

**RECOGNIZING ENGLISH CLICKBAIT HEADLINES:
A SYNTACTIC ANALYSIS OF ENGLISH CLICKBAIT HEADLINES
IN ONLINE NEWS MEDIA**

THESIS

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FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG
2022**

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THESIS

Presented to
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2022**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled **“Recognizing English Clickbait Headlines: A Syntactic Analysis of English Clickbait Headlines in Online News Media”** is my original work. I do not include any materials previously written or published by another person, except those that are cited as references and written in the references. Hereby, if there is an objection or claim regarding this research, I am the only person who is responsible for that.

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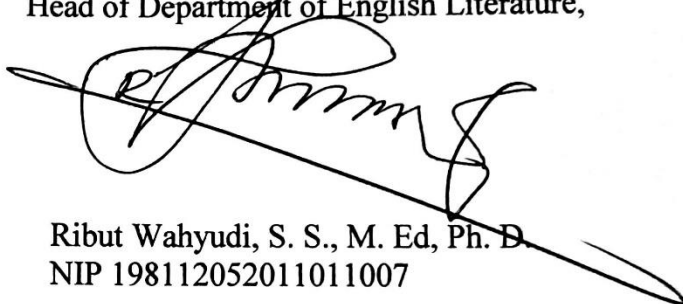
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MOTTO

يُسِّرْ أَمْرَهُ مِنْ لَهُ يَجْعَلُ اللَّهُ يَتَّقِ وَمَنْ

And for those who fear Allah, he will make their path easy.
- (Q.S At-Talaq: 4) -

DEDICATION

This thesis is dedicated to my parents, family, and beloved friends
for loving and taking care of me unconditionally.

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Praise and deep gratitude to Allah SWT. for the abundance of grace, and guidance of Him given to the researcher that made this thesis can be completed properly. Greetings and Salawat may always be devoted to the Prophet Muhammad SAW. The thesis entitled "Recognizing English Clickbait Headlines: A Syntactic Analysis of English Clickbait Headlines in Online News Media" is structured to meet the requirements of the undergraduate curriculum stratum-1 (S-1) in the Department of English Literature, Faculty of Humanities, UIN Maulana Malik Ibrahim Malang.

The researcher would like to say thank you profusely for all the help that has been given, either directly or indirectly during the preparation of this final thesis to complete. In particular, gratitudes are given to Dr. Syafiyah, M.A., as my academic advisor who has provided guidance and encouragement in the researcher's study, and Rina Sari, M. Pd., as my thesis supervisor who has provided guidance and encouragement in the preparation of this thesis. I also owe a debt of gratitude to Ribut Wahyudi, S. S., M. Ed, Ph. D., the Head of the Department of English Literature, Faculty of Humanities, UIN Maulana Malik Ibrahim Malang; Irham, M.A. who has helped and given guidance to determine the topic until the proposal; and the lecturers of the Department of English Literature, Faculty of Humanities, UIN Maulana Malik Ibrahim Malang for the knowledge, guidance, and assistance for the researcher to finish this thesis.

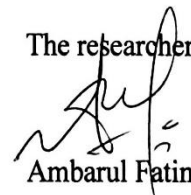
It is such a lovely gift to have a wonderful family and friends. My sincere gratitude goes to my beloved parents, Mr. Hari Setiawan and Ms. Priatin, who have

been raised and educated, as well provided support and prayers to the researcher. I am also grateful to have Alya Izzahrotun Nisa, the researcher's sister, and all of the family who supported the researcher to finish this study. To all of my best friends who are always by my side through up and down, colleagues in the UIN Maulana Malik Ibrahim Malang, which also helped the researcher.

The researcher realizes that this thesis has not been perfect, both in terms of material and presentation. The suggestions and constructive criticisms are expected in the completion of this thesis. Recently, the researcher hopes that this thesis can provide useful things and add insight to the readers, and especially for the researcher as well.

Malang, 20 May 2022

The researcher,



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ABSTRACT

Setiawati, Ambarul Fatima (2022) *Recognizing English Clickbait Headlines: A Syntactic Analysis of English Clickbait Headlines in Online News Media*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Rina Sari, M. Pd.

Keywords: Clickbait headlines, Syntax, News Media.

All the information can be served online through the massive development of technology, media, and information. One area that can be researched in linguistics and media is clickbait headlines. The fact that the news headline which contains clickbait may mislead the readers is undeniable. Some analyses are needed to examine the structure of clickbait headlines, provide information about what words or phrases are often used that refer to clickbait also to collocate that with the importance of headlines in the news media. This research focuses on analyzing the clickbait headlines in the online news media in Indonesia, such as The Jakarta Post, Tempo, and Republika which use English in writing the news. The data were gathered through the websites of The Jakarta Post, Tempo, and Republika. Then, they were analyzed using the theory of Biyani et al. (2016) about the classification of clickbait headlines and Burton-Roberts (2011) about the syntactic analysis using a tree diagram. The results found that there are more than half of the 21 data gathered from the Jakarta Post, Tempo, and Republika use clickbait to entice readers to click on the news or article's link. Exaggeration, Inflammatory, and Teasing are common types of clickbait used by Indonesian media journalists. The bulk of headlines have a simple language structure and use phrases, Nouns, and Adjectives as clickbait cues. The Adjectives and Noun Phrases utilized are not excessive and nevertheless relate to the headline's theme.

ABSTRAK

Setiawati, Ambarul Fatima (2022) *Mengenal Judul Clickbait Bahasa Inggris: Analisis Sintaksis tentang Clickbait Headline Bahasa Inggris di Media Berita Online*. Skripsi. Departemen Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Rina Sari, M. Pd.

Kata kunci: Clickbait headlines, Syntax, News Media.

Semua informasi dapat disajikan secara online melalui perkembangan teknologi, media, dan informasi yang masif. Salah satu bidang yang dapat diteliti dalam linguistik dan media adalah clickbait headline. Fakta bahwa judul berita yang berisi clickbait dapat menyesatkan pembaca tidak dapat disangkal. Beberapa analisis diperlukan untuk memeriksa lebih lanjut struktur judul clickbait, memberikan informasi mengenai apa saja kata atau frasa yang sering digunakan yang merujuk pada clickbait serta mengaitkannya dengan pentingnya headline di dalam area jurnalistik. Penelitian ini berfokus pada media berita online di Indonesia, seperti The Jakarta Post, Tempo, dan Republika yang menggunakan bahasa Inggris dalam menulis berita. Data dikumpulkan dari laman resmi berita, lalu dianalisis menggunakan teori Biyani dkk. (2016) tentang klasifikasi clickbait headline dan Burton-Roberts (2011) tentang analisis sintaktik menggunakan pohon diagram. Hasil ditemukan bahwa ada lebih dari setengah dari 21 data yang dikumpulkan dari Jakarta Post, Tempo, dan Republika menggunakan clickbait untuk menarik pembaca untuk mengklik tautan berita atau artikel. *Exaggeration*, *inflammatory*, dan *Teasing* adalah jenis clickbait yang umum digunakan oleh jurnalis media Indonesia. Sebagian besar judul memiliki struktur bahasa yang sederhana dan menggunakan frasa, kata benda, dan kata sifat sebagai syarat clickbait. Kata sifat dan frasa kata benda yang digunakan tidak berlebihan dan tetap berhubungan dengan tema judul.

مستخلص البحث

ل عناوين Synatctic تحليل: الإنجليزية Clickbait عناوين على التعرف. (2022). فاطمة أمبارول سیتیواوئی، العلوم كلية ، الإنجليزي الأدب قسم. الوجود أطروحة. الإنترنت عبر الإخبارية الإعلام وسائل في الإنجليزية Clickbait M. Pd. ، ساري رينا المستشارة. مالانغ إبراهيم مالك مولانا نیجیری الإسلام جامعة ، الإنسانية

الإخبارية الإعلام وسائل ، الجملة بناء ، Clickbait عناوين: الرئيسية الكلمات

التي المجالات أحد. والمعلومات الإعلام ووسائل للتكنولوجيا الهائل التطوير خلال من الإنترنت عبر المعلومات جميع تقديم يمكن على يحتوي الذي الأخبار عنوان أن حقيقة. clickbait عناوين هي الإعلام ووسائل اللغويات في عنها البحث يمكن تزال لا ذلك ومع لسنوات الموضوع هذا بتحليل العلماء من العديد قام. إنكاره يمكن لا أمر القراء يضل قد clickbait دراسة إلى التحليلات بعض احتاج. الإندونيسية الإخبارية الإعلام وسائل في خاصة ، الاستخدام شائعة clickbait عناوين وسائل على البحث هذا يركز. الإعلام وسائل في الرئيسية العناوين بأهمية ذلك لربط وأيضًا clickbait عناوين هيكل التي The Jakarta Post و Bali Post و Tempo.eng مثل ، إندونيسيا في الإنترنت عبر الإخبارية الإعلام شكل في تقديمه يتم ثم. والبحث النصية الملاحظة خلال من البيانات جمع تم. الأخبار كتابة في الإنجليزية اللغة تستخدم مثل ، المزيد ولكن ، اللغة بنية معرفة فقط ليست المتوقعة النتائج. النحوية الأطر باستخدام البيانات هذه تحليل تم. سردي تحليلها تم ثم ، الرسمي الإخباري الموقع من البيانات جمع تم الإعلام وسائل في الرئيسية العناوين وأهمية المشتركة السمات التحليل على (2011) Burton-Roberts و clickbait عنوان لتكلس (2016) وآخرون بياني نظرية باستخدام وريبوليك و تيمبو بوست جاكوتا من جمعها تم التي 21 ال البيانات نصف من أكثر. الشجرة مخططات باستخدام النحوي شائعة أنواع هي والإغاة والالتهابات المبالغة. المقالات أو الأخبار روابط فوق بالنقر القراء لإغراء clickbait استخدمت بسيطة لغوية بنية على العناوين من الأكبر الجزء يحتوي. الإندونيسية الإعلام وسائل صحفيو يستخدمه الذي النقر طعم من ومع مفرطة ليست المستخدمة الاسمية والعبارات الصفات. clickbait كإشارات والصفات والأسماء العبارات ويستخدم العنوان بموضوع تتعلق ذلك

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CHAPTER I

INTRODUCTION

This chapter consists of background of the study, research question, significance of the study, scope and limitation, and definition of key terms.

A. Background of the Study

In this digital era, people are served much information through news in many ways. One of them is through online news media. The internet is the most relevant form of mass media and has become a major tool for news outlets (Achampong, 2017). Public has the unlimited access to their favorite news source online with just a click. The problem is people are also less likely to read the whole news but just the headline (Yoon et al., 2019).

The common problem is clickbait headlines are also affected by the credibility and quality of the news (Kuiken et al., 2017). Not only that, the article published in New York Times also supports the importance of headlines by sharing about how dangerous is fake news just by looking at its headline than at the contents (Shane, 2017). However, in this research, the researcher wants to analyze the headlines of news media which focus on clickbait headlines to avoid the spread of incorrect information.

Reading news online is an essential element of human life because of the emergence and need of much information in the process of digitization (Chakraborty et al., 2019 Scacco and Muddiman (2016) found that the rise of digital reporting changed the shape and function of headlines in news. Journalists

in charge of writing news headlines are currently focused on one essential question: “what makes the reader click?” (Blom and Hansen, 2015). The need for the highest possible number of website views, combined with a sense of intense rivalry in the news media, has resulted in a significant shift in the role of a headline, which now has to entice rather than inform. As a result, it frequently lead to clickbait (Jiang et al., 2019).

The use of clickbait to deliver the information somehow has some positive and negative sides. Some benefits of clickbait include the increasing opportunity of content to be shared on social media, page views, and brand recognition. On the other hand, clickbait will make the news outlet no longer trustworthy to read, it will irritate and erode the reader’s trust faster than purposefully misleading them with fake news (Steele, 2021).

The clickbait headlines are commonly known as one of the ways to spread false news. Many scholars and articles had examined the clickbait headlines in the field of effects and how they affected the content (Molyneux and Coddington, 2020; Kuiken, et al., 2017; Hurst, 2016). What remains unexplored by many researchers is the structure and common features that exist in the clickbait headlines, especially in the Indonesian news media. This topic is needed to be examined because it will contribute to syntax-based research as one of the research about micro-linguistics in the relation of linguistics and media.

Research on clickbait has been done a lot, but in Indonesia, there is not much research that focuses on clickbait problems in online media. The similar research was conducted by Munger et al. (2018) about the effect of clickbait. They

estimated subjects' individual-level preference for clickbait, and randomly assigned some to read clickbait or traditional headlines. It was found that there were certain people such as elderly had more preference for clickbait, but find no evidence that assignment to read clickbait headlines drives affective polarization, information retention or trust in media.

Another related research was also conducted by Hardt et al. (2018) who studied about predicting newspaper article popularity from headlines with syntactic and semantic knowledge. It stated that newspapers must use headlines to entice readers, predicting their preferences. Topical, structural, and lexical factors all influence these preferences. To predict headline popularity, it needs a multi-task GRU network to simulate each of these parameters. However, it was found that performance over character n-grams is quite close to that of a simple Logistic Regression model. The employment of forward-looking deictic terms and second-person pronouns are among the structural patterns of headline popularity shown through feature analysis. The results were provided with a tool to test human intuitions about task interactions and the importance of certain problem aspects.

Reviewing back to the importance of headlines in news, Reddy et al. (2019) studied about the political bias in news articles through various Telugu newspapers. It was found that the headlines express the ideological view of the news stories. The bias was found through detection accuracy using some corpus methods. From the findings obtained, the result concludes that headlines can cause a biased perception of the news story. This demonstrates the outperforms model and shows how headline attention effectively picks out words causing bias.

Another research about the headlines analysis was proposed by Younus (2019) about the structure of scientific news headlines in online newspapers. This analysis used Halliday's (1967) information structure theory to examine the headlines. Based on that research, it was found that the language used of the headlines in scientific news headlines is just right among the focus and units. The result showed that scientific news headlines are more informative than being just catchy headlines. It was also concluded that the shortness of scientific news headlines does not contain any ambiguity and can match the reader's background about what they already know and newly know. This research served a good approach and still served the linguistic aspects.

