

RHETORICAL TROPES UTILIZED IN CNN INDONESIA ONLINE NEWS

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ABSTRACT

This research is aimed at analyzing the use of rhetoric in national online news. Rhetoric is an effective and persuasive speaking or writing. Rhetoric frequently uses exaggerative even bombastic language. The purpose of rhetoric is to obtain particular effect as well as persuade the readers. In online news, rhetoric is used to persuade economically and ideologically. Economically, online news is a market commodity that must be promoted. Ideologically, online news is a domination of institution or others. These purposes influence the language employed in the online media or news online. To gain the objectives, researcher applied descriptive qualitative research. The data were collected from 15 news articles published in *CNN Indonesia* online news on March 2017. Then, the data were analyzed based on the objective of the study. After compiling the data, the researcher classified rhetorical tropes and news structure in *CNN Indonesia*. The result shows four types of rhetorical tropes utilized in online news, they are: hyperbole, metonym, metaphor, and neologism. Furthermore, the news structures in *CNN Indonesia* emphasize on three strategies: providing information that also has an attitudinal and emotional dimension, building strong relational structure for facts, and emphasizing the factual nature of events

Key words: *rhetoric, hyperbole, metonym, metaphor, neologism, online news, CNN Indonesia*

I. INTRODUCTION

Rhetoric deals with the theory and practice of communicative competence, whether spoken or written which designed to influence people's mind or feeling. Renkema (2009:14) explains rhetoric as varieties in wording and composition in discourse and its effects on the audience. Simply said, rhetoric is an equipment of persuasive speaking or writing. The rhetoric of discourse deals with how we say things. In addition, rhetoric may be defined as persuasion, to convince the audience and provoke them to immediate or future action.

Aristotle in Richardson (2007:157) classified three types of rhetoric: forensic or legal rhetoric, epideictic or ceremonial rhetoric, and deliberative or political rhetoric. Forensic rhetoric

concerns on the past action dealing with justice and injustice. It covers any form of argumentative discourse in which the arguer defends someone's past actions. Epideictic or ceremonial rhetoric concerns with present action and its special topics are about honor and dishonor. The arguer or rhetor attempts to make audience admire to someone because of the goodness or dislike him because of his badness. The third type of rhetoric is deliberative or political rhetoric, which concerns with the future dealing with advantages and disadvantages. Clearly, those three types of rhetoric will be sketched to the table below:

Table 1: Types of Rhetoric

Division	Focus	Special Topic
Forensic or legal	Past action	Justice and injustice
Epideictic or ceremonial	Present action	Honor and dishonor

Deliberative or political	Future action	Advantages or disadvantages
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Rhetoric becomes an important topic of study in recent years, and its significance to public discussion of important political, social, and even scientific issues has been widely recognized (Herric, 2005:1). One of its applications is found in news: newspaper or online news. News commonly applies rhetoric to achieve the goals and intended effects of communication. Analyzing rhetoric in news involves critical discourse analysis (CDA) which does not merely concern on the language in discourse itself but also what underlying. By understanding rhetoric, people will understand the symbolic practices in the social lives reflecting in the news.

As a mass media, online news plays important role in delivering news to the people. To continue its existence, online news needs a large number of readers in order to get the advertisement for promoting news production. Economically, newspaper is also market commodity that must be promoted while ideologically, news promotes the dominant belief and opinion (van Dijk, 1998:83). News is not a reflection of reality, but as a product shaped by political, economic, and cultural forces (Fowler in van Dijk, 2001: 359).

Some people think that journalism exists to entertain them since journalism is part of entertainment industry. But, when they take a look to the government or powerful society in attempting to control the work of journalism, they will realize that journalism is not merely entertainment. Journalism exists to broadcast as well as propagate people's views. The researcher has explained above that

online news, as a product of journalism, is a market commodity or business. It is acceptable, but online news is a business is not the conclusion of this research. In opposite, this is the starting point of this analysis.

Every word written in news constitutes certain meaning to persuade public. Also, structure and linguistic features of news composition may emphasize certain thing that explicitly linked to social practices and ideologies of news making, institutional, and macro sociological context of the news media. Achieving this aim, online news utilizes rhetorical tropes and structure to catch the readers' attention. It makes journalist easy to catch readers' attention without being intervened feeling.

