fact, mass media can spread messages almost instantly without being limited by a certain time. Thus, the role of the media also includes disseminating information about the economy in society, both globally and locally.

Journalism is the activity of collecting, verifying, presenting, and disseminating news to the public as quickly as possible through periodic press media such as newspapers, tabloids, or magazines. The development of journalism has expanded to print media, radio, television, and the internet. In this process, language becomes the main means of conveying information. The clarity of information received by the audience is highly dependent on the accuracy of language use. Choosing the right and clear words will make it easier for the audience to understand the contents of the information, while the use of ambiguous or unclear language can make it difficult for them to understand the message conveyed. (Lestari & Arifiah, 2023)

In reporting, rules are needed as guidelines to ensure that information is delivered clearly and interestingly to the audience. One of the principles is the efficient use of words, namely by eliminating unnecessary words to create short and concise phrases.

The vocabulary used by journalists in writing news is known as "journalistic language." This language is used in communication through mass media, both in written form (print media) and oral communication (radio and television). Journalistic language is also often referred to as the language of mass communication or media language (language of mass communication/newspaper language). (Lestari & Arifiah, 2023)

Journalistic language is the language used by journalists in composing journalistic works for the mass media. Thus, the Indonesian language used in journalistic works can be called journalistic language or press language. This journalistic language has varying characteristics, depending on the type of writing delivered. For example, the language used in headlines or main reports is different from that used in editorials or feature articles. The characteristics of journalistic language are influenced by various factors, such as topic determination, writing perspective, writing division structure, and information sources used. However, despite having its own characteristics, journalistic language still follows the standard rules of Indonesian, especially in the use of vocabulary, word structure, and discourse arrangement. (Supit et al., 2018)

Kunjana Rahardi (2010) explains the various characteristics of journalistic language. (Supit et al., 2018), that is:

1. Simple

Journalistic language emphasizes the use of words and sentences that are easily understood by a wide range of readers. Complex words or sentences that are only understood by a few people should be avoided.

2. Short

Journalistic language must get straight to the point without being long-winded or going around in circles. This is important so as not to waste the reader's valuable time. The message conveyed must still be in accordance with the principles, functions, and characteristics of the press.

3. Congested

Every sentence and paragraph in journalistic language must contain a lot of important information that is relevant and interesting to the reader.

4. Straightforward

Straightforward language is firm and free from ambiguity. Euphemisms or word

refinements that can confuse readers should be avoided, so that there is no misunderstanding or distortion of meaning.

5. Clear

Journalistic language should be easy to understand without any ambiguity. For example, black and white are clear and unambiguous.

6. Clear

Clear journalistic language reflects honesty and transparency, without hiding negative intentions such as slander or prejudice. Just as clear water allows the beauty of fish to be seen, so journalistic language must present facts purely and without hidden agendas.

7. Interesting

Journalistic language must be able to attract the attention of readers, arouse interest, and increase the desire to read. The principle is interesting, correct, and in accordance with standard rules.

8. Democratic

Journalistic language does not distinguish between social strata, rank, or caste between writers and readers. This language is egalitarian, not tied to the traditions of a particular society.

9. Prioritize Active Sentences

Journalistic language emphasizes active sentences because they are easier for readers to understand than passive sentences. For example, "The thief took the jewelry from the closet" is clearer than "The jewelry was taken from the closet by the thief."

10. Avoiding Technical Terms

Because it is aimed at general readers, journalistic language must be simple, light, and easy to understand, without the use of technical terms that can confuse readers.

11. Adhere to Standard Language Rules and Ethics

As an educational medium, journalistic language must be in accordance with official grammar and good ethics. Language reflects the thoughts and attitudes of the author, so that the language of the press must follow the official standards that have been determined. Journalistic language reflects a combination of efficiency, clarity, and conformity to communication ethics.

Ernest Hemingway, through the book presented by Rosihan Anwar (1984), provides important guidance for effective and interesting journalistic language, (Supit et al., 2018) that is:

1. Using Short Sentences

The short sentences referred to are sentences that have a clear meaning, so that they do not confuse or cause confusion to the reader.