Another research about the headline is brought by Yoon et al. (2019) who studied the incongruity between news headline and body text. They found that much news was shared through headlines first. Therefore, if a news headline does not represent the whole news story, it could mislead the readers into false information. In this online environment, that could bring threats to our society. The headlines are very important because they can attract someone to buy or read the news.

A similar topic about the headline structures was also conducted by Bunyarat (2020). This research studied the syntactic structures of headlines in the paper and online newspapers from English language newspapers in Thailand. The findings revealed that there was no difference between printed newspaper and online newspaper headlines according to the most frequently found structure. The results show that both of the newspapers followed the formation of the headlines

by experts such as Mardh (1980), Saxena (2004), and Semino (2018). They stated that auxiliaries and a main verb usually omitted, present simple tense as the common tense used, and can also in the form of phrases such as noun phrase and adverb phrase.

Damstra et al. (2021) studied the intentional deceptive information in the news and on social media. It focused on the content features of fake news. It showed that there are some features appeared such as content features (ideological bias, emotions, verifiability, and headlines) and linguistic features (lexical diversity, capitalization, pronouns, length, word choice, and punctuation). The result presented an overview of the structural characteristics that are indicative of intentionally deceptive information. This research offered important insights for the intentional deceptive features in the fake news that occurs on the news and social media such as provoking fear or anger, exaggerating, excessive capitalization or using the complex words, personal pronoun (e.g you), informal language and punctuation (e.g. periods, comma, colon, semi-colon, question marks, exclamation marks, and quotes).

The researcher also found another similar research about the language used of clickbait headings. This research was conducted by Prokofeva and Akulovich (2021) who dedicated to the clickbait with the semantics of comicality in Russian-language internet funny contents. The study revealed that a clickbait model includes the following semantic components: a stimulating utterance of the subject of speech seeking to involve the reader in the humorous nature of hypertext; the verbal and non-verbal markers of the object of laughter; markers, which reflect

Internet user's involvement in the communicative act.

On the same year, Molina et al. (2021) provided the examination about clickbait study in headlines. There are three studies brought in this research: a controlled experiment varying the headline of an identical news story to contain only one clickbait characteristic, and computational analysis of four classifiers using real-world sharing data. Based on that, it revealed that clickbait did not generate more curiosity than non-clickbait. Some headlines also generate more engagement and raised fundamental results about the validity of the content.

Last but not least, the research studied by Rahmawati and Rachmi (2022) about the syntactic analysis of the sentence pattern in online news articles at the Jakarta Post's website. The research findings showed that the sentence pattern in online news articles at The Jakarta Post's website is manifold. The findings also showed that the constructions of the sentence patterns in the online news article The Jakarta Post Website were theoretically structured. the sentence pattern covered the Subject, Predicate, Object, Complement, and Adjunct. In conclusion, there were 9 sentence patterns found and among these 10 sentence patterns, four include the basic sentence pattern, for example, SPA and SPC while another did not.

The focus of this research is Indonesian news media because of the limitation of analysis on syntactic English headlines in Indonesian news media. The main objects of this research are The Jakarta Post, Tempo, and Republika. The researcher chooses these English online news media due to not many English-language news media available and commonly known in Indonesia. Some

researchers had done the examination about the news media, but mainly focused on one news media such as The Jakarta Post as one of the biggest English news media in Indonesia. While, Tempo and Republika are rarely become the object of the research, especially research in English. The researcher chooses three online news media to compare each media in the clickbait's structure and the common features used in the clickbait headlines.

The theory used to analyze this topic is by Burton-Roberts (2011) about syntax analysis which includes the tree diagram, the constituents, and phrase. Burton-Roberts stated that the syntactic description consists in explaining the form of language by recognizing the structure. specifying the function of constituents is an important part of structural analysis. Notice that it will also help to represent the constituent in the sentence/clause/phrase. This book is concerned with syntactic structure – that is, with (a) analyzing linguistic expressions into their constituents, (b) identifying the categories of those constituents, and (c) determining their functions.

To determine the clickbait headline, the researcher uses the Biyani et al. (2016) theory about eight classifications of clickbait headlines. Biyani et al. (2016) stated that to address the problem of detecting clickbait, it needs the designing features that are strong indicators of clickbait then combine them in a machine-learned model to make automatic inference of whether an article is clickbait or not. They use a variety of features extracted from the body, title, and URL of a webpage such as its content, degree of informality, and similarity between title and body. The researcher combines these two theories mentioned above in the

analysis by presenting the classification of clickbait first, then analyse the structure of the clickbait headlines using tree diagram.

The researcher focuses on online news media because some people are likely to gather information through social media, news apps, et cetera. The fact that some news may become biased and even indicated as a hoax is commonly known. Fazio (2020) stated that social media shared much misinformation or false content multiple times. Through this phenomenon, click-baiting is commonly used to gather more readers' attention to click the link of the news. By bringing the syntactic framework, especially focused just on the clickbait headlines, the researcher hope for the readers, they can distinguish the false news through the structure of language.

To engage the readers, the writer or journalist tends to make interesting, eye-catching, and more likely sensational headlines. Abdulla and Salih (2012) stated that headlines represent the most important part because it consists of a summary of the article or news. Some may still think about making the headlines that still correlate with the content, but not all journalists will do the same based on the demands of each company or person.

The researcher intends to analyze the clickbait headline in a syntactic framework that deals with the structure of clickbait headlines. She also wants to find the features commonly used to mark the similar usage of word choices in the clickbait headlines.

B. Research Question

Based on the focus of the research above, the research questions are:

1. What are the common features on English clickbait headlines that exist in The Jakarta Post, Tempo, and Republika?
2. How is the structure of the language used on English clickbait headlines in The Jakarta Post, Tempo, and Republika?

C. Significance of the Study

The findings of this research are supposed to give practical contributions to the readers. This research will provide some benefits for the news readers because it presents the language use and structure of the clickbait headlines. The researcher hopes that through this research, the news readers can identify the headlines which contain clickbait and it can help them to avoid false news just by reading the headlines.

The result of this research will also help people in academics as reference material in teaching about the use of language in news. This research can help both the students and teachers or lecturers not only in the English Literature Study Program of Universitas Islam Negeri Maulana Malik Ibrahim Malang but also academicians outside the campus to richer the analysis of the language and media using micro linguistics. Furthermore, this research can be a reference to other researchers who are interested in analyzing the news media, especially headlines using syntax.

In journalistic, this analysis is expected to make the journalists give more attention to the word choices and language used in their headlines. It is because the headline itself will make a quick impression on the readers about the quality of the news. This research can help to implement language used in a better way

without any structural ambiguity which in this case leads to fake news.

D. Scope and Limitation

The scope of the research is studying the headlines of Indonesian online news media such as The Jakarta Post, Tempo and Republika. The time period of headlines brought in this research are from April 2021 to April 2022, with a total 13 months, due to not all headlines had clickbait and not every day the journalist used the clickbait headlines. The online news media used as the data sources are published in Indonesia in English-language. The researcher focuses on the structure and features of the headlines categorized as clickbait based on Biyani et al. (2016). That is because Biyani et al. (2016) served the structured categorization of clickbait and its examples so that it will help the researcher when doing the analysis. By examining this topic, the researcher employs the theory proposed by Burton-Roberts (2011) about syntax analysis which includes the tree diagram, the constituents, and phrases. Burton-Roberts (2011) presents their theory and analysis just like the researcher wished for this recent research. They provide such a neat explanation with diagram and table to make a well understanding for the reader.

This research has some limitations. It is limited only to the structural analysis of English clickbait headlines, not to the meaning, ambiguity, and any other aspects related. Not only that, the object of the research is also limited to Indonesian online news media, but they are written in English. Moreover, the examination of the content of the news and comparison with non-Indonesian online news media is outside the analysis of this research.

E. Definition of Key Terms

To avoid misunderstanding and for better knowledge to get, here are some key terms regarding this research:

1. Clickbait headlines are the headlines or titles that are made in an interesting or even sensational way to attract people to click on the content. This research studies the analysis of the clickbait headlines focusing on the structure of the headlines that are indicated as clickbait.
2. Syntax is a branch of linguistics that examines the unit of the sentence including the words, phrases, clauses, and sentences. This research uses syntactic analysis which focuses on the part of speech such as noun, verb, adjective, preposition, adverb, et cetera.
3. News media refers to the part of the mass media that has a focus on presenting the latest news to the public, including printed media (newspapers, magazines); broadcast media (radio stations, television stations, television networks), and internet-based media (websites, blogs). This research focuses on online news media, namely The Jakarta Post, Tempo, and Republika as the object of analysis.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of relevant theoretical studies with the research topic. The researcher brings some subjects related to the topic such as fake news, clickbait headline, and syntactic analysis.

A. Fake News

Fake news is described as news that has been fabricated. The editorial norms and practices that ensure the authenticity and reliability of information supplied to readers are missing from fake news outlets. Misinformation (false or misleading information) and disinformation (false or misleading information) are often confused with fake news (false information that is purposely spread to deceive people) (Lazer et al., 2018).

While the news is often seen as an output of journalism, there are many variations of news regarding the story brought. One and the most problematic is fake news. It is often used copy, forgery, counterfeit, and inauthentic words when delivering the content (Andrea, 2016). The Oxford Dictionary defines “fake” as “not genuine; imitation or counterfeit”. Misinformation and disinformation are two other factors that contribute to fake news. While misinformation is defined as "the unintentional dissemination of inaccurate information," disinformation is defined as "the deliberate dissemination of false information." (Wardle, 2017).

In the internet age, the rise of fake news exposes through the development of technology (Lamprou, et al. 2020). Millions of people log on to social media

every second, generating vast volumes of data with numerous undiscovered patterns and behavioral trends. A tremendous volume of unconfirmed and unauthenticated information circulates through these networks, confusing people.

The journalist's role as a validator of news and information is central to journalism. Journalists play an important role here as a system of knowledge generation for those who are media aficionados (Zelizer, 2004). The perceived legitimacy of journalism is based on its ability to provide a reference content of society and to identify whether information is reliable by interpreting and representing reality (Hermida, 2012). Based on Tandoc, et al. (2018), there are six ways to identify fake news:

1. Satire

News satire is the most common type of fake news referred to as mock news programs. It typically uses humor or exaggeration to present the news. Further, the use of satirical language is also acknowledged to shaped public discourse, opinions, and political trust.

2. Parody

Parody shares many characteristics with satire in the sense of humor. The difference is in the use of non-factual information to meddle the humor. Instead of providing direct commentary on current affairs through humor, parody plays on the ridiculous and absurd issues and highlights them by making up fictitious news stories.

3. Fabrication

This refers to writings that have no basis in fact but are produced in the style of news items in order to gain credibility. The author and the reader have no implicit awareness that the thing is false. Indeed, the intent is frequently contradictory. Items created can be shared on a website, blog, or social networking platform.

4. Manipulation

The term "fake news" has also been applied to the alteration of real photographs or videos in order to create a misleading narrative. This category describes visual news, whereas the previous categories mainly referred to text-based topics. With digital images, image manipulation software, and understanding of photo editing procedures, manipulation has become commonplace.

5. Propaganda

A political entity creates fake news in order to alter public perceptions. The overt goal is to help a prominent figure, an organization, or the government. It's also worth mentioning that, as overlapping goals, there's a gray area between advertising and propaganda. Although propaganda is often founded on facts, it also contains bias that favors one side or perspective over another.

6. Advertising

Fake news has also been used to refer to press releases issued as news and to characterize advertising elements in news reporting. Through an

advertising strategy known as native advertising, the news can sometimes satisfy both advertising and news aims.

From the brief explanation above, the researcher brought the sub topic about fake news regarding of the emergency of fake news in online news media, especially in Indonesia. By that, it can be known which news is categorized as fake news. There are some ways to identify the fake news and one of them through the language used, just like the theory brought by Tandoc et al. (2018). Tandoc et al. (2018) presented six ways to identify the fake news: satire, parody, fabrication, manipulation, propaganda, and and advertising. After knowing this information, the researcher hopes for the reader that they can identify the fake news by the language used in the content.

B. Clickbait Headline

Clickbait is a sort of content that uses low-quality, low-value material to attract users to click on it. As a result, they create catchy headlines that encourage people to click on them (Saraswat, 2018). In the online world, media outlets fight for readers' attention to raise their revenue by using clickbait (Chakraborty et al., 2016). This makes the media sources create interesting headlines to accompany article links, enticing readers to click on the links. Such headlines are known as Clickbaits. Some examples of clickbaits in news media are:

“This Rugby Fan’s Super-Excited Reaction to Meeting Shane Williams will Make You Grin like A Fool”

“15 Things That Happen When Your Best Friend Is Obsessed With FIFA”

“Which Real Housewife Are You Based on Your Birth Month”

“They Said She Had Cancer. What Happens Next Will Blow Your Mind”

The curiosity gap is a cognitive phenomena in which headlines convey forward referencing clues to pique readers' interest sufficiently for them to feel compelled to click on the link to fill the knowledge gap. Clickbait, according to Mark (2014), increases attention distraction. After being lured by the headlines, readers turn to other articles, and the attention residue from these frequent changes generates cognitive overload, deterring them from reading more in-depth and insightful stories.

Biyani et al. (2016) classify the clickbait into eight types:

Type	Definition	Example
Exaggeration	The title exaggerates the content on the landing page.	Cringeworthy tattoos that will destroy your faith in humanity
Teasing	Omission of details from title to build suspense.	New twist in Panthers star's trial could end his season
Inflammatory	Either phrasing or use of inappropriate/vulgar words.	Putin Punched at G20 Summit
Formatting	Overuse of capitalization or punctuation, particularly all capitals or exclamation points.	EXCLUSIVE: Top-Secret Method allowed a mother to break the world record: 12kg in 4 weeks!
Graphic	Subject matter that is salacious or disturbing.	Donatella Versace plastic surgery overload: Waxy face resembles melting candle
Bait-and-switch	The thing promised/IMPLIED from the title is not on the landing page. It requires additional clicks or just missing.	Beers Americans No Longer Drink.
Ambiguous	Title unclear or confusing to spur curiosity.	Hands on: Samsung's iPhone 5 is absolutely beautiful.
Wrong	Just plain incorrect article:	Scientist Confesses: “Global

	factually wrong.	Warming a \$22 Billion Scam”
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Clickbaiting, according to Patil et al. (2021), is the deliberate act of overpromising or purposefully misrepresenting what would be expected while surfing the internet in a headline, on social media, in an image, or some combination of these things. Most of the time the links provided in such fake headlines often lead to dummy or malicious pages. Furthermore, Pujahari and Sisodia (2019) also support the danger of clickbait by saying that clickbaits are used to make visitors click on a particular link for sensational information.