According to Richardson (2007:2), the analysis of how news –re- produce iniquitous social relations needs to be focused at three levels: on the material realities of society in general, on the practices of journalism, and on character and function of journalistic language more specifically.

The research on language and mass media or journalism language, especially language use in online news or newspaper, is not firstly conducted. The previous research was conducted by Inyo Yoz Fernandes who observed language and mass media, which is reflected in his research entitled *Bahasa Jurnalistik dalam Era Pembangunan*. This research resulted in specific characteristics of language in mass media such as: simple, concise, compact, and objective. Those features affect language divergence as omitting prefixes that should be used in particular words.

Moreover, Sri Nadiarti's research entitled *Judul pada Kolom Senjong*

Majalah Djaka Lodang also shows us the characteristic of mass media language. She specified her research only on the title of the articles. She concluded that title of the news article can be relevant to the paragraph, content, figure or character in the story, setting, or problem solving. The headlines which are written in figurative language represent characteristics and imagery of the whole story.

Farrokhi and Nazemi also interested in observing rhetorical tropes in newspaper which reflected in their research entitled *A Cross-Cultural Analysis of Rhetorical Tropes in Newspaper Editorials*. This study compared rhetorical tropes used in the editorials of Persian newspaper *Ettelaat* and American newspaper, *the New York Times*. This study analyzed 30 editorials and only focused on two types of rhetorical tropes: metaphor and metonymy. The results of text analysis indicated that editorials of the two newspapers employed the same rhetorical device categories

This research, certainly, is different from those previous researches. This research analyzes rhetorical tropes of daily online news *CNN Indonesia* published in www.cnnindonesia.com. Moreover, this research observes the strategy of presenting news rhetoric which is depicted in the structure of online news. The researcher chooses the articles which are recommended by the editorial boards.

The writer decided to observe the data from *CNN Indonesia* online news for its existence as one of the biggest online media. For enormous news written in this online news, the researcher chose the articles

recommended by editorial boards or also known as editor's choice which published on March 2017.

This research applied descriptive qualitative method which enables the researcher to observe the rhetorical tropes and strategies found in *CNN Indonesia* online news. To ease the research, the researcher used the common technique in observation method, it is record technique (Sudaryanto, 1993:133). Researcher recorded the data by note-taking. To obtain the result, researcher also read the news thoroughly. The data collected were analyzed based on the objectives of the study. After collecting the data, the researcher analyzed the data by observing the rhetorical tropes found in the news based on Richardson's theory. Then, researcher read the news thoroughly in order to find the strategies in presenting rhetoric of reporting news. The strategies applied can be observed from the structure of online news as proposed by Van Dijk.

The result of the research is presented in a form of depth description. The analyses are interpretative which means description, explanation, and interpretation are obtained based on researcher's point of view supported by relevant language theories. This is the common method of qualitative research (Creswell, 2003:182). The composition of the research is mostly provided in wording composition rather than numbering. This research will particularly answer the following questions: What are rhetorical tropes found in *CNN Indonesia* online news? and What are the rhetoric strategies depicted in the structures of *CNN Indonesia* online news? These questions lead to the

finding of types of rhetorical tropes and the structure of rhetoric found in *CNN Indonesia* online news.

II. LITERATURE REVIEW

2.1. Critical Discourse Analysis

CDA is a perspective on critical study: a theory and a method of analyzing the way that individuals and institutions use language. Critical discourse analysis focuses on social problem, and especially the role of discourse in the production and reproduction of power abuse or domination while discourse analysis concerns with analyzing features of language that extend beyond the limits of a sentence. Moreover, critical discourse analysis links linguistic to social analysis.

Fairclough and Wodak in van Dijk (2001:353) summarized the main principal of CDA that CDA addresses social problems and power relations are discursive. They assumed that discourse constitutes society and culture as well as ideological work. In addition, discourse is historical; therefore the link between text and society is mediated. Discourse analysis is interpretative and explanatory that reflects social action.

