

ABSTRACT

Fauzi, Silfiyani. (2018). *The syntactic structures and the rhetorical devices of Tempo English front cover headlines.* Yogyakarta: English Language Education Study Program, Sanata Dharma University.

Front cover headline is the most important advertisement tools of a magazine. Yet, the pressure of space insists the copywriter to construct compact yet attractive headlines. Copywriters have used many strategies. One of the strategies is by considering linguistic aspect of the front cover headlines. In the linguistic aspect, copywriters often play with the variation of syntactic structure and the use rhetorical devices in constructing the front cover headline.

The researcher was interested in analyzing the syntactic structures and the types of rhetorical devices observed by *Tempo English* magazine in its front cover headlines. In this research, there were two research questions. The first research question is what syntactic structures are observed in *Tempo English* front cover headline? The second research question is what types of rhetorical devices are found in the data analysis?

This research was conducted using qualitative method by using a text analysis approach. The main data of this research were the front cover headlines which issued in *Tempo English* magazine official website. There were 105 front cover e-zine consisting headlines issued in www.magz.tempo.co from June 2016 to June 2018. It meant that these data were the recent data.

In analyzing the data, the theory of syntax offered by O'Grady (1990) and Biber et al. (1999) were used to answer the first research question. The analysis showed there were four phrasal patterns – noun phrase, verb phrase, prepositional phrase, and adjective phrase. It was also found three clausal patterns – SV, SVO, and SVA pattern. Besides, to answer the second research question, the combination of Corbett's (1990) and Leech's (1969) theory about the types of rhetorical devices was used. The analysis showed that *Tempo English* front cover headlines used 12 types of rhetorical devices which were parallelism, anastrophe, ellipsis, asyndeton, alliteration, assonance, rhyme, metaphor, metonymy, periphrasis, litotes, and polysemy.

Keywords: syntactic structures, rhetorical devices, headline, *Tempo English*

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Headline pada sampul depan merupakan alat untuk beriklan terpenting dari majalah. Akan tetapi, keterbatasan ruang memaksa para *copywriter* untuk menyusun headline yang singkat namun menarik. Para *copywriter* telah menggunakan banyak strategi. Salah satu strateginya adalah dengan mempertimbangkan aspek linguistik dari headline sampul depannya. Dalam aspek linguistik, *copywriter* sering bermain dengan variasi struktur sintaks dan penggunaan figur retorika dalam menyusun headline sampul depan.

Peneliti tertarik untuk menganalisis struktur-struktur sintaks dan jenis-jenis figur retorika yang diterapkan oleh majalah Tempo di headline sampul depan. Dalam penelitian ini, ada dua rumusan masalah. Rumusan masalah yang pertama adalah struktur sintaks apa yang ditemukan dalam headline sampul depan Tempo English? Rumusan masalah kedua adalah jenis-jenis figur retorika apa yang ditemukan dalam analisis data?

Penelitian ini dilakukan dengan menggunakan metode kualitatif melalui pendekatan analisis teks. Data utama penelitian ini adalah headline sampul depan yang diterbitkan di situs resmi majalah Tempo. Ada 105 sampul depan *e-zine* yang memuat headline yang diterbitkan di www.magz.tempo.co dari bulan Juni 2016 hingga Juni 2018. Hal itu berarti bahwa data ini adalah data terbaru.

Dalam menganalisis data, teori sintaks yang ditawarkan oleh O'Grady (1996) dan Biber et al. (1999) digunakan untuk menjawab rumusan masalah yang pertama. Hasil analisis menunjukkan bahwa ada 4 pola frasa yakni frasa kata benda, frasa kata kerja, frasa preposisi, dan frasa kata sifat. Di temukan juga 3 pola klausa yaitu klausa dengan pola *SV*, pola *SVO*, dan pola *SVA*. Kemudian, untuk menjawab rumusan masalah yang kedua, peneliti menggunakan kombinasi teori Corbett (1990) dan Leech (1969) tentang klasifikasi figur retorika. Hasil analisis menunjukkan bahwa Tempo English menggunakan 12 tipe figur retorika antara lain *parallelism*, *anastrophe*, *ellipsis*, *asyndeton*, *alliteration*, *assonance*, *rhyme*, *metaphor*, *metonymy*, *periphrasis*, *litotes*, and *polysemy*.

Kata Kunci: *front cover headline, magazine, rhetorical figures, Tempo English*