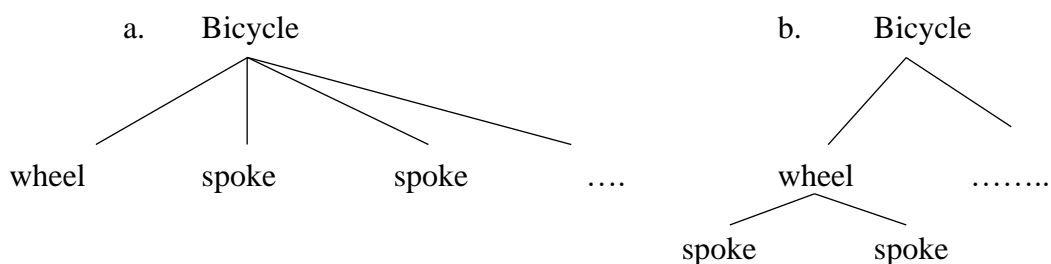
In a widening concept, Appel (2020) defines the clickbait headline as the fraud strategy using promises title for the article. Seeing that most effect of clickbait is negative, Appel (2020) proposed that people still immerse in the usage of clickbait on the headline by clicking the link even they know that is clickbaiting. This is called a communication phenomenon. The phenomenon of pure communication can also be described as a seductive title to click on based on various internal human processes such as curiosity (Kuiken et al., 2017; Sampio, 2016).

From the explanation above, it can be concluded that clickbait headline can be identified through several ways, one of them is through analysis of the structure and meaning. The theory brought to help the reader analyse the clickbait headlines is using Biyani et al. (2016) theory about eight classifications of clickbait. Biyani et al. (2016) identified the clickbait by reviewing the structure and meaning of each

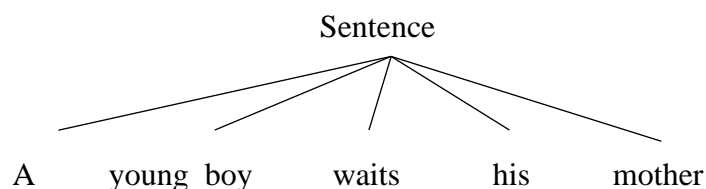
constituent. Because of the importance of avoiding clickbait that led to the spread of fake news, this classification is important for the reader to distinguish whether the headline is clickbait or not. This classification is also used by the researcher to analyze the structure of the clickbait headline found from three Indonesian News Online Media.

C. Syntactical Features

The study of syntax begins with the concept of structure. A minor section of syntax analysis is called components (Burton-Roberts, 2011). The diagrams can be used to demonstrate how objects are broken down into their individual components. A complex thing's constituents might be complex in and of itself. It can be shown on the tree diagram about bicycle below:



This diagram is having a similar concept for the sentence. The diagram that says of sentence that its words are its immediate constituents looks like this:



From the diagram above, here are the units that are built into phrase and/or sentence (part of speech/lexical categories):

No	Lexical Categories	Definition	Example(s)
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1.	Noun	A noun is the name of a person, place, or thing	January, Frankenstein, Jessica, gorilla, university, jam, theory, inspector, nationalization, gremlin, joke, tactic, gallon, furniture, year, couple, et cetera.
2.	Verb	A term that serves as the major part of a sentence's predicate to describe an action, situation, or occurrence.	Play, run, draw, sleep, open, close, sit, stand, walk, touch, jump, hang, write, fall, burn, copy, et cetera.
3.	Adjective	It has ends like -able, -al, -ate, -ful, -ic, -ing, -ish, -ive, -less, -ous, and -y. Many adjectives can have a comparative (-er) or superlative (-est) suffix depending on their morphology.	capable, economical, Italianate, beautiful, microscopic, surprising, priggish, inventive, hopeless, eponymous, fluffy, newest, subtler, et cetera.
4.	Adverb	They have the same distribution as the words rather and very. It is capable of modifying adjectives.	very, quite, so, too, slightly, hardly, highly, moderately, completely, increasingly, incredibly, somewhat, et cetera.
5.	Preposition	Prepositions are brief words that express relationships, most commonly spatial or temporal ones.	to, at, from, with, towards, within, of, by, up, down, et cetera.
6.	Determiner	To clarify nouns or noun phrases, use this word. They are frequently used before nouns (or noun phrases) to help identify their identity, amount, distance (from the speaker), or precise number (among other things).	A, an, the, two, eight, hies, his, her, our, these, those, a little, few, many, some, each, rather, such, et cetera.
7.	Conjunction	A conjunction is used as a way of joining two or more ideas or words together.	And, however, still, but, or, so, after, before, since, either, neither, because, unless, et cetera.

Phrases are groups of words that can be used as components in the structure of sentences. Tree diagrams show structure by indicating which word sequences make up a sentence's constituent phrases. As a result, syntactic tree diagrams are

referred to as phrase markers.

There are several types of phrase markers (Burton-Roberts, 2011):

No	Type of Phrase	Function	Definition	Example
1	Noun Phrase	Subject	It contains and is centered on, the same category of the word: noun	The pianist
2	Verb Phrase	Predicates	It contains and is centered on the verb	Has rejected
3	Adjective Phrase		Adjective Phrases (AP) are centered on adjectives (A)	quite delicious
4	Adverb Phrase		General adverbs can themselves be modified by degree adverbs, to form adverb phrases (AdvP) or can consist of just a simple (general) adverb	very oddly, quite frankly
5	Prepositional Phrase		The relation between a preposition and the following Noun Phrase or consisting of just a P	beside a stream

The syntactic features of news headlines are unique. The importance of syntax in creating the relationship between linguistic parts in a phrase is emphasized by Reah (2002). The linguistics elements are interrelated because headlines are presented in the form of sentences and expressions. The words chosen for the headline are not necessarily relevant to the article's actual substance. The use of puns, wordplay, allusions, and cultural references cause difficulties in a correct understanding of the headline in the article (Iljina and Prikule, 2016). The language of English news headlines seems to be distinct from other language varieties as it uses English vocabulary (Praskova. 2009).

Language is sometimes structured in terms of single words and phrases rather than in terms of highly organized units as clauses or sentences. The language used in such a way is usually termed "Block Language". It is defined by Hui (2002) as "a functional style of the English language (that) has its peculiar syntactic, grammatical and lexical features". According to Mardh (1980), block language is a type of linguistic utterance which occurs in telegrams, book titles, diaries, advertisements, recipes, dictionaries, catalogs, posters, labels, headlines, et cetera. News headlines are a vivid example of block language, which uses abbreviated structures to communicate limited communicative aims (Crystal, 2003).

Because of the limited amount of space available, news headlines should be brief with a lot of omitted elements such as auxiliaries, articles, and demonstratives. Tiono (2003) thinks that journalists use a variety of linguistic strategies, such as word choice and expression, as well as linguistic structures, to make their headlines more appealing. It is critical for readers to be familiar with the qualities of news headlines to increase their understanding and promptly grasp the main idea of the news (Hui, 2002).

The syntactic feature is the core of the syntactic analysis. In this present research, the features are part of speech which consist of noun, verb, adjective, adverb, preposition, and conjunction. the researcher uses the theory by Burton-Roberts (2011) about the lexical categories or part of speech and phrase to analyse the research.

CHAPTER III

RESEARCH METHOD

This chapter consists of research design, research instrument, data source, data collection, and data analysis.

A. Research Design

The subjects of this research are text and its structure, so it needs the descriptive result as the way of analyzing the data. Therefore, the descriptive qualitative method was used to analyze the data by describing in-depth situations in presenting data. The term qualitative methodology refers to research that produces descriptive data—own people's written or spoken words, as well as observable behavior—in the fullest meaning (Taylor et al, 2016). . It helped the researcher to obtain more understanding of the structure and common features of clickbait headlines in news media.

B. Research Instrument

The research instrument in this research is the researcher herself because she obtained the data from the online news media website: thejakartapost.com, tempo.eng, and en.republika.co.id. As Creswell (2009) has pointed out, the researcher is a major tool who plays a key role in data collection, interpretation, and presentation. The social constructions of social constructions are developed by qualitative researchers. Researchers frequently collect notes and memos to help them understanding the research process (Taylor et al, 2016). Then, the researcher analyzes the data based on the focus of the problem. The researcher defines the

meaning of data at all stages of the research process (Corbin & Strauss, 2015). Therefore, the researcher has a central function in this research as the main instrument.

C. Data Source

The data sources of this research are Indonesian online news media written in English. There are three online news media that become the data sources of this research, namely the Jakarta Post, Tempo, and Republika.

The first online newspaper is The Jakarta Post. It is a daily English-language newspaper in Indonesia owned by PT Niskala Media Tenggara and is based in Jakarta. It is one of the few Indonesian English-language dailies to survive the 1997 Asian financial crisis and currently has a circulation of about 40,000.

The second online newspaper is Tempo in English version. Tempo is an Indonesian weekly news magazine that generally covers news and politics and is published by Tempo Inti Media. It is the first magazine not to have any affiliation with the government.

The third online newspaper is Republika in English version. It is an Indonesian national daily newspaper, known, and described itself, as a publication for the Muslim community. It was founded in 1992 and the first edition was published on January 3, 1993, by Yayasan Abdi Bangsa. In late 2000, Republika was taken over by PT Republika Media Mandiri, a subsidiary of Mahaka Media, and has become a general Indonesian newspaper.

The researcher chose 7 headlines from each online newspaper, The Jakarta Post, Tempo and Republika. The topics are about politics, economics, and

lifestyle. Based on the data, the journalists tend to make a sensational and eye-catching headline to attract the reader with the hottest news in politics, economics, and lifestyle because it is more relatable to reader's daily life. Those three sections of news closely related to the sustainability of people's lives rather than sports, automotive, technology, and others sections. Therefore, there are 21 headlines consisting of the clickbait as the data which were analyzed to present information about the structure of the clickbait headlines in Indonesian news media.

D. Data Collection

The data of the research were collected by doing several steps. Firstly, the researcher gathered the data by reading the headlines and their contents from the three online news media, The Jakarta Post, Tempo, and Republika from April 2021 to April 2022. Secondly, while reading the news media, the researcher gathered some headlines that might contain clickbait. The researcher identified the headlines that have clickbait by implementing the theory of eight types of clickbait by Biyani et al. (2016). The eight types of clickbait are exaggeration, teasing, inflammatory, formatting, graphic, bait-and-switch, ambiguous, and wrong.

E. Data Analysis

The analysis in this research uses thematic analysis as one of the analysis used in qualitative research. Thematic analysis is one way to analyze data with the aim of identify patterns or to find themes through data that has been collected by researchers (Braun & Clarke, 2006). The data of this research were analyzed through several steps. First, categorizing the data based on Biyani et al. (2016)'s theory. Secondly, making a tree diagram to analyze the structure regarding the part

of speech based on Burton-Roberts (2011)'s theory. Those steps were to answer the first research question about the structure of the clickbait headlines. After doing that, the researcher served the common features based on the analysis of the structure as the answer to the second research question. This last step was done after presenting all the headlines structure.

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter presents the findings based on the research questions as stated in Chapter I. The findings are then continued to the analysis of the structure of clickbait headlines using the tree diagram by Burton-Roberts (2011) presented in Chapter II. Then, the discussion of the analysis is presented at the end of this chapter.

A. Findings

Twenty-one clickbait headlines were collected from The Jakarta Post, Tempo (Eng), and Republika (Eng). The clickbait headlines are categorized as inflammatory, ambiguous, wrong, exaggeration, teasing, and formatting based on theory of Biyani et al. (2016). The findings are analysed as follows.

Table 1. Classification Data of Clickbaits in The Jakarta Post

Datum	Category	Part of Speech	Written as
1	Exaggeration	Adjective	Bulldozer
2	Exaggeration	Noun Phrase	War Crimes
2	Inflammatory	Noun	Murderers
3	Exaggeration	Verb	Shakes up
3	Teasing	Noun	Controversy
4	Inflammatory	Verb	Wants
5	Inflammatory	Noun Phrase	Financial Crime
6	Ambiguous	Noun Phrase	A New Home
7	Teasing	Adjective	Unpopular

From the table of Table 1, the analysis is presented below:

1. Exaggeration

Exaggeration means that the title exaggerates the content on the landing page. This kind of title is using the excessive word of meaning that also attracts the readers. Exaggerating refers to a statement that represents something as better or worse than it really is, while inflammatory refers to the arousing or intended words to arouse angry or violent feelings. There is 3 data of Exaggeration found in The Jakarta Post at

Datum 1: <https://www.thejakartapost.com/world/2021/11/25/bulldozer-andersson-swedens-short-lived-first-woman-prime-minister.html>.

Datum 2: <https://www.thejakartapost.com/world/2022/04/04/zelensky-calls-russian-troops-murderers-outrage-grows-over-war-crimes-.html>

Datum 3: <https://www.thejakartapost.com/indonesia/2022/02/09/land-rights-controversy-shakes-up-capital-relocation-plan.html>

Datum 1

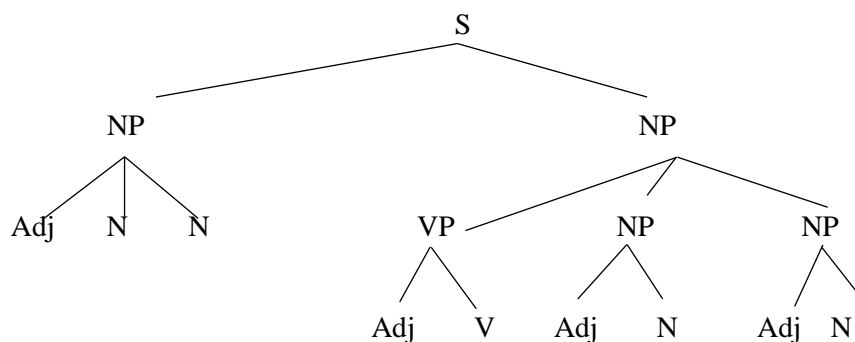
'Bulldozer' Andersson: Sweden's short-lived first woman Prime Minister

This headline was published on November 11, 2021 by The Jakarta Post. It is categorized as clickbait because it consists of an exaggerated word, 'Bulldozer'. Exaggeration means that the title is exaggerating the content on the landing page. 'Bulldozer' itself is a powerful tractor with a board upright blade at the front. When it is related to the context above, the Bulldozer is a person with irresistible power, especially in disposing of obstacles or opposition. The word 'Bulldozer' refers to

the act done by the Current Finance Minister and Social Democratic Party leader, Magdalena Andersson. Social Democrat Magdalena Andersson, is a "bulldozer" who faces a tough battle fending off an unprecedented challenge by the right-wing and far-right in next year's general election.