Titscher (in Richardson, 2007:26) gave detail draw of the general principle of CDA. First, CDA concerns with social problem, it is not only with the language itself but also with the linguistic character of social and cultural processes and structure. Second, power-relation have to do with discourse and CDA studies both power in and over discourse. Third, society and culture are dialectically related to discourse. It means, society and discourse are shaped by discourse and at the same time, it constitutes discourse. Fourth, language use may be

ideological, therefore, to determine this is necessary to analyze text to investigate their interpretation, reception, and social effects. Next, discourse is historical and can only be understood in relation to their context. Moreover, discourse analysis is interpretative and explanatory. Overall, critical analysis implies a systematic methodology and relationship between the text and its social condition, ideologies and power relation.

The aims of CDA as stated Van Dijk (2001: 353) are: to refine current research on linguistics. CDA research has to be better than other research in order to be accepted. Then, CDA focuses primarily on social problems and political issues, rather than on current paradigms and fashions. Empirically, adequate critical analysis of social problems is usually multidiscipline. Furthermore, rather than merely describe discourse structures; it tries to explain them in terms of properties of social interaction and especially social structure. More specifically, CDA focuses on the ways discourse structures enact, confirm, legitimate, reproduce, or challenge relations of power and dominance in society.

2.2. Rhetorical Tropes

Trope refers to the deviation from the ordinary and principal signification of the word (Richardson, 2007:65). A trope will connote or denote the word apart from its ordinary meaning. The tropes employed strategically as the way of describing thing which makes them present in audience's mind. There are several tropes used in wording, six of them are

familiarly used in news article. The tropes are explained as follows:

2.2.1 Hyperbole

Hyperbole may be defined as the form of extreme exaggeration according to which a person or thing is depicted as being better or worse, or larger or smaller, than is actually the case. Hyperbole would not be used in nonfiction works like medical journals or research papers. It effects on excessive-exaggeration statement. It implicates sensationalism and often humorous, but not for reporting the racial, criminal, or minorities news. That hyperbole can take to the serious problem causing chaos, separatism and the other negative effects. The example of hyperbole is “I have a million things to do”. This overstatement expresses the business by saying *million things to do*. It cannot be interpreted literally.

2.2.2 Metaphor

Metaphor is the most general sense. It just tells something in a different term. use of a word or phrase denoting one kind of idea or object in place of another word or phrase for the purpose of suggesting a likeness between the two. The purpose of metaphor is explaining particular term to the more familiar one. Punter (2007:57) clearly explains that metaphor cannot be taken singularly; it is used to denote a condition which nothing is clear. Metaphorical expression is illustrated in the expression

“Your brain is a computer”. It tells the excellence of brain by comparing with computer, a sophisticated machine which help people to process and store data.

2.2.3 Metonymy

Metonymy, use of a word or phrase for another to which it bears an important relation, as the effect for the cause, the abstract for the concrete, and similar constructions. Metonymy is a trope in which one word, phrase or object is substituted for another with a semantically related field of reference. It differs from metaphor which connotes something. This trope substitutes with no specific sense. Simply said, metonymy gives the more direct form of association. Metonymic expression can be seen in ”The library has been very helpful to the students this morning”. *The library* refers to the books in the library or the librarians who help students in finding the references

2.2.4 Neologism

Neologism is a new created word. It is also known by coined word. It also can be created from the existing word which constitutes a new meaning. Neologism is created through several formations: the addition of prefixes or suffixes, shifting word meaning or changing grammatical function, and blending of two existing words.

2.2.5 Puns

Pun is the word-play formation that basically used for humorous

effect. Puns may be grouped into three main forms: homographic pun, ideographic pun, and homophonic pun. One of examples of pun is *She was always game for any game*. Although puns are sometimes perceived as trite or silly but it can function as rhetorical tropes as the effective communication tool in the news. A major difficulty in using puns in the meaning of a pun can be interpreted very differently according to the audience's background and can significantly subtract from a message

2.2.6 Narrative

Journalist is professional storyteller. The news reported assume as a story presented to the audience. Sometimes the journalist reports the news in narrative form, not in a descriptive as always. It is also called by news chronology (Cotter, 2001: 425). The news is easier to read because its interesting story. The character, event, and time order are reported in narrative form just like a story.