2. Using Simple and Easy to Understand Language

Journalists are advised to avoid technical or scientific words. If they must be used, they must be explained first. The use of foreign languages should also be avoided if there is a simple Indonesian equivalent.

3. Using Simple and Clear Language

In conveying information to diverse audiences, journalists need to strive to write as simply and clearly as possible. Writing should be directed to be understandable to readers with a secondary education level.

4. Avoiding Compound Sentences

Long, convoluted compound sentences can make readers lose focus. Therefore, journalists should use simpler, more direct single sentences.

5. Prioritize Active Sentences

Active sentences are livelier and more interesting than passive sentences.

6. Using concise and efficient language

Journalists should avoid repeating the same words or meanings in multiple ways. Journalistic language should be sparing, without unnecessary language flourishes or phrases.

7. Using Positive Language

Positive language is more effective than negative language.

According to Romli (2011), online journalism, also known as cyber journalism, internet journalism, or web journalism, is a "new generation" in the world of journalism after conventional journalism (print media such as newspapers) and broadcast journalism (broadcast journalism on radio and television). The term online journalism involves various related concepts, such as journalism, online, internet, and website. (Kedoh & Wuli, 2023)

Online media is now an inseparable part of people's lives. To get information, people can access it through Google or online news sites that provide news according to their needs. Online news sites are generally always updated, can be accessed for free, and are not bound by space and time constraints. As a telecommunications and multimedia platform, online media includes news portals, websites, and online press that have unique characteristics, so that users can use them according to their needs. (Rahmat et al., 2023)

In the current era of online news media, many mass media still make mistakes in writing news. According to JS. Badudu's explanation quoted by Abdul Chaer in his book *Journalistic Language*, Mistakes frequently made by journalists include incorrect spelling, inappropriate word choice, omission of grammatical elements, and ineffective sentence structure. (Anti, Febrina Ita Fitri et al., 2019)

Research conducted by Febrina Ita Fitri Anti, Agus Salim, Jamaluddin Arsyad in 2019 entitled *Use of Journalistic Language in Writing Metrojambi.Com News* obtained the result that the use of journalistic language in writing news on metrojambi.com is still not optimal. There are still a number of errors, such as spelling that does not comply with EYD/KBBI, sentences or words that are not dense, unclear, not simple, not interesting, and not straightforward, as well as excessive use of words. This error even triggered several readers to provide comments regarding this matter. One of the main obstacles in the application of journalistic language is the time factor. Delays in publishing news can cause a decrease in the number of readers because the information is already available in other media. In addition, pressure is also a major challenge, especially for editors who have to correct journalists' messy writing. The editing process, which takes a long time, is often hampered by the demands to compete in the speed of news publication, so that the aspect of accuracy in writing is often ignored.

Another study by Ayu Listari and Ismandianto in 2021 entitled *Application of Journalistic Language in the Criminal Law News Category of Datariau.com*, obtained the results that Datariau.com in writing criminal law category news still has a mismatch of 4 out of 5 characteristics of journalistic language. The journalistic language that still has a mismatch is communicative, specific, economical with words, clear meaning and not wasteful.

Research conducted by Gracia Ilma Supit, Ridwan Paputungan and Johnny Senduk in 2018 entitled *Analysis of the Application of Journalistic Language in Criminal News in the Tribun Manado Newspaper*, the results showed that there were 6 criminal news that were still not in accordance with the guidelines for writing journalistic language and the principles of writing journalistic language in the Tribun Manado daily newspaper. The Tribun Manado newspaper needs to be more careful when checking the results of newspaper writing before publishing.

Ekorantt.com emerged as one of the online media that focuses on presenting news, including economic news accurately and informatively, so that the application of appropriate journalistic language becomes very important. The application of effective journalistic language in online media such as Ekorantt.com will not only improve the quality of the news

presented, but can also increase public trust in the media. Thus, it is important to conduct an analysis and study on how journalistic language is applied in economic news on Ekorantt.com, as well as its impact on reader understanding and involvement.

From the description above, the problem that appears is the less than optimal implementation of journalistic language in online news, therefore the researcher wants to research how the implementation of journalistic language in the online media Ekorantt.com. The researcher wants to study the news of MSMEs because information that uses good journalistic language can certainly be useful for the community, especially in the development of small economies in the regions.