The bulldozer in the context of this headline is used as a call that describes the subject character, Magdalena Andersson, as a brave, tough woman, even feared by important people in her ranks. The use of the word 'Bulldozer' in headlines attracts the attention of readers. Coupled with the existence of a quotation mark that gives the reader focus on the word.

For the detailed structure of the headline, here is the syntactic analysis using a tree diagram and its explanation.



Bulldozer Andersson Sweden's short lived first woman Prime Minister

The structure shows that it is begun with the Noun Phrase (NP) 'Bulldozer Andersson'. The Bulldozer stands for the Adjective (Adj) of Andersson as the characteristic of a person. The next phrase is also NP which composed from VP-NP-NP. The Verb Phrase (VP) comprised the Adjective (Adj) 'short' and Verb (V) 'lived'. After the Verb Phrase, there are two Noun Phrases (NP) with 'first' and 'prime' as the Adjectives (Adj) and 'woman' and 'minister' as the Nouns (N). This

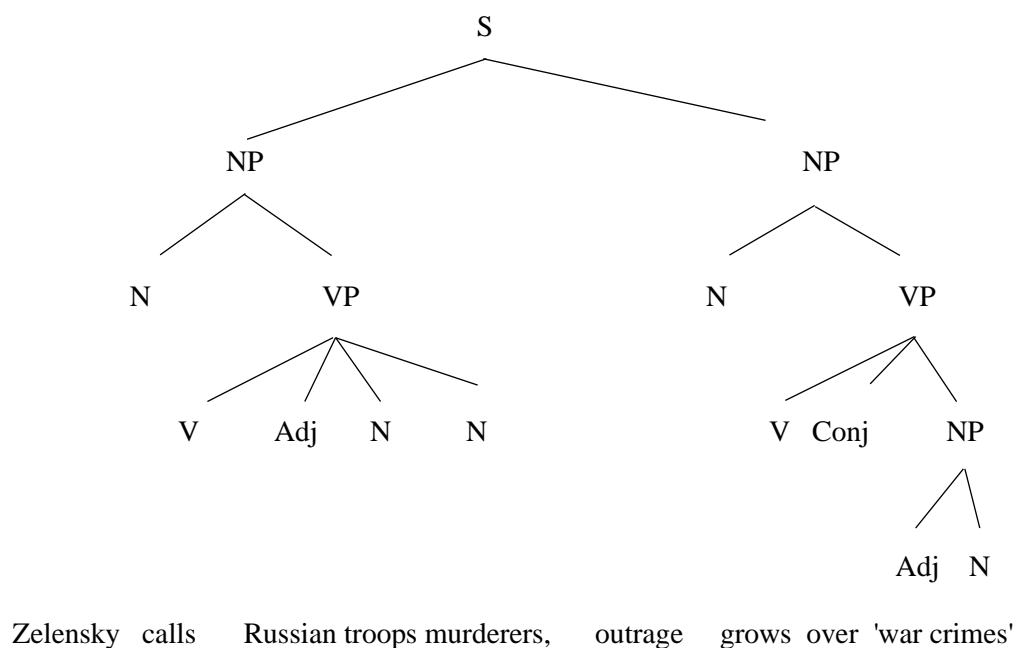
noun phrase consists of the information “Who is Andersson?” as Sweden’s short-lived first woman prime minister.

Datum 2

Zelensky calls Russian troops murderers, outrage grows over 'war crimes'

This headline was published on April 4, 2022 in the World section by The Jakarta Post. It contains clickbait of exaggeration because the title is exaggerating the content and use inappropriate words. The term ‘war crimes’ is the focus of why this headline is categorized as clickbait of exaggeration. That is because the phrase ‘war crimes’ was given quotation marks as the sign of ‘the things need to note’. It uses the ‘war crimes’ term because the content contains a certain sensitive topic that occurs between Russia and Ukraine.

The syntactic analysis of this headline is presented using the tree diagram. The tree diagram shows each lexical category or part of speech. The structure of this headline is:



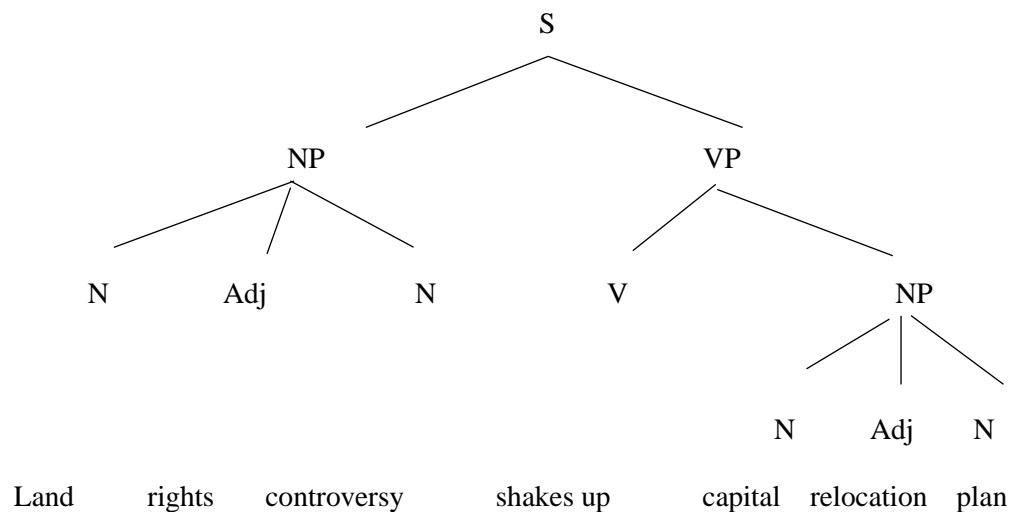
This headline is also begun with Noun (N) ‘Zelensky’ as the main subject. In the end of the headline, the journalist also writes the phrase with quotation marks. In this headline, the focus is on the Noun Phrase (NP) ‘war crimes’ which contains exaggerating means. Even though the topic has become the “the hot issue” because this headline presents the news about the war between Russia and Ukraine, the journalist adds some terms which make it hotter by using Noun Phrase.

Datum 3

*Land rights controversy **shakes up** capital relocation plan*

This headline was published on February 9, 2022 in the Indonesia section by The Jakarta Post <https://www.thejakartapost.com/indonesia/2022/02/09/land-rights-controversy-shakes-up-capital-relocation-plan.html>. It is categorized as exaggeration and consists of exaggerating term, ‘shakes up’. It is a kind of hyperbole referring to the ‘disruption’ or ‘barriers’ to a capital relocation plan.

To understand the syntactical analysis of the headline above, the structure is presented using the tree diagram as follows:



This headline consists of the Verb (V) ‘shakes up’ which attract the reader.”. This Verb (V) ‘shakes up’ is in the middle of the headline structure as the predicate of the headline. It is located between Noun Phrases (NPs) ‘Land rights controversy’ and ‘the capital relocation plan’. This verb is as the main focus why this headline is categorized as clickbait.

2. Inflammatory

The inflammatory term means that the title is written either phrasing or using of inappropriate/vulgar words. It intends to arouse or provoke the emergence feeling of anger, wonder, suspicion, and etcetera, by using inappropriate/vulgar expressions or uses of words. Moreover, it can be categorized as wrong because it is just factually brought the incorrect information. There are 3 headlines of inflammatory found in The Jakarta Post at

Datum 2: <https://www.thejakartapost.com/world/2022/04/04/zelensky-calls-russian-troops-murderers-outrage-grows-over-war-crimes-.html>

Datum 4: <https://www.thejakartapost.com/world/2022/03/23/putin-wants-to-attend-g20-summit-despite-potential-boycott.html>

Datum 5: <https://www.thejakartapost.com/news/2021/11/09/bi-uae-central-bank-cooperate-on-cross-border-payments-financial-crime.html>.

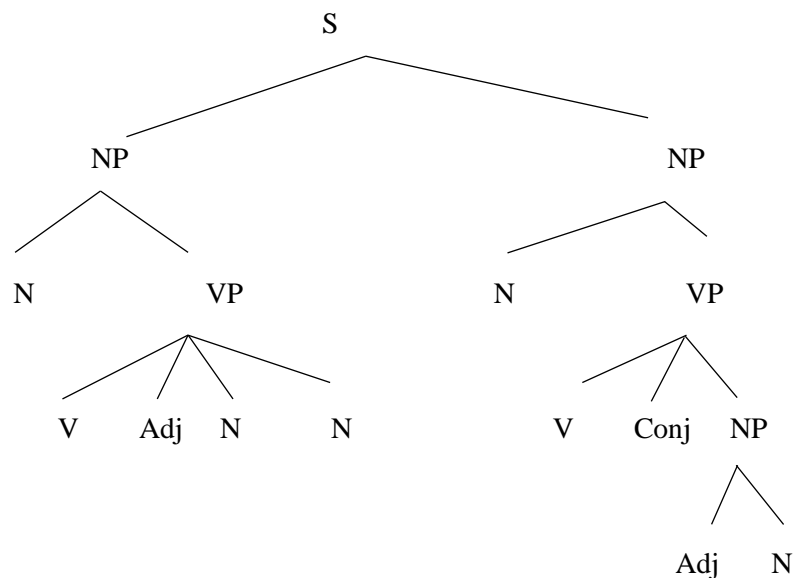
Datum 2

*Zelensky calls Russian troops **murderers**, outrage grows over 'war crimes'*

This headline was published on April 4, 2022, in the World section by The Jakarta Post. Another type of clickbait that occurs in this headline is inflammatory.

It means that the title is written either phrasing or using inappropriate/vulgar words. Based on that, there is the term ‘murderers’ containing inflammatory. This term has a provoking meaning that is a person who commits murder or simply can say as a killer. In this headline, the term ‘murderers’ refers to Russian soldiers who killed many Ukrainians due to the war.

The syntactic analysis of this headline is presented using the tree diagram. The tree diagram shows each lexical category or part of speech. The structure of this headline is,



Zelensky calls Russian troops murderers, outrage grows over 'war crimes'

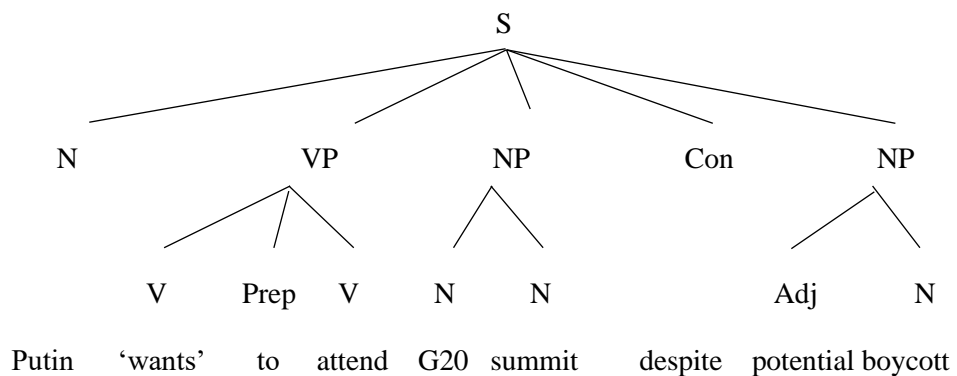
This type of clickbait headline is inflammatory focusing on the first Noun Phrase (NP) which is begun with Noun (N) ‘Zelensky’ as the main subject. Then, it is followed by the Verb Phrase (VP) that consists of Verb (V) ‘calls’, Adjective (Adj) ‘Russian’, Noun (N) ‘troops’, and Noun (N) ‘murderers.’ The last Noun (N) ‘murderers’ as the sign of inflammatory clickbait headline refers to something that is provocative for the readers.

Datum 4

Putin ‘wants’ to attend G20 summit despite potential boycott

This headline was published on March 24, 2022 in the World section by The Jakarta Post. It is categorized as clickbait because it contains the inflammatory term. The word ‘wants’ is marked to emphasize that Putin wants to attend the G20 summit regardless of his political views and the potential for boycotts. Here, it can be seen that the media is biased towards the Indonesian government as the host of the G20 summit and that the idea for Putin to attend is not an idea from Indonesia, but from the Russian president himself.

The syntactic analysis is presented in the form of a tree diagram. It follows Burton-Roberts’ (2011) theory about the lexical category or part of speech and phrase. The tree diagram is shown as below:



This headline begins with the Noun (N) ‘Putin’ as the subject of the news. This headline contains kind of sensitive content regarding the occurring event, G20 Summit which invites twenty countries of the world’s largest economies that meet regularly to coordinate global policy on trade, health, climate, and other issues. One of the members of it is Russia (under Putin's leadership). Then, it is followed with

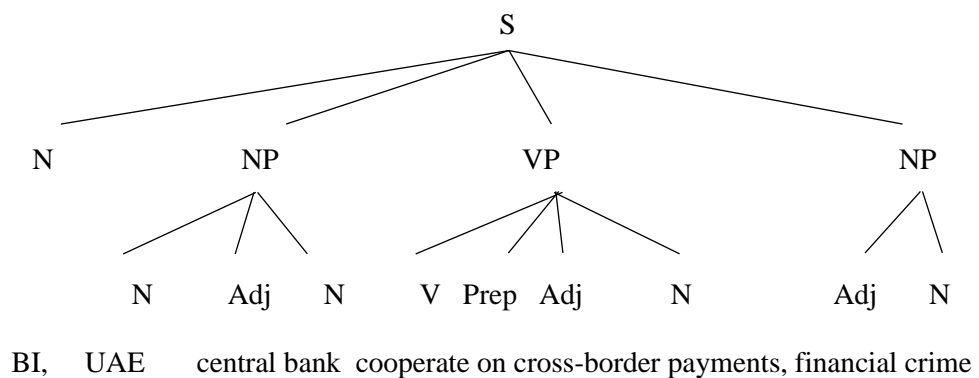
Verb Phrase (VP) where the word that has been quoted, ‘wants’ is located as a verb (V). Another verb, ‘to attend’ completes the position of predicate before the object, Noun Phrase (NP) ‘G20 summit’. The next parts, Conjunction (Conj) ‘despite.’ and Noun Phrase (NP) ‘potential boycott’ as the complement this headline to refer to the consequence that might occur.