2.3. Structure of Rhetoric

News is reported every day which causes journalist has no time for sophisticated, original, and creative writing. Making the news effectively read and persuaded, journalist need to emphasize important content by the various structure of the news. Renkema (2004:266) insist on subjectivity of the journalist or newspaper. In other words, objectivity is impossible. Journalist may come close to

objectivity by hearing both side of arguments but he cannot be completely natural. To arouse readers' interest, journalist needs to build the sentences into the effective news structure. Van Dijk (1988:84) states three rhetoric strategies which depicted in the news structure: emphasizing the nature of event, building strong relational structure for facts, providing information that also has an attitudinal and emotional dimension:

2.3.1 Emphasize the factual nature of events

The first structure of news rhetoric is emphasizing factual nature of event. News is reported naturally based on the fact. This structure usually gives the direct description of ongoing event; uses evidence from close eyewitnesses; and uses evidence from reliable sources or professionals. Moreover, this structure usually states the exact number for persons, time, event, and other detail information. Another characteristic is the use of direct quotes or opinion from reliable sources to convince the readers.

2.3.2 Build strong relational structure for facts

To not being persuaded, journalist needs to build strong relational structure for fact. It helps audience to accept the news or ideology without being provoked. This structure is realized by mentioning previous event or condition or predicting next events as possible; inserting facts into well-known situation

models that make them relatively familiar even when they are new; using well-known scripts and concepts; and trying to organize facts in well-known specific structures, for example in narratives form.

2.3.3 Provide information that also has an attitudinal and emotional dimension

This stage persuades news reader emotionally by providing attention to the negative, the sensational, sex, violence, even in quality paper. Some journalist believes that the fact of the news is better represented and memorized if they involve or arouse strong emotions. However, we have to keep in mind that involving too strong emotions makes people disregard and disbelief of the facts. This kind of rhetoric structure may insert quotes or opinion of different backgrounds or ideologies from such events.

III. FINDING AND DISCUSSION

Language in online news has some different characteristics from the other text. Usually, the sentences are short, brief, and involve certain stylistic. That is related to main purpose of news to persuade the readers as well as to give information. Thus, the language used should be simple but powerful in influencing even changing the reader's perspective. The news sometimes contains factual news which is aimed at giving information from the government or institution. On the other way, newsis people passive control, it persuades as well as provokes public to get certain effect. The discussion in

line to online news focus on rhetorical tropes and its structure found in *CNN Indonesia*

3.1. Rhetorical Tropes Used in *CNN Indonesia*

Journalism is an argumentative discourse genre. Journalism news report should aimed at persuading the audience that his or her description and interpretation is the rational and appropriate. To persuade the audience, journalist needs a certain strategy to prove that the statement is true. Journalist needs the same point of view as audience that the audience does not feel persuaded or provoked. Thus, the news accepted as an objective, reasonable, reliable, and less defensible. Approaching this aim, rhetorical tropes is utilized, as it reflected in *CNN Indonesia* online news that will be sketched in the table below:

Table 2: Entire distribution of Rhetorical Tropes in *CNN Indonesia*

Rhetorical Tropes	Frequency	Percentage
Hyperbole	11	44 %
Metaphor	3	12 %
Metonymy	10	40 %
Neologism	1	4 %
Puns	0	0 %
Narative	0	0 %
Total	25	100%

The articles contain 4 of 6 rhetorical tropes as proposed by Richardson (2007). Two highest percentages are hyperbole and metonymy. Hyperbole is frequently used since the online news needs to attract a great amount of readers while metonymy is used to help the readers focus on the topic being discussed. Otherwise, pun and narrative are not found in the articles. All of data is written in

descriptive paragraph instead of narrative.