RESEARCH METHODS

This research is a qualitative research. The researcher uses a qualitative approach by approaching all informants who are able to provide information according to the researcher's intentions. The purpose of using a qualitative approach is to describe a reality that researchers obtain through sources, then documentation of the news being studied and also observation of the news text.

The data collection technique was carried out by means of observation and documentation studies on the news texts studied, namely three news items about MSMEs. The three news items are: Three Tire Repairmen in Sikka Talk About Their Initial Capital When Opening a Workshop Business (October 21, 2024), Matchmaking with Bakso Ma' Len (October 15, 2024), Tire Workshop Business, the 'Roadside' Economy that is the Mainstay of Om Markus and His Family's Life (September 28, 2024).

The analysis technique used follows the Miles and Huberman model, which consists of data collection, data reduction, data presentation, and drawing conclusions.

RESULT AND DISCUSSION

Results

1. Matched with Bakso Ma' Len, by: Ekorantt.com Editorial Team, October 15, 2024 edition

Berjodoh dengan Bakso Ma' Len

Magdalena berterima kasih karena para pelanggan suka dengan menu yang tersaji di warung miliknya itu

Oleh: Redaksi Ekorantt.com 15 Oktober 2024

Bagikan Facebook Twitter +



Para pengunjung sedang menikmati suguhan bakso di Warung Bakso Ma' Len di Jalan Jenderal Sudirman, Waioti, Maumere (Foto: Ensy Oktaviana/Ekora NTT)

Figure 1. Screenshot of First News

2. Three Tire Repairmen in Sikka Talk About Their Initial Capital When Opening a Workshop, by: Ekorantt.com Editorial Team, October 21, 2024 Edition

Tiga Penambal Ban di Sikka Bicara Modal Awal Mereka Saat Buka Usaha Bengkel

Untuk membuka usaha bengkel ban kendaraan bermotor butuh modal awal yang juga bervariasi. Demikian pula pemasukan, berbeda-beda untuk setiap orang.

Oleh: Redaksi Ekorantt.com 21 Oktober 2024



Usaha bengkel kendaraan bermotor menjadi tumpuan hidup sebagian warga di Maumere, Kabupaten Sikka (Foto: Sisilia Baru/Ekora NTT)

Figure 2. Second News Screenshot

3. 'Fried Food in Front of Telkom', Solo Couple's Business to Survive in Sikka, by: Ekorantt.com Editorial Team, September 11, 2024 Edition

'Gorengan Depan Telkom', Usaha Pasutri Asal Solo Bertahan Hidup di Sikka

Dengan gerobak merah beratapkan terpal biru, mereka menyajikan aneka gorengan seperti pisang goreng, pisang molen, tempe, tahu, ubi jalar, dan bakwan.

Oleh: Redaksi Ekorantt.com 11 September 2024



Marvanto ditemani Purwanti sedang menggoreng bakwan, salah satu bahan dagangan gorengannya (Foto: Alva Demetrio/Ekora NTT)

Figure 3. Second News Screenshot

Based on the observation results on the documentation of the four news stories studied, it was found that some news stories did not fully follow the journalistic language writing guidelines taught by Ernest Hemingway. The following is an example of such news along with an explanation regarding the inconsistencies with the guidelines.

The application of effective and interesting journalistic language in the text of the first news:

1. Using Short Sentences

News texts generally use short sentences and get straight to the point. For example:

"The broth is also delicious, without chili sauce and soy sauce it is already very delicious, that's why I am addicted to eating here."

This sentence is simple and easy for the reader to understand. However, there are some sentences that tend to be long and can be simplified, such as:

"They come from all over the city, bringing family members, or even coming with their sweethearts just to enjoy the meatball menu while telling stories full of joy."

This sentence can be shortened without losing the essence, for example:

"Visitors come with family or partners to enjoy meatballs and have a happy chat."

2. Simple and Easy to Understand Language

The news uses simple, everyday language, as in the customer statement:

"In my opinion, these Ma' Len meatballs are the tastiest meatballs in Maumere."