Datum 5

*BI, UAE central bank cooperate on cross-border payments, **financial crime***

This headline was published on November 19, 2021 on the Business section of The Jakarta. This headline is categorized as clickbait because it consists of inflammatory which is the ‘financial crime’. The use of ‘crime’ in the headline above represents the illegal act, unlawful act, or violation which incite the readers to speculate in a negative way. In fact, the term ‘financial crime’ is that the cooperation between BI and UAE Central Bank will cause several benefits, one of which is to record financial crimes.

The researcher provides the syntactic analysis to make the readers also aware about the structure of the headline. It is presented as the tree diagram below,



This headline is begun with two Noun (N) ‘BI’ and ‘UAE’ as the subjects of the news. Then, it is followed by the Verb Phrase (VP) ‘cooperate on cross-border payments’ which tells about ‘what are they doing’ that aims to both subjects. In the end, there is Noun Phrase (NP) ‘financial crime’ in this headline which is presented as the purpose of the activities doing.

3. Ambiguous

Ambiguous means that the title is presented using unclear or confusing words to spur curiosity. There is 1 datum of Ambiguous found in The Jakarta Post at <https://www.thejakartapost.com/paper/2022/04/03/tempeh-finds-a-new-home-in-japan.html>

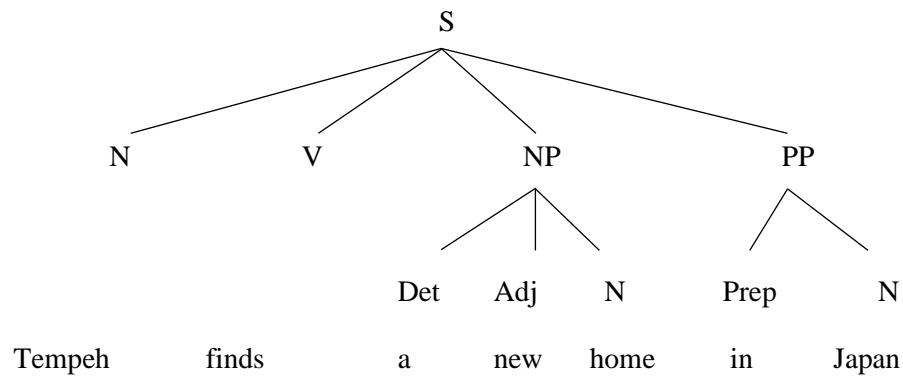
Datum 6

*Tempeh finds **a new home** in Japan*

This headline was published on April 4, 2022 by The Jakarta Post. It is clickbait because the use of the noun phrase ‘a new home’ is ambiguous. The phrase ‘a new home’ is ambiguous because it can make the readers think that Japan will be the new producer of Tempeh. Tempeh will not be longer as an Indonesian traditional food because it finds its new home, and any other possible thoughts by the readers.

The word “home” can refer to the place where it belongs. This term makes Tempeh seems to have a big recognition in Japan, but actually not. Only some people like Indonesian people, vegans, and vegetarians are interested and aware of the existence of Tempeh, especially overseas. Tempeh is originally from Indonesia, that is why the headline stated ‘new home’, which refers to Japan.

For a better understanding, the researcher presents the syntactic analysis using a tree diagram based on the Burton-Roberts' (2011) theory as can be seen below:



This headline begins with Noun (N) as the main object of the news, while there is just one Adjective (Adj) in the Noun Phrase (NP) 'a new home' as the emphasis and key point of the headline. After the N is in the beginning, there is Verb (V) 'finds' as the only predicate of the headline which is also the transitive verb referring to 'find what?' Then, there is the NP as the answer to the transitive verb, and Preposition Phrase (PP) 'in Japan' as the complement of the headline.

4. Teasing

Teasing means that there is an omission of details from the title to build suspense for the reader. Teasing is a title that makes fun of or tries to provoke someone in a fun way, namely by removing details from the title with the aim of building tension or teasing. The journalist is able to create writing that inspires people to access and read the article because it arouses the curiosity of readers by creating a tempting title. There are 2 data of Teasing found in The Jakarta Post at

Datum 6: <https://www.thejakartapost.com/indonesia/2022/04/03/its-unpopular-majority-of-indonesians-reject-extending-presidential-terms-smrc.html>.

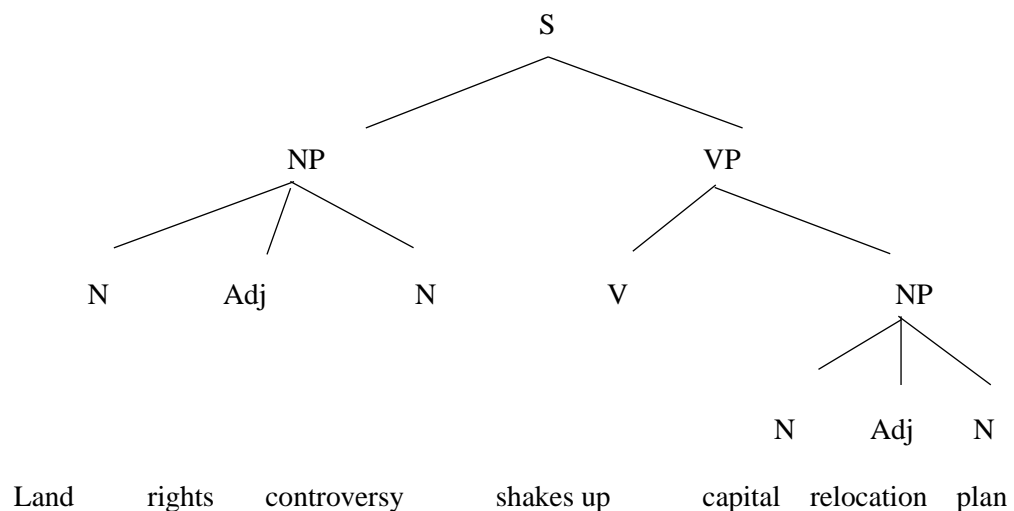
Datum 7: ['It's unpopular': Majority of Indonesians reject extending presidential terms: SMRC - Politics - The Jakarta Post](#)

Datum 6

*Land rights **controversy** shakes up capital relocation plan*

This headline was published on February 9, 2022 in the Indonesia section by The Jakarta Post <https://www.thejakartapost.com/indonesia/2022/02/09/land-rights-controversy-shakes-up-capital-relocation-plan.html>. This headline also contains of teasing headline because the use of the word ‘controversy’ which can also make the readers curious about ‘what controversy? The term ‘controversy’ refers to the something that is being debated or concerning in public.

To understand the syntactic structure of this headline, the tree diagram is presented as follows:



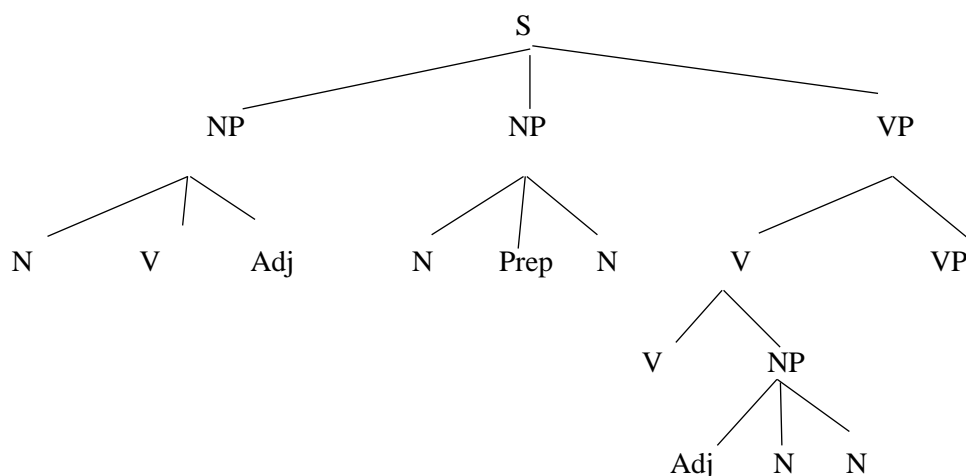
This headline is begun with Noun Phrase (NP) ‘Land right controversy’ which is also interesting phrase and word choice to attract the readers. Then, there is a Verb (V) ‘shakes up’ as the predicate between Noun Phrases “Land rights controversy” and “the capital relocation plan”. The Verb (V) ‘shakes up’ in the middle of headline also functioned as the conjunction.

Datum 7

‘It’s unpopular’: *Majority of Indonesians reject extending presidential terms: SMRC*

This headline was published on April 3, 2022 by The Jakarta Post at. There is a term ‘it’s unpopular’ as the hook of the headline. After reading the first phrase, the readers will ask ‘It is unpopular about what?’ in their mind which leads to the act of reading the article. This kind of clickbait is categorized as teasing which makes the readers want to know more of the information. This headline is trying to tease the readers by using the incomplete phrase led to the readers’ curiosity.

The structure of the headline referred to the syntactical analysis based on Burton-Roberts’ (2011) theory is presented as follows:



‘It’s unpopular’ Majority of Indonesians reject extending presidential terms SMRC

The focus of this headlines is on the Noun Phrase (NP) ‘It’s unpopular’. ‘It’ is in the beginning of the headline as the Noun (N), followed by Verb (V) ‘is’ and Adjective (Adj) ‘unpopular’. This Noun Phrase (NP) uses the quotation to make the readers more attracted to read the news. Then, the next phrase is another Noun Phrase (NP) which consists of the Noun (N) ‘Majority’, Preposition (Prep) ‘of’, and Noun (N) ‘Indonesians’ as the subject of the headline. After that, there is VP which consists of Verb (V) ‘reject’ and Verb Phrase (VP) ‘extending presidential terms: SMRC’. This headline also consists of abbreviations ‘SMRC’ that also indirectly makes the readers curious. The abbreviation stands for Saiful Mujani Research and Consulting as the institution that held the survey.

Table 2. Classification Data of Clickbaits in Tempo

Datum	Category	Part of Speech	Written as
1	Ambiguous	Noun	Fate
2	Teasing and Ambiguous	Noun Phrase	A Banana Republic
3	Exaggeration	Adjective	Faster and Cheaper
5	Exaggeration	Verb Phrase	Facing Potato Crisis
7	Exaggeration	Noun Phrase	Remarkable Solidarity and Oxygen Crisis
4	Inflammatory	Noun Phrase	Special Military Operation
6	Teasing	Noun Phrase	This is the Reason

The analysis of the clickbait headline based from the table above is presented as follow:

1. Ambiguous

Ambiguous headline means that the title is unclear or confusing to spur the curiosity of the reader. The ambiguous title of the news or article raises

various perceptions in the reader's head, to arouse curiosity about what exactly happened in the content. There are 2 data categorized as ambiguous in Tempo:

Datum 1: <https://en.tempo.co/read/1573770/bambang-susantono-talks-of-fate-of-indigenous-people-in-new-capital-areas>

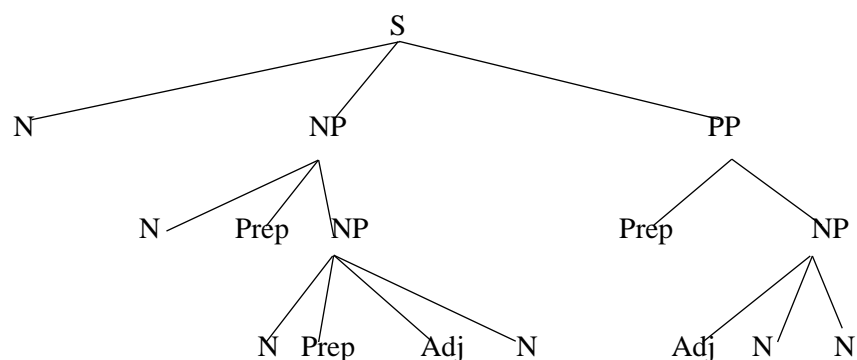
Datum 2: [Luhut to Tesla: Indonesia Is Not a Banana Republic - News en.tempo.co](#)

Datum 1

*Bambang Susantono Talks of **Fate** of Indigenous People in New Capital Areas*

This headline was published on March 22, 2022, in Economy and Business section of Tempo (Eng). The use of 'Fate' can be ambiguous. Bambang Sutantono will be seen as the God for determining the indigenous people's fate. The word 'Fate' has a meaning related to the God's decision of his creature in life. This kind of headline is categorized as ambiguous. Instead of using fate, the journalist can use other words to refer to the similar meaning but without looking like he had so much power or simply change the headline using simple words such as "Bambang Susanto Talks About How the Indigenous People will Assimilate in New Capital Area", and et cetera.

After deciding on which category is the headline, the researcher is served the structure of the headline as below:



Bambang Susantono Talks of Fate of Indigenous People in New Capital Areas

This headline is also begun with Noun (N) ‘Bambang Susantono’ as the subject of the news. Then, it is followed by the Noun Phrase (NP) ‘Talks of Fate of Indigineous People’ which consist of the sign of clickbait headline, ambiguous. In that Noun Phrase (NP), there was N ‘Talks’, Preposition (Prep) ‘of’, and NP ‘Fate of Indigenous People’. In the end, it is also written the complement as the setting of headline, ‘in New Capital Areas’ in the form of Prepositional Phrase (PP).