The first rhetorical trope is hyperbole. Hyperbole refers to exaggerating language than the original meaning. Thus, expression that contains hyperbole is not to be taken literally. The example is in the expression *pemotongan habis-habisan* in the sentences below:

Presiden Donald Trump akan mengajukan pemotongan habis-habisan terhadap anggaran bantuan Amerika Serikat untuk negara asing dan meningkatkan anggaran keamanannya. Dalam rancangan anggaran pertama yang akan dipublikasikan Kamis (16/3), dikutip AFP, pemimpin Partai Republik ini akan mengajukan pemangkasan anggaran Kementerian Luar Negeri sebesar 28 persen

This expression classified as hyperbole because actually, the budget is only cut 28 %, as explained in the following sentences, not in a great amount. Therefore, the use of the underlined expression is categorized as hyperbole. Another example is illustrated as follow:

Pernyataan eks Menteri Ekonomi itu dilontarkan usai Le Pen menegaskan ingin membatasi penggunaan pakaian dan atribut agama di ruang publik. Dia menganggap, penggunaan burkini menandakan kebangkitan Islam radikal di Perancis

The journalist hyperbolizes the statement that the use of *burkini* –a swimwear for female muslim- leads to the rise of radical Islam. This statement is influenced by the bomb explosion in Paris which causes an extreme trauma of terrorist attack. In fact, *Burkini* cannot be easily interpreted as the symbol of Islam, it

manifests women freedom which symbolizes leisure and happiness, fitness and health. Thus, the news shows the overstatement in depicting the use of *burkini*.

The second trope is metaphor which refers to a way of saying word or phrases by transferring from its literal meaning. This expression is useful to compare two things, to explain by making the abstract or unknown concrete and familiar, as well as to touch the readers' imagination as shown in the headline below:

Bertemu Trump, Pangeran Saudi Sebut AS Teman Sejati Muslim

This is categorized as metaphorical expression which compare *AS* to *teman sejati muslim*. This news reported the presidential meeting at the *White House*. In this meeting, Mohammed bin Salman, Saudi Deputy Crown Prince asserted his support for a strong strategic partnership based on a commitment to the stability and prosperity of the Middle East region. In this meeting, Donald Trump declared to support it in a broad range of political, military, security, economic, cultural, and social dimensions to further strengthen and elevate the United States-Saudi strategic relationship for the benefit of both countries. Mohammed bin Salman appreciated Donald Trump's commitment by regarding him as Muslim's true friend.

Metaphorical expression is also shown in the sentence *diplomat adalah ujung tombak* as described in the following excerpt:

Bagi Muhammad Ilham Razak, profesi diplomat adalah sebuah mimpi besar

yang tengah ia perjuangkan. Diplomat, menurut Ilham adalah ujung tombak dalam menjaga kepentingan negara di luar negeri.

By this comparison, the speaker wanted to emphasize the great role of diplomat in maintaining bilateral or multilateral relationship.

Next, metonymy which gets the high percentage in online news is indicated by substituting an associated word for one that is meant. Some data of metonymy are illustrated in this table:

Table 3: Data of Metonymy

Metonymic expression	Metonymic relation
1. Gedung Putih menolak berkomentar perihal peraturan ini	Gedung Putih → The President Government
2. Royal Jordanian Airlines membenarkan bahwa penumpang maskapai menuju AS tak diizinkan membawa barang elektronik besar ke dalam kabin terhitung hari ini	Royal Jordanian Airlines → the o of Royal Jordanian Airlines
3. Pentagon, di sisi lain, mendapatkan peningkatan sebesar 10 persen--mengenjut anggaran yang saat ini bahkan sudah lebih besar daripada gabungan alokasi tujuh negara terbesar lain di dunia	Pentagon → US military
4. "Raqqa telah dibantai secara diam-diam. Sekolah tersebut ditempati hampir 50 keluarga pengungsi," kata sebuah kelompok aktivis lain.	Raqqa → the residents of R

From the data above, metonymic concepts functioned as a referential device. Furthermore, it helped the readers to focus on certain aspects being discussed. The metonymic expression *Gedung Putih* is used to refer to the president or US government. Moreover, the *Royal Jordanian Airlines* refers to its officers, *Pentagon* is chose to refer to the US military, and *Raqqa* is used to express the people or residents of Raqqa, not the city.