Word choices such as "most delicious" depict language that is easily understood by the general reader. However, the use of terms such as "menu variants" And "in order to attend Indonesian Family Day" can be simplified further to emphasize the impression of simplicity.

3. Using Clear Language

This text has a clear explanation of the quality of the meatballs, location, and menu development plans. Information such as "prices start from Rp. 15,000 to Rp. 25,000 per portion" make the reader understand the important details. However, the section "Pineapple meatballs combined with peanuts and tofu meatballs" requires additional elaboration to ensure readers understand the concept without confusion.

4. Avoid Compound Sentences That Are Convolved

Most of the sentences in this text manage to avoid complex compound sentences. However, there are some parts that are still convoluted, such as:

"Even so, Nadya also suggested that Bakso Ma' Len could add more meatball variants to provide a more interesting experience for customers."

This sentence can be simplified to:

"Nadya suggested adding more meatball variants for a more engaging customer experience."

5. Active Sentences Are More Dominant

This text uses many active sentences, such as:

"Magdalena is grateful because the customers like the menu served at her stall."

This sentence is livelier and in line with Hemingway's journalistic guidelines.

6. Compact and Efficient Language

Most of the paragraphs use concise, to-the-point language. However, some sections still contain repetitive or unnecessary words, such as:

"Magdalena is grateful because the customers like the menu served at her stall."

Can be shortened to:

"Magdalena is grateful for the enthusiasm of customers towards the menu at her stall."

7. Positive Language

This text uses more positive language, such as praising the taste and quality of the meatballs. Example:

"The meatballs are different from other stalls I have tried, you can really taste the meat."

However, there are parts that are still negative, such as:

"Not yet, we also share with others."

This section can be changed to:

"Currently, there are no plans to open branches because we want to focus on supporting other business actors."

This first news text has implemented most of Hemingway's journalistic language principles, such as the use of active sentences, simple language, and concise information. However, there is still room for improvement in simplifying sentences, avoiding repetition, and clarifying some information to be more in line with ideal journalistic principles.

The application of effective and interesting journalistic language in the text of the second news item:

1. Using Short Sentences

Most of the sentences in this news text are relatively short, for example:

"To open a motor vehicle tire repair shop, you need initial capital which also varies."

This sentence directly conveys the main information without being long-winded. However, there are some sentences that are too long and can be simplified, for example:

"This initial capital is used to cover the costs of building the workshop and purchasing compressors and other workshop equipment."

Can be shortened to:

"The initial capital was used for workshop buildings, compressors, and other equipment."

2. Using Simple and Easy to Understand Language

This text uses simple language, such as:

"For income, Heronimus can earn Rp. 300 thousand to Rp. 400 thousand per day."

The language is clear and easy for the general reader to understand. However, the use of terms such as "revenue" and "income" could be aligned for greater consistency.

3. Using Clear Language

This news provides clear information about capital, income, and business scale. For example:

"Markus did not buy all the equipment and tools at the beginning of the business. The equipment was bought one by one according to the minimal financial conditions."

This explanation helps readers understand business strategies easily. However, there are unnecessary repetitions, such as:

"To open a motor vehicle tire repair shop, you need initial capital which also varies."

This sentence is repeated twice in the opening paragraph and one of them could be deleted.

4. Avoid Compound Sentences That Are Convolutd

Most sentences manage to avoid convoluted compound forms. For example:

"Heronimus' tire repair shop provides tire repair, air filling, tire replacement, chain replacement, oil change, and other light services."

However, there are sentences that can be shortened to avoid complications, such as:

"The scale of the business also starts from small to large scale. From limited services to complete package services."

Can be summarized as:

"The scale of the business varies, from small to large, with simple to complete services."

5. Using Active Sentences

This text tends to use active sentences which make the information more lively, such as:

"Markus Fernandez opened a motor vehicle tire repair shop with initial capital of IDR 30 million."

The use of active sentences is in accordance with Hemingway's journalistic principles.

6. Compact and Efficient Language

This news is quite dense in conveying information, especially when describing capital, services, and income. For example:

"The cost of repairing a motorcycle tire ranges from Rp15,000 to Rp20,000. While for car tires, it starts from Rp20,000 to Rp300,000."