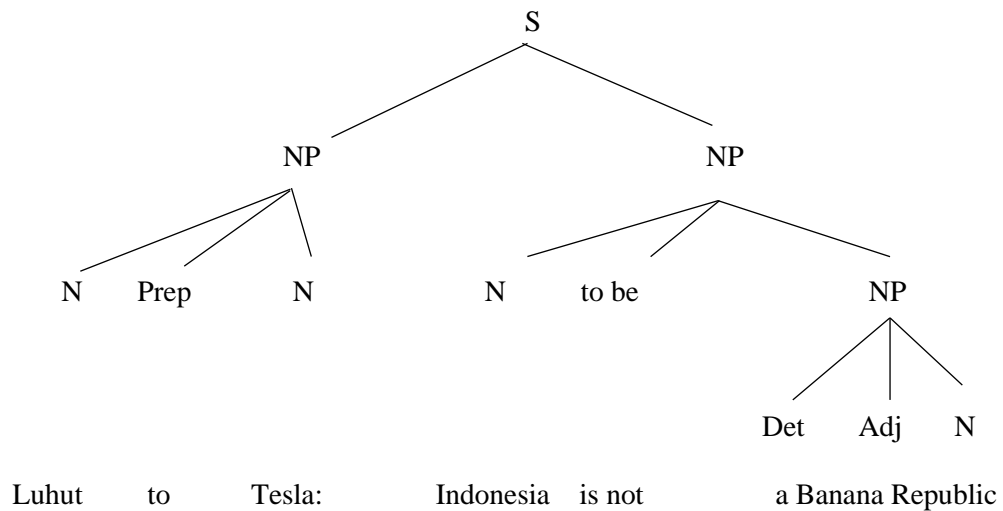
Datum 2

*Luhut to Tesla: Indonesia Is Not a **Banana Republic***

This headline was published on March 25, 2022 in the Economy and Business section of Tempo (Eng) at [Luhut to Tesla: Indonesia Is Not a Banana Republic - News en.tempo.co](https://en.tempo.co). This headline is categorized as clickbait because it consists of ambiguous phrase. It is ambiguous because the term uses ‘a Banana Republic’ which is unclear and confuses the readers.

The readers will guess “What is Banana Republic?” or “Why it is called as Banana Republic?” and they might be ended to read the whole paragraph in that link. On the other hand, this term has no meaning at all when related to the topic. There is also no information shown in the news regarding the term ‘a Banana Republic’. Even though it is said by the community leader, Luhut Panjaitan, he did not give any explanation about this term. Instead of using the clear phrase to describe the Republic, it uses ‘Banana’ to attract the readers. This term ‘a Banana Republic’ is interesting and tricky.

After finding out the category of clickbait headline, the researcher shows the syntactic analysis using tree diagram. The structure of this headline is presented as below:



The structure that is shown in the tree diagram above presents some phrases and part of speech. The first phrase is the Noun Phrase (NP) 'Luhut to Tesla' as it also consists of the subject of the news, Luhut and Tesla. The next phrase is about the statement brought by Luhut to Tesla that Indonesia is not a Banana Republic. The point of why this is clickbait is because of the Adjective 'Banana'. It uses the fruit name to be the Adjective to attract the readers.

2. Exaggeration

The title exaggerates the content on the landing page, which is known as exaggeration. This type of title makes extensive use of meaning words, which draws the reader in. Exaggerating refers to a statement that portrays something as better or worse than it is, whereas incendiary refers to statements that are meant to elicit furious or violent reactions. There are 3 data found in Tempo which are:

Datum 3: <https://en.tempo.co/read/1573636/dilayani-tokopedia-launched-faster-delivery-and-cheaper-shipping-cost>

Datum 4: <https://en.tempo.co/read/1556201/facing-potato-crisis-mcdonalds-indonesia-removes-large-french-fries-from-menu>

Datum 5: <https://en.tempo.co/read/1485499/remarkable-solidarity-saves-hospital-from-oxygen-crisis>.

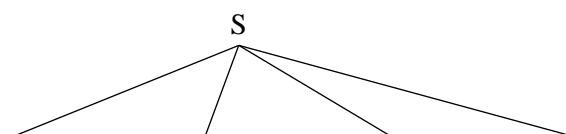
Datum 3

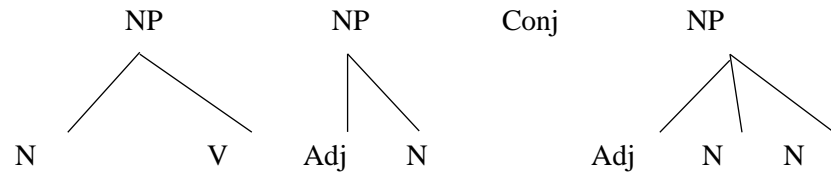
*'Dilayani Tokopedia' Launched, **Faster Delivery and Cheaper Shipping Cost***

This headline was published on March 22, 2022 on Economy and Business section of Tempo (Eng). It consists of advertisement which is also categorized as fake news because the news may function as fulfilling both advertising and news goals through an advertising format. Moreover, it is categorized as clickbait. The category of clickbait for this headline is exaggeration. Exaggeration is when the title written by exaggerating word, phrase or clause on the webpage.

From the headline above, it looks that the media is in the pro side of Tokopedia based in the structure of the headline. That is because the phrase 'Faster Delivery and Cheaper Shipping Cost' is like an advertisement to promote Tokopedia program. It is exaggerating because of its claim seems there is no other online shoppings that have better service than Tokopedia.

The structure of the headline is shown in the tree diagram of the Burton-Robert's (2011) theory.





'Dilayani Tokopedia' Launched, Faster Delivery and Cheaper Shipping Cost

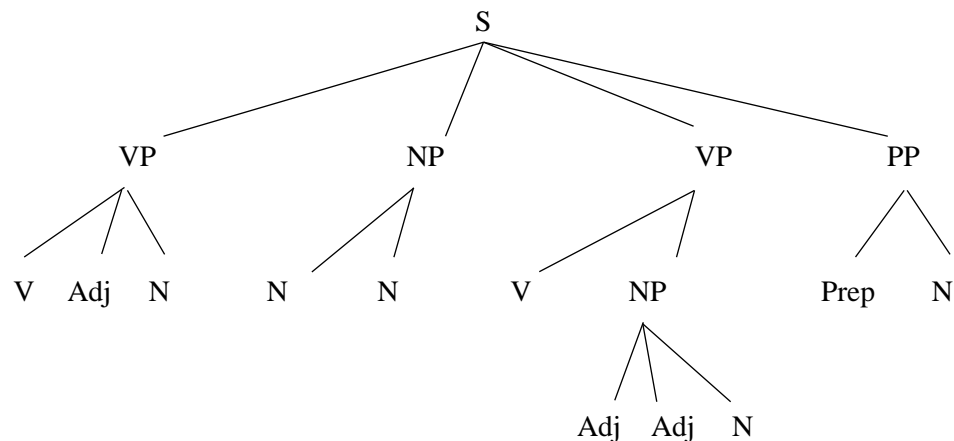
This headline begins with Noun Phrase (NP) 'Dilayani Tokopedia Launched' as the main topic of the news. Then, it is followed by 2 Noun Phrase (NP) 'Faster Delivery' and 'Cheaper Shipping Cost' as the complement of the first Noun Phrase (NP). The uses of adjectives (Adj) 'faster' and 'cheaper' are the main parts of this headline to show the information about the topic in the news for the readers.

Datum 4

Facing Potato Crisis, McDonald's Indonesia Removes Large French Fries from Menu

This headline was published on February 1, 2022 in Economy and Business section of Tempo (Eng). This headline is categorized as clickbait because it consists of exaggeration. Biyani et al. (2016) define exaggeration type of clickbait by saying that the title written is exaggerating. The first phrase 'facing potato crisis' is exaggerating because it is to emphasize the omission of Large Fries in McDonald's Menu. It is used to make the headline more dramatic and aims to be playful to the reader. In this headline, it was shown to readers as if McDonald's decision to remove large fries would create a crisis in the sale of French fries in the fast-food business when in fact it did not.

The tree diagram for the headline shows the analysis of lexical category or part of speech and phrase.



Facing Potato Crisis, McDonald's Indonesia Removes Large French Fries from Menu

This headline is started with Verb Phrase (VP) 'facing potato crisis' as an emphasis of the topic related 'french fries/potato fries'. The sign of the clickbait that is categorized as exaggerating is shown in the Noun (N) on this first phrase 'crisis'. Then, it is followed by the Noun Phrase (NP) as the subject of this topic 'McDonald's Indonesia'. After that, there is a Verb Phrase (VP) again 'Removes Large French Fries' as the predicate and Prepositional Phrase (PP) 'from Menu' as the complement.

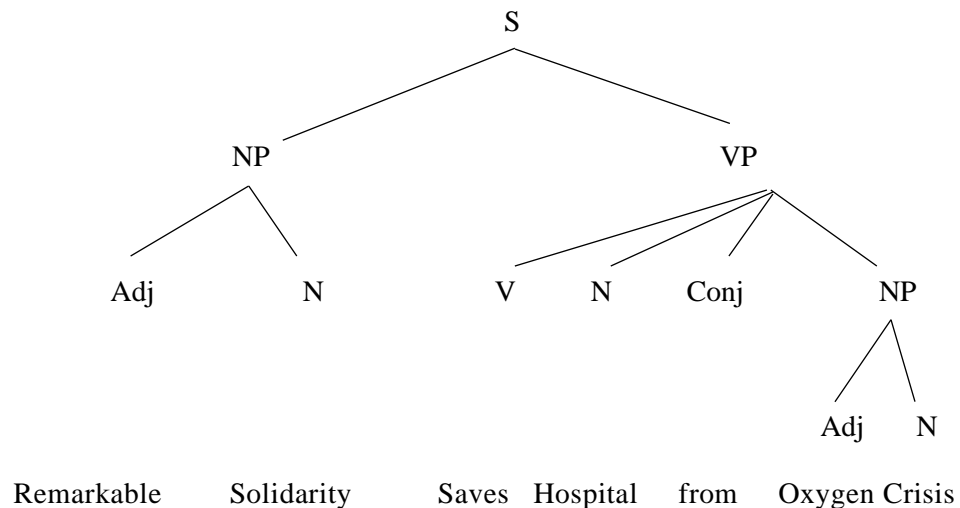
Datum 5

Remarkable Solidarity Saves Hospital from Oxygen Crisis

This headline was published on July 21, 2021, in Sci&Tech section of Tempo (Eng). It is categorized as exaggeration. This means that the title is exaggerating the content on the landing page. The headline written is using the statement that represents something more than it is really. Some phrases present such as 'remarkable solidarity', and 'oxygen crisis', which are the sign of clickbait

in this headline. These terms contain the dramatic meaning by mentioning how the solidarity mentioned is so amazing that it can save the oxygen crisis in the hospital.

After knowing the category of clickbait, there is the syntactic analysis of this headline. It presented in the form of tree diagram which can be seen as below,



This headline is begun with Noun Phrase (NP) ‘Remarkable Solidarity’ which consists of Adjective (Adj) ‘Remarkable’ and Noun (N) ‘Solidarity’. The Adjective (Adj) has a function to describe the Noun (N). After Noun Phrase (NP), there is a Verb Phrase (VP) ‘Saves Hospital from Oxygen Crisis’. The Verb Phrase (VP) composed from the Verb (V) ‘saves’, Noun (N) ‘hospital’, Conjunction (Conj) ‘from’, and Noun Phrase (NP) ‘oxygen crisis’. The Verb (V) ‘saves’ represents the action of Noun Phrase (NP) ‘Remarkable Solidarity’ to the N ‘hospital’. The Noun Phrase (NP) at the end is ‘Oxygen Crisis’ which functions as complement that completes the headline.

4. Inflammatory

Inflammatory type of clickbait means that it either phrasing or using of inappropriate/vulgar words. That kind of word choice results in the onset of feelings regarding the topic. There is just 1 datum of inflammatory in Tempo at <https://en.tempo.co/read/1564236/russias-putin-authorises-special-military-operation-against-ukraine>.

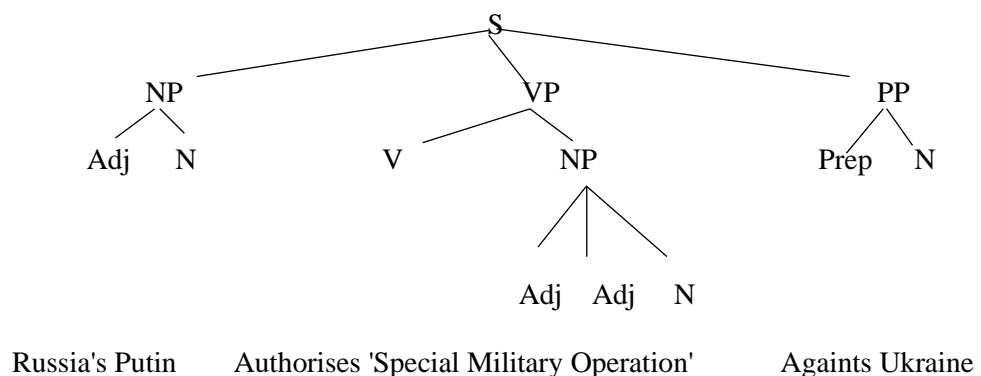
Datum 6

Russia's Putin Authorises 'Special Military Operation' Againts Ukraine

This headline was published on February 24, 2022 in World section of Tempo (Eng). It shows the clickbait headline classified as inflammatory

This headline consists of clickbait by the NP in quotation mark. It uses the term 'Special Military Operation' to attract the reader. The term 'special' had a positive meaning, while the point of the headline or news served is about war. Therefore, it is kind of opposition. This kind of word choice is tricky and smart to make the reader or audience curious of the news.

The analysis of the headline using the syntactic approach is presented in the form of tree diagram, and it is shown as below:



In this sixth headline of Tempo (Eng), the first phrase that appeared is Noun Phrase (NP) ‘Russian’s Putin’ as the subject of the news. Then, it is followed by the Verb Phrase (VP) ‘Authorises Special Military Operation’ which consist of Verb (V) ‘Authorises’ and another Noun Phrase (NP) ‘Special Military Operation’. The Verb (V) ‘authorises’ is as the predicate of the subject, while the Noun Phrase (NP) ‘Special Military Operation’ refers to the information regarding Noun Phrase (NP) ‘Russian’s Putin’ and Verb (V) ‘Authorises’ before. In the end there is Prepositional Phrase (PP) ‘againts Ukraine’ which functions as the complement.