The last trope found is neologism that relate to the newly coined word. The researcher only found one expression which is categorized as

neologism, as displayed in the excerpt below:

Walaupun begitu, dia membenarkan kabar bahwa dirinya akan diperiksa polisi terkait skandal Penelopegate ini pada 15 Maret n anti. Selain Fillon, istrinya juga dikabarkan telah ditahan polisi untuk diinterogasi terkait kasus ini.

As stated by Richardson (2007:69), the most prevalence example of this trope is the use of suffix *-gate* to designate a scandal such as *Watergate*, *Irangate*, *Lewinskygate*, *Bullogate*, *Lippogate*, *Centurygate*. This term obviously indicates the power of journalism discourse in introducing this term. On the article published in www.cnnindonesia.com, the related discussion is about *Penelopegate*, the fake job scandal of Penelope Fillon. She is Francois Fillon's wife, the French presidential candidate.

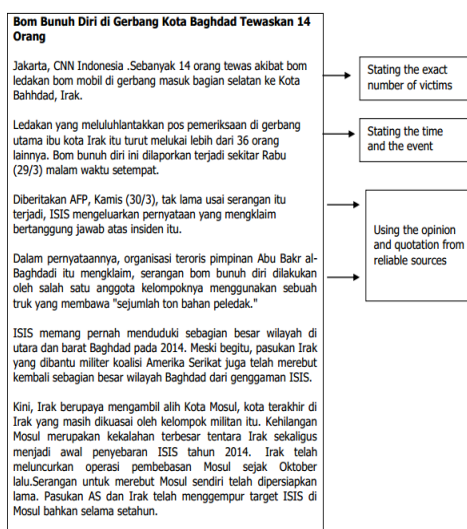
The researcher did not find pun and narrative in this online news. Pun is the word play which mainly used to gain humorous effect. Those 15 articles can be categorized as headline news which is better written in a serious way. The journalist writes all of the articles in descriptive writing. Therefore, the researcher did not find any article written in narrative like a chronological story.

3.2 The Structure of Rhetoric in CNN Indonesia online news

From 15 articles, the researcher found 3 structures of news rhetoric. Each structure is discussed in the analysis provided by the example taken from *CNN Indonesia* online news.

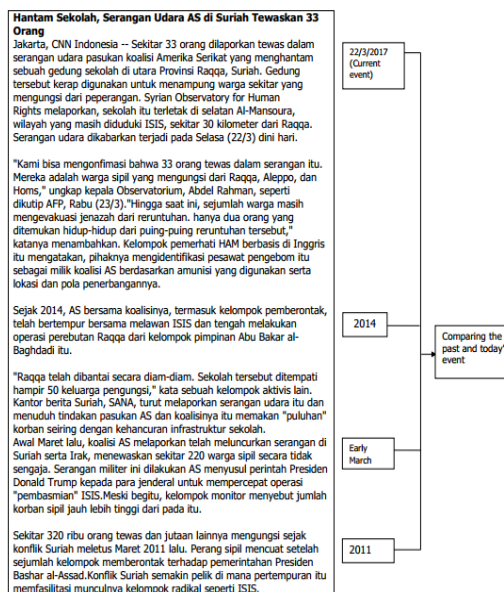
3.2.1 Emphasize the Factual Nature of Events

Emphasizing the factual nature of event can be found in the news entitles *Bom Bunuh Diri di Gerbang Kota Baghdad Tewaskan 14 Orang*. This structure is realized by giving direct description of ongoing event as portrayed in the first and second paragraph of the article. The first paragraph explained the number of victims caused by the bomb explosion. Then, it is followed by the information about the exact time. To convince the readers, the journalist quotes from reliable sources. The full article and its structure are illustrated as follow:



3.2.2 Build Strong relational structure for facts

This structure conducted by mentioning previous event or condition which link to current event as sketched ton in the news article below:



The news written above is the example of persuasive strategies by comparing four similar situations in 2011, 2014, and early March 2017 to the current event in March, 22nd 2017. By comparing those four events in different era, journalist hopes the reader can agree with the ideology.