Information is presented concisely and clearly. However, there are some parts that could be more efficient, such as:

"Motor vehicle tire repair shops are spread across a number of locations in Maumere City, Sikka Regency."

Can be shortened to:

"Tire repair shops are spread across Maumere, Sikka."

7. Using Positive Language

This text mostly uses positive language that gives an optimistic impression, for example:

"He ran a tire repair shop with a capital of Rp. 15 million when he first opened the business."

However, there are sentences that can be changed to create a more positive tone, such as:

"If there are no customers, he only earns Rp100 per day."

Can be changed to:

"When it's quiet, the income reaches Rp. 100 thousand per day."

This second news text has fulfilled most of the principles of Hemingway's journalistic language, such as active and direct sentences, the use of simple and easy-to-understand language, and the information conveyed is concise and efficient. However, there are some improvements that can be made

to simplify the sentence structure, avoid repetition, and increase the consistency of the language to make it more interesting for readers.

The application of effective and interesting journalistic language in the text of the third news item:

1. Using Short Sentences

Most of the sentences in this text are short and to the point, in keeping with Hemingway's style.

Example:

"With a red cart with a blue tarpaulin roof, they serve various fried foods such as fried bananas, banana molen, tempeh, tofu, sweet potatoes, and bakwan."

However, there are some long sentences that can be cut down to be more concise. For example:

"Purwanti and Marwanto came from Solo in 2004 with their three children to try their luck in Maumere."

It can be summarized as:

"Purwanti and Marwanto came to Maumere from Solo in 2004 to seek their fortune with their three children."

2. Simple and Easy to Understand Language

This text uses simple and easy to understand language. For example:

"Every day they sell from 1 pm until night."

This sentence is straightforward and does not contain jargon or technical terms that are difficult to understand. However, there are phrases such as "the mother of three told the story while turning down the gas stove" that feel less relevant and can be removed to maintain the focus of the story.

3. Clear and Focused Information

This news managed to provide detailed information about the background, business capital, challenges, and success of the husband and wife. For example:

"Every day, they are able to earn an average profit of Rp. 700 thousand to Rp. 800 thousand, although sometimes it can be less than that if there are few buyers."

However, there is a repetition of information that is less effective. Example:

"With a red cart with a blue tarpaulin roof, they serve various fried foods such as fried bananas, banana molen, tempeh, tofu, sweet potatoes, and bakwan."

This sentence is repeated almost identically in the opening paragraph and could be avoided for efficiency.

4. Avoiding Compound Sentences

Most of the sentences in this news are simple and straightforward. However, there are compound sentences that can be simplified. Example:

"For him, cooking is a fun thing and selling fried food has become his only life choice."

Can be separated into:

"For him, cooking is fun. Selling fried food is the only choice in life."

5. Use of Active Sentences

This news uses many active sentences which give a dynamic and immediate impression. Example:

"They employ four people, with a daily salary of Rp. 25 thousand to Rp. 50 thousand depending on the hours or work done."

However, there are some parts that tend to be passive or descriptive, such as:

"With a red cart with a blue tarpaulin roof, they serve various fried foods."

Can be changed to:

"Purwanti and Marwanto serve various fried foods with a red cart with a blue tarpaulin roof."

6. Compact and Efficient Language

The text provides a lot of detail without being too long, although some sections could be more concise. For example:

"While Purwanti welcomed us to share stories while frying her selling ingredients, her husband and one of her children were busy serving the customers who kept coming."

Can be summarized as:

"Purwanti shares stories while frying, while her husband and children serve customers."

7. Telling Stories in a Humanistic Style

The story of Purwanti and her family's life journey is delivered in a humanistic style that attracts

readers. Example:

"For him, cooking is a fun thing and selling fried food has become his only life choice."

This delivery helps build an emotional connection between the reader and the news character.

8. Avoiding Clichés

There is a slight use of phrases that feel cliché, such as:

"But that's not a reason to stop fighting."

These phrases can be replaced with fresher expressions to maintain the uniqueness of the text.