6. Teasing

Teasing means that there are deleted word or phrase to make the readers curious. It is an act of teasing, especially a playfully mocking remark to the readers to click to the link. In Tempo, there is 1 headline that is categorized as teasing.

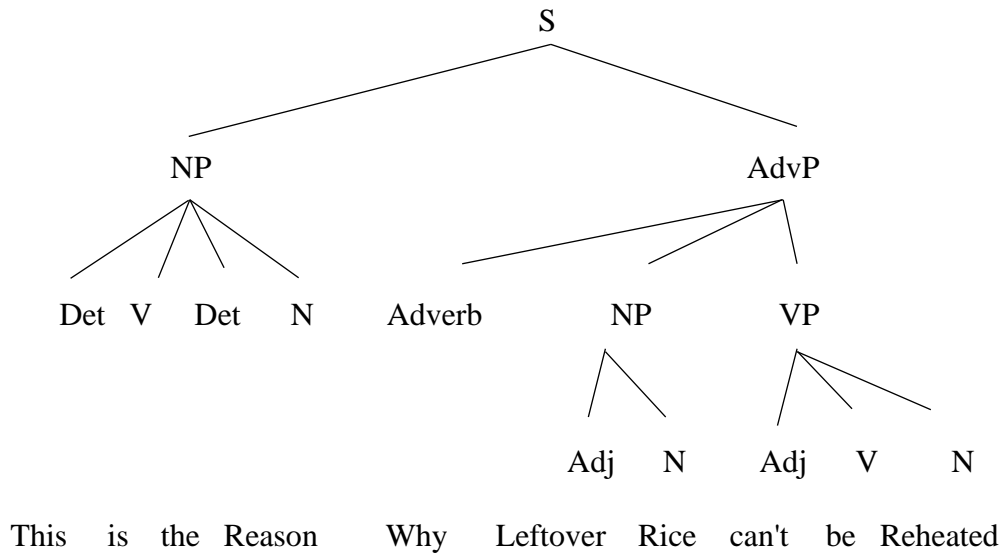
Datum 7

This is the Reason Why Leftover Rice can't be Reheated

This headline was published in January 20, 2022 on Lifestyle section of Tempo (Eng) at <https://en.tempo.co/read/1552040/this-is-the-reason-why-leftover-rice-cant-be-reheated>. It is categorized as clickbait as classified into teasing. That is because it is teasing the readers by omitting one or two parts of the news headline to increase the curiosity.

In the headline above, there is a phrase ‘this is the reason’ without telling more what is ‘this’ and ‘reason’ stand for in the context. The journalist teases the

readers by using the phrase that is teasing and makes the reader guess about ‘so, what is it?’ This kind of headline is usually used for the soft news or article.



The headline is begun with Noun Phrase (NP) ‘This is the Reason’. The use of first Noun (N), ‘reason’ makes the readers curious and ask ‘what reason?’ which then read the next phrase, Adverb Phrase (AdvP). The Adverb Phrase (AdvP) consists of Adverb (Adv) ‘Why’ with Noun Phrase (NP) ‘Leftover Rice’ and Verb Phrase (VP) ‘can’t be Reheated’ which are about the main topic of the headline, ‘Leftover Rice can’t be Reheated’.

Table 3. Classification Data of Clickbaits in Republika

Datum	Category	Part of Speech	Written as
1	Formatting	Verb Phrase	SPEAK OUT
2	Exaggeration	Adjective	Quickly and Effectively
3	Teasing	Noun Phrase	A need to get advertisement

6	Teasing	Noun and Verb	Shakes up and Controversy
7	Teasing	Noun Phrase	Lesson Learned
4	Inflammatory	Verb Phrase	Does Not Want to be Like India
5	Inflammatory	Noun Phrase	War is not Over

After presented in the table above, here is the syntactic analysis based on the Burton-Roberts (2011) theory:

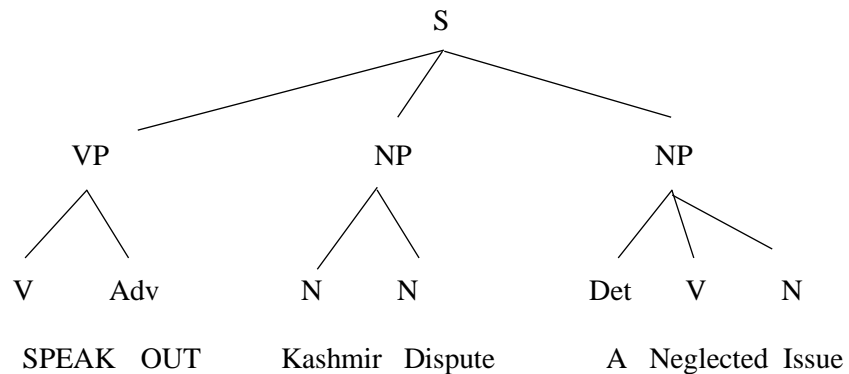
1. Formatting

Formatting means that it overuses of capitalization or punctuation, particularly all capital or exclamation points. The capitalization can attract the readers more because the words are more striking than the other. There is 1 datum found in the Republika that is categorized as Formatting.

Datum 1

SPEAK OUT: Kashmir dispute: A neglected Issue

This headline was published on April 15, 2021 in News section of Republika (Eng) at <https://www.republika.co.id/berita/qrm4i9440/speak-out-kashmir-dispute-a-neglected-issue>. It consists clickbait because of the capitalization of words or phrases in the headline. It is categorized as the formatting type of clickbait headline. Those make the readers curious and end up clicking on news links. The structure of the headline is presented as below,



This headline is begun with a VP ‘SPEAK OUT’, written with a capital that is quite grabbing the attention of readers. Then, it is followed by Noun Phrase (NP) ‘Kashmir Dispute’ which contains the Noun (N) in the form of subjects, ‘Kashmir’ and another Noun (N), ‘dispute’ which accompanies the first Noun (N). After that, there is also another Noun Phrase (NP) that contains the information ‘Dispute about what?’ which leads to ‘A neglected issue’. Among the phrases are also separated by a colon sign that is less effective when viewed from the language structure.

2. Exaggeration

Exaggeration occurs when the title overstates the material on the landing page. This style of title uses a lot of meaningful words to attract the readers.

Exaggerating describes a statement that portrays something as better or worse than it actually is, whereas incendiary describes statements intended to inspire rage or violence. The datum found in Republika is 1 datum that is at

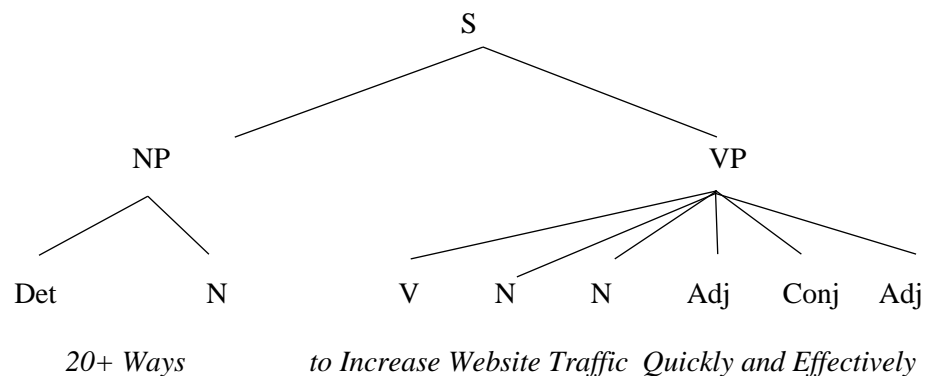
<https://retizen.republika.co.id/posts/43348/20-ways-to-increase-website-traffic-quickly-and-effectively>

Datum 2

20+ Ways to Increase Website Traffic Quickly and Effectively

This headline was published on February 10, 2022, in Retizen section of Republika. Retizen is one of the special sections in Republika that shares articles like a blog. This headline is categorized as clickbait because of the adjectives in the end. The adjectives make the headline classified as exaggeration.

The syntactic analysis of the headline is presented consisting of lexical category and phrase. It is shown as below,



This headline is begun with Noun Phrase (NP), '20+ Ways' as the main focus of the headline. Then, there is a Verb Phrase (VP) consisting of Verbs (V) 'to Increase', Nouns (N) 'Website' and 'Traffic', and Adjectives (Adj) 'Quickly' and 'Effectively'. Adjectives that indicate clickbait are 'Quickly' and 'Effectively' by containing exaggerating elements. The adjectives show the clickbait element which is also functioned as the complement of the Noun Phrase (NP) in the beginning of the headline.

3. Teasing

Teasing means that the title is omitted to provoke the readers. It is an act of teasing the readers by implying that there is a missing word or sentence. It is a teasing act, especially if it is a satirical remark to the readers to go to the link.

There are 3 data found in Republika in the links below:

Datum 3: <https://www.republika.co.id/berita/qyla7u291/beyond-the-creatives-there-is-a-need-to-get-advertisements#:~:text=REPUBLIKA.CO.ID%2C%20SINGAPORE%20--%20In%202021%2C%20businesses%20are%20starting,programmatic%20ad%20purchasing%2C%20and%20image%20recognition%20are%20important.>

Datum 4: <https://www.republika.co.id/berita/qu68vm435/indonesia-delivers-important-notes-on-bccc-2021>

Datum 5: <https://www.republika.co.id/berita/qvkl93349/lessons-learned-from-indonesias-covid19-mitigation-efforts>

Datum 3

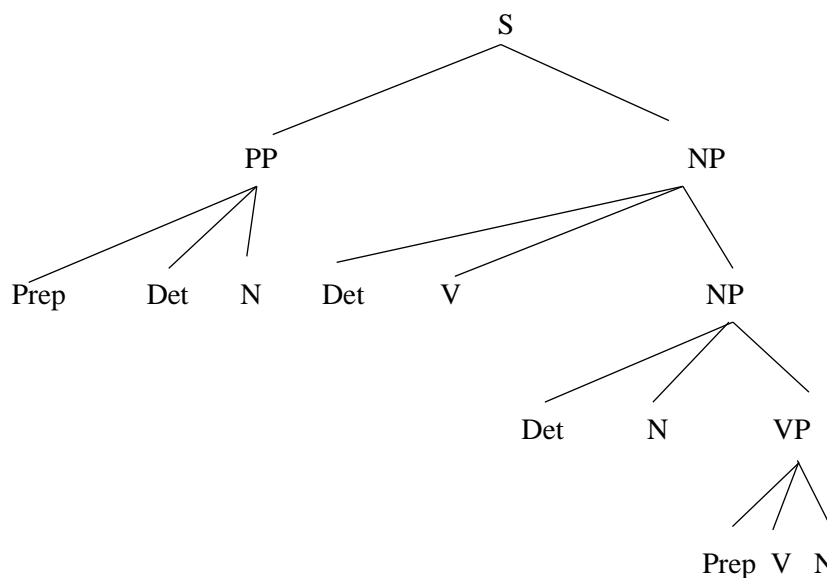
*Beyond the creatives, there is **a need to get advertisements***

This headline was published on August 29, 2021, in News section of Republika (Eng). The clickbait category for this headline is teasing. It intends to provoke the readers by showing the omission of the detail from title to build suspense and curiosity.

This headline also contains the clickbait because this title hints that advertising is indispensable. In fact, not everything requires advertising. In terms of business, although advertising has a very significant role, not all things can be

used as advertisements. Here, journalists feel that in order to get attention, from customers, and break the success of a business, a businessman must make advertisements. In fact, many other things can be done besides making advertisements such as campaigns, promotions through social media or individuals, and others.

This headline is broken down into constituents which consist of lexical category or part of speech and phrases. This is presented in the tree diagram below,



Beyond the creatives, there is a need to get advertisements

This headline starts with Prepositional Phrase (PP) ‘Beyond the creatives’ and then follows with Noun Phrase (NP) ‘there is a need to get advertisement’. The Noun Phrase (NP) afterward serves as a provider of advanced information about ‘how to beyond the creatives?’ which is also interesting and contains elements of telling the reader to do something just through phrases. It is shown in the Noun Phrase at the end of the headline ‘a need to get advertisement’.

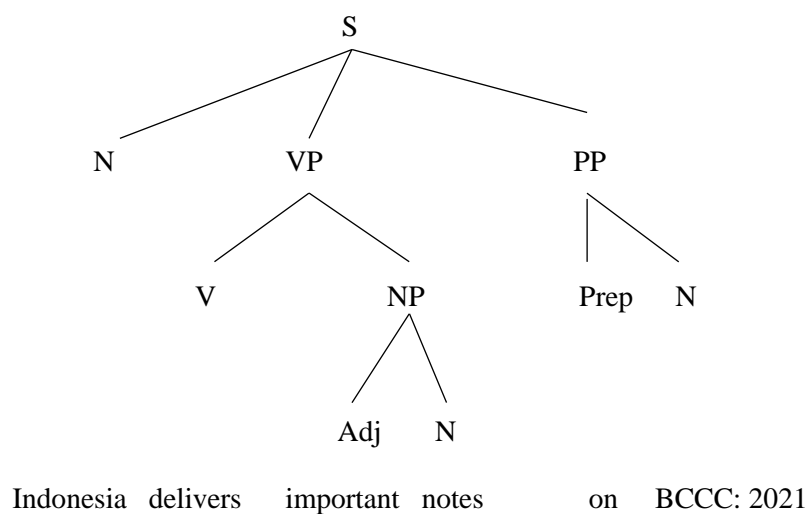
Datum 4

*Indonesia delivers **important** notes on BCCC 2021*

This headline was published on June 4, 2021, in the Economy Business section of Republik. It is categorized as clickbait because of the phrase ‘important notes’. This will make the readers ask ‘what notes are important’ and end up clicking the link of the news. Moreover, it also contains the word ‘important’ that attracts the readers more.

In the news, it is stated that the important notes refer to the statements from Indonesia about some matters that should become the focus of the members of BCCC (Bonn Climate Change Conference). It uses the phrase important notes to describe how important what Indonesia said at the conference and how important it is for readers to know.

The syntactic analysis of this headline is presented in the form tree diagram below,

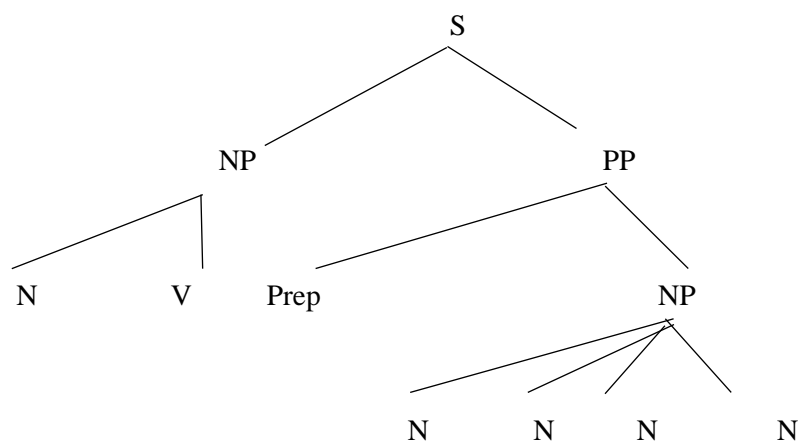


This headline is begun with Noun (N) ‘Indonesia’ as the subject of the news. Then it is followed by the Verb Phrase (VP) which consists of Verb (V) ‘delivers’ and Noun Phrase (NP) ‘important notes’. This Noun Phrase (NP) is a sign of clickbait and teasing. The next part is Prepositional Phrase (PP) ‘on BCCC: 2021’ which functions as a compliment

Datum 5

Lessons Learned from Indonesia’s Covid-19 Mitigation Efforts

This news was published on July 1, 2021. It was presented in the News section of Republika (Eng). This headline is categorized as clickbait because it contains the teasing word. Teasing means that the journalist omitted one or two parts of the headline with an aim to provoke the readers. The teasing part in the headline is shown in the first phrase ‘lesson learned’. The journalist did not write about what the lesson is about, so it can be learned. It will arise the curiosity of the readers towards the content of the headline. By using the incomplete phrases to attract the readers, it will make them click the link to find out the complete information. By presenting this, here is the structural analysis of the headline regarding the syntactic approach chosen,



Lessons Learned from Indonesia's Covid-19 Mitigation Efforts

After knowing the structure, it is presented that the headline is begun with a Noun Phrase (NP) 'Lesson Learned' which consists of Noun (N) 'Lesson' and Verb (V) 'Learned' as the one that is caught the readers' attention before reading the news or article. Next, it is followed by Prepositional Phrase (PP) 'from Indonesia's Covid-19 Mitigation Efforts' that has the Preposition (Prep) 'from' and Noun Phrase (NP) 'Indonesia's Covid-19 Mitigation Efforts'. This Prepositional Phrase (PP) is the predicate of the Noun Phrase (NP) 'Lesson Learned' at the beginning of the headline. NP 'Indonesia's Covid-19 Mitigation Efforts' in PP 'from Indonesia's Covid-19 Mitigation Efforts' is presented as the object of the topic in the headline.

4. Inflammatory

The incendiary term refers to the use of inappropriate/vulgar words or language in the title. It aims to create or evoke feelings of indignation, wonder, mistrust, and so on, through the use of inappropriate/vulgar language or terms. Furthermore, it can be classified as inaccurate since it simply provides false information. There are 2 data found in the Republika that are categorized as inflammatory, which are at:

Datum 6: <https://www.republika.co.id/berita/qrrirl440/indonesia-does-not-want-to-be-like-india>.

Datum 7: <https://www.republika.co.id/berita/qqxbi0440/war-is-not-over-moeldokos-democrats-continue-to-court>

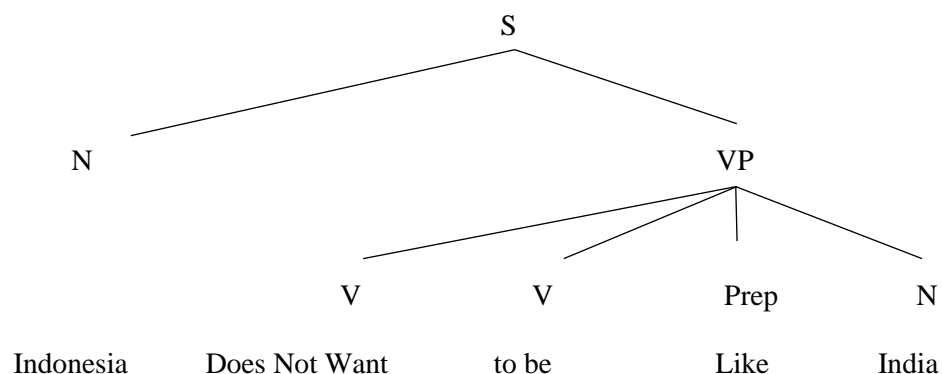
Datum 6

Indonesia does not Want to be like India

This headline was published on April 18, 2021, in the News section of Tempo (Eng). It is categorized as an inflammatory clickbait headline because it contains the provoking meaning under the term ‘does not want’. It means that India is worst than Indonesia in certain things that make Indonesia not want to be like India. While presenting this, the journalist did not include the reason for the unwanted feeling toward India.

This kind of headline will make the readers curious about why Indonesia does not want to be like India, in what aspect, and et cetera. The word choice used in this headline ‘does not Want’ is attractive and can increase the page view of the news/article because of its unique way to present the topic through the headline. Unfortunately, it has a negative impact because it seems like denigrating India.

This headline has a structure presented below as the syntactic analysis approach in this research. Here is the tree diagram,



This headline is begun with Noun (N), ‘Indonesia’, as the main subject. Then, it is followed by the Verbs (V) ‘does not want’ and ‘to be’. The main verb is ‘does not want’ because it is related to the action of Indonesia toward India. In the

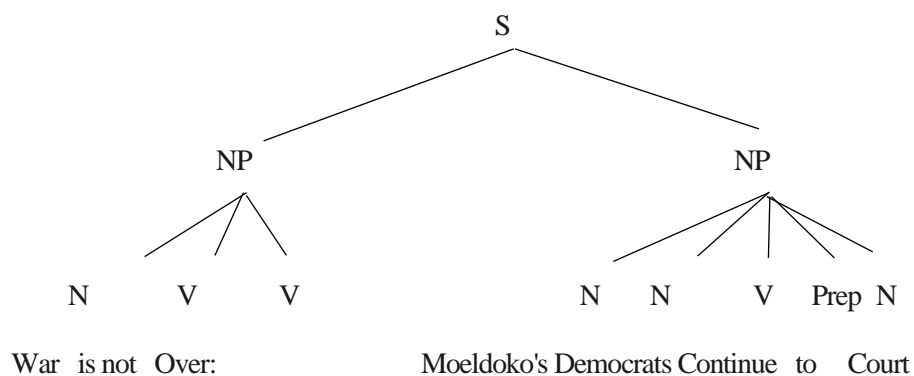
end, there is the Noun (N), 'India' as the object that has been compared to Indonesia's condition.

Datum 7

War is not Over: Moeldoko's Democrats Continue to Court

This headline was published on April 2, 2021, in the News section of Tempo (Eng). This headline is categorized as an inflammatory clickbait headline. An inflammatory headline means that the headline consists of inappropriate/vulgar words or phrases. It uses the provocative phrase 'war is not over' to attract the reader. The term 'war' is already provocative and has an impact on the readers to click on the link and read the whole news or article. Not just that, the journalist even makes a quotation into an interesting phrase.

After knowing the clickbait headline's classification, the researcher presents the tree diagram as an analysis of the headline. The tree diagram is provided based on Burton-Roberts' theory about constituent consists of a lexical category of syntax analysis. Here is the diagram for the headline above,



The headline above is begun with Noun Phrase (NP) 'war is not over' as the main focus to attract the readers. The Noun Phrase (NP) consists of Noun (N) 'war', Verb (V (auxiliary verb)) 'is not', and another Verb (V) 'over'. Then, it is followed

by another Noun Phrase (NP) ‘Moeldoko’s Democrats Continue to Court’ about the information related to the first Noun Phrase (NP) ‘War is not Over’. This second Noun Phrase (NP) consists of the main subject of the news, ‘Moeldoko’ and the activity regarding ‘what is Moeldoko doing?’.

B. Discussions

Based on the findings, the following table shows all the data that had been gathered from The Jakarta Post, Tempo (Eng), and Republika (Eng).

Table 4. The Clickbait Headlines in Indonesian Online News Media

Type of Clickbait	Indonesian Online News Media	Datum
Exaggeration	The Jakarta Post: 3 Tempo: 3 Republika: 1	The Jakarta Post: Datum 1 (Bulldozer (Adjective)), Datum 2 (War Crimes (Noun Phrase)), Datum 3 (Shakes up (Verb)). Tempo: Datum 3 (Adjective (Faster and Cheaper)), Datum 4 (Verb Phrase (Facing Potato Crisis)), Datum 5 (Noun Phrase (Remarkable Solidarity and Oxygen Crisis)). Republika: Datum 2 (Adjective (Quickly and Effectively)).
Teasing	The Jakarta Post: 2 Tempo: 1 Republika: 3	The Jakarta Post: Datum 3 (Controversy (Noun)), Datum 7 (Unpopular (Adjective)). Tempo: Datum 7 (Noun Phrase (This is the Reason)).

		<p>Republika:</p> <p>Datum 3 (Noun Phrase (A need to get advertisement)), Datum 4 (Noun Phrase (Important Notes)), Datum 5 (Noun Phrase Lesson Learned)).</p>
Inflammatory	<p>The Jakarta Post: 3</p> <p>Tempo: 1</p> <p>Republika: 2</p>	<p>The Jakarta Post:</p> <p>Datum 2 (Murderers (Noun)), Datum 4 (Wants (Verb)), Datum 5 (Noun Phrase (Financial Crime))</p> <p>Tempo:</p> <p>Datum 6 (Noun Phrase (Special Military Operation)).</p> <p>Republika:</p> <p>Datum 6 (Verb Phrase (Does Not Want to be Like India)), Datum 7 (Noun Phrase (War is not Over)).</p>
Formatting	<p>The Jakarta Post: 0</p> <p>Tempo: 0</p> <p>Republika: 1</p>	<p>The Jakarta Post:</p> <p>(There is no Ambiguous headline found in The Jakarta Post)</p> <p>Tempo:</p> <p>(There is no Ambiguous headline found in Tempo)</p> <p>Republika:</p> <p>Datum 1 (Verb Phrase (SPEAK OUT)).</p>
Graphic	<p>The Jakarta Post: 0</p> <p>Tempo: 0</p> <p>Republika: 0</p>	<p>(There are no clickbait headlines that is categorized as Graphic)</p>
Bait-and-switch	<p>The Jakarta Post: 0</p> <p>Tempo: 0</p>	<p>(There are no clickbait headlines that is categorized as Bait-and-Switch)</p>

	Republika: 0	
Ambiguous	The Jakarta Post: 1 Tempo: 2 Republika: 0	The Jakarta Post: Datum 6 (Noun Phrase (A News Home)). Tempo: Datum 1 (Noun (Fate)), Datum 2 (Noun Phrase (A Banana Republic)). Republika: - (There is no Ambiguous headline found in Republika)
Wrong	The Jakarta Post: 0 Tempo: 0 Republika: 0	(There are no clickbait headlines that is categorized as Wrong)

Based on the table above, the data displayed look more than the total data collected which is 21 because some headlines contain more than one category of clickbait. For instance, in The Jakarta Post, the second data presented have two categories of clickbait which are Exaggeration and Inflammatory. Moreover, the total clickbait headline gathered to be the object of analysis is still 21 derived from the three Indonesian online news media.

From Table 4 above, there are several kinds of clickbait headlines that are spread to The Jakarta Post, Tempo and Republika. The kinds of clickbait headlines from the analysis above are (1) Exaggeration, with a total of 5 headlines. There are 3 headlines from The Jakarta Post, 3 headlines from Tempo, and 1 headline from Republika; (2) Inflammatory, with a total 6 headlines. It is scattered into 3 headlines of The Jakarta Post, 1 headline of Tempo, and 2 headlines of Republika; (3) Teasing, with a total 6 headlines. There are 2 headlines in The Jakarta Post, 1

headline in Tempo, and 3 headlines in Republika; (4) Ambiguous, with a total 3 headlines which are spread in The Jakarta Post and Tempo.; (5) Formatting, with a total 1 headline in Republika.

Based on that, there are three categories that were not used by the journalists and are not included in all the data. They are Graphic, Bait-and-switch, and Wrong. The graphic category refers to the image used in the news that can lead to the misunderstanding of the readers. Bait-and-switch is where there is an additional link to click on the web page to go to the actual page. While the Wrong category refers to the wrong headlines. From the explanation above, the three categories of clickbait headlines are unavailable because: (1) the focus of this analysis is on the headlines, not the image (Graphic); (2) from all the data, there are no websites that make the researcher does the additional click to go to the destination page (Bait-and-switch); and (3) the information served in the headlines and the content is related, so the focus of the information is the same (Wrong).

The majority categories of clickbait used by The Jakarta Post are Exaggerating and Inflammatory, while the part of speech is Noun Phrases. The journalists mainly used Exaggerating and Inflammatory headlines to attract the readers by using dramatic and provocative word choices. The Noun Phrase is used to refer to the other terms related to the topic of the headline which will be found by the readers interesting. From the eight clickbait headlines found, some were also identified as more than one category of clickbait by Biyani et al. (2016). There are two headlines that have two categories of clickbait based on the part of speech. It means that the headlines which contain more words play more doubtful to the

readers. It is because the journalists tend to make the headlines look more attractive and exciting than they should be.

Similar to Tempo (Eng), the common category found as clickbait is Exaggeration and Inflammatory. It is because the headlines presented by the journalists use the attractive with a bit of dramatic sense of the situation. The situation was shown in the word choices of the headline by using the exaggerating title and inappropriate phrases or words. The majority of lexical categories found in the data of Tempo (Eng) is Noun Phrase commonly used to refer to the subject or object matter in the topic of the headlines.

Almost similar to the others, Republika has a slightly different result. There are three out of seven clickbait headlines categorized as teasing, two clickbait headlines as Inflammatory, and the others as Capitalization also Ambiguous, and Exaggeration. Republika mainly used the omitted phrase or word in their clickbait headline to tease the reader and arise curiosity. The common part of speech as the sign of those clickbait headlines are Noun Phrases with a total of three headlines, while the others are verb phrases, an adjective, a noun, and a verb.

What is interesting regarding this