3.2.3 Provide Information that also Has an attitudinal and emotional dimension

This strategy is commonly known by its attention to the negative, the sensational, sex, violence, even in quality paper. The news entitled *Kim Jong-un Marah Disebut Gendut oleh Senator AS* explores the conflict between North Korean President Kim Jong Un and American Senator, John McCain. the conflict started when McCain called Jong Un *the crazy fat kid*. This statement causes McCain sparked the war with North Korea. This type of news emphasizes the clashes or conflict more than the information about the event, the

event, and the time. Some journalists believe that the fact of the news is better represented and memorized if they involve or arouse strong emotions. In the other hand, that involving too strong emotions makes people disregard and disbelief of the facts. The news below is the model of this type of rhetorical structure.

Kim Jong-un Marah Disebut Gendut oleh Senator AS

Jakarta, CNN Indonesia -- Korea Utara mengancam pernyataan salah satu senator senior AS, John McCain, yang menyebut Kim Jong-un, pemimpin tertinggi negara terisolasi itu, sebagai "pria gendut yang gila" dalam sebuah wawancara televisi. Melalui kantor berita Korut, KCNA, Pyongyang menganggap pernyataan McCain tersebut sebagai "provokasi." Tak hanya itu, media corong pemerintah itu menyebutnya sebagai sebuah ajakan perang pada Korut.

"Komentar McCain adalah sebuah penghujatan dan telah menyingung martabat negara dan pemimpin tertinggi kami," tutur seorang juru bicara Kementerian Luar negeri Korut. Ejekan terhadap Jong-un ini dutarakan McCain dalam sebuah wawancara dengan saluran televisi MSNBC dan disiarkan 22 Maret lalu.

Dalam kesempatan itu, McCain menyebut "pria gemuk dan gila yang memimpin Korut" merupakan diktator terburuk dari sejumlah diktator buruk yang ada dalam sejarah kepemimpinan suatu negara. "Dia tidak rasional. Kami tidak berurusan bahkan dengan seseorang seperti Joseph Stalin, yang masih memiliki rasionalitas tertentu dibalik kebiadabannya," kata McCain dalam acara itu seperti dikutip [The Telegraph](#), Jumat (31/3).

Selain McCain, Pyongyang turut menyemprom salah satu politikus konservatif garis keras AS lain seperti Ted Cruz, yang sempat menuturkan gagasan untuk kembali memasukan Korut ke daftar negara yang mendukung aktivitas terorisme. "McCain dan Cruz seperti anak anjing yang tidak takut terhadap harimau," kata juru bicara Kemlu Korut.

Seakan tak berang dengan reaksi Korut terhadap pernyataannya, McCain malah melontarkan kembali komentarnya terkait Jong-un. Kali ini, McCain meluapkan komentarnya melalui akun Twitternya. "Mereka tak mau saya panggil dia gendut, apakah saya harus memanggilnya kurus?" kicau McCain.

IV. CONCLUSION

Rhetoric is varieties in wording and composition in discourse and the effects on its audience which is commonly found in news article. The use of rhetorical tropes and structure in the news depends on the goals and intended effects of communication. Online news is one of the media which employs rhetoric in a form of persuasive composition. This research observed rhetorical tropes and structure employed in *CNN Indonesia* which published in www.cnnindonesia.com. Applying descriptive qualitative research, the researcher chose 15 news articles as the data.

The result shows the use of 4 types of rhetorical tropes, namely: hyperbole, metaphor, metonymy, and neologism. Hyperbole and metonymy are the highest percentage of the tropes. Hyperbole is frequently used to get the

bombastic effect in order to catch readers' attention. While metonymy is used to help readers to stay focus on the topic being discussed.

Furthermore, 3 types of rhetoric strategies portrayed in news structures are obtained from the research. The first structure is employed by emphasizing the factual nature of event, the second structure is by building strong relational structure for facts, and the third is by providing information that also has an attitudinal and emotional dimension. Rhetoric used in *CNN Indonesia* plays a big role to represent the media. It not merely has informative function, but also persuasive that gives certain effect to the readers. The reader can be emotional if the news is reported emotionally, in opposites; he will believes the fact if the news reported is proved by the evidences and opinion or quotes from reliable source. Thus, journalist has to compose the news proportionally and the reader should appraise wisely.

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