This third news text has applied many of Hemingway's journalistic language principles such as:

- a. Active, short, and simple sentences.
- b. A story that is humanistic and stirs the reader's emotions.
- c. However, this text can be improved by:
- d. Avoid repeating information.
- e. Simplifying compound sentences.
- f. Reduce irrelevant descriptions.

With these improvements, the text will become more effective and engaging according to efficient and strong journalistic standards.

Discussion

The Hemingway Principle emphasizes the use of short, to-the-point sentences to keep the reader's attention. In the news stories analyzed, most of the sentences are short and to the point. For example, in the first story: "The soup is also delicious, without chili sauce and soy sauce it is already very delicious." However, some long or convoluted sentences are still found, such as: "They came from all over the city, bringing family relatives...". This sentence can be simplified without losing its essence. In the second and third stories, long compound sentences also appear, but can be condensed to be more effective. This effort to simplify sentences helps keep the reading rhythm light and fast, as is Hemingway's style.

The news uses simple language, in accordance with Hemingway's journalistic principles. The choice of everyday words, such as "the most delicious" or "every day they sell", makes the news easy to understand for a wide audience. However, there is inconsistent use of terms such as "income" and "revenue" which should be aligned. In the third news, there is a phrase that feels less relevant such as "the mother of three said while turning down the gas stove", which can be removed to maintain the focus of the story.

All three news stories have provided clear information, such as details about business capital, daily income, or scale of service. For example: "Every day, they are able to earn an average profit of Rp700 thousand to Rp800 thousand." and "The initial capital was used for workshop buildings, compressors, and other equipment." However, in some parts, there is repetition of information, for example in the third news story: "With a red cart with a blue tarpaulin roof...". This sentence appears twice almost identically and should be simplified.

The Hemingway principle prioritizes uncomplicated sentences. Most of the sentences in this news are simple, but there are still some compound sentences that are convoluted. For example, "For him, cooking is fun and selling fried food has become his only life choice." This sentence can be separated into two sentences to make it easier for the reader.

The three news items tend to use active sentences, such as "Markus Fernandez opened a motorcycle tire repair shop with an initial capital of Rp30 million." The use of active sentences makes the narrative livelier and more dynamic, in accordance with Hemingway's principles. However, some passive descriptive sentences are still found and can be changed to active forms.

Most of the paragraphs in the news use concise language. However, some parts still contain unnecessary words, such as "Magdalena is grateful because the customers like the menu served at her stall." This sentence can be shortened to: "Magdalena is grateful for the enthusiasm of customers towards the menu at her stall."

The use of positive language successfully provides an optimistic tone, such as in the third news: "They employ four people, with a daily salary of Rp25 to Rp50 thousand according to the hours or work done." This positive tone reinforces the message of the success of the figure in the news. However, there

are several negative sentences that can be revised to be more positive, for example: "When there are no customers, he only pockets an income of Rp100 thousand per day." can be changed to: "When it's quiet, his income reaches Rp100 thousand per day."

All three news stories successfully convey humanistic stories, which build emotional connections with readers. The story of the character's struggle in the third news story, such as: "For him, cooking is a fun thing and selling fried food has become his only life choice," creates empathy in the reader.

These three news stories have implemented most of Hemingway's principles, such as short, active, and simple sentences, easy-to-understand language, and an engaging humanist style. However, there is still room for improvement, namely avoiding repetition of information, simplifying compound sentences, and increasing language efficiency by removing irrelevant phrases or words. With these improvements, the text will be more effective and engaging, in accordance with Hemingway's journalistic standards that emphasize clarity, simplicity, and efficiency.

CONCLUSION

The three news stories analyzed have implemented most of Hemingway's journalistic principles, such as the use of short, active, and simple sentences to maintain the reader's attention. The choice of everyday language makes the news easy to understand, while the presentation of the story with a humanistic touch successfully builds emotional attachment with the audience. However, there are still some shortcomings, such as repetition of information, compound sentences that are too long, and phrases that are less relevant. By improving the sentence structure, increasing language consistency, and eliminating unnecessary elements, the news text can be clearer, more efficient, and more interesting, in accordance with Hemingway's principles that emphasize simplicity and clarity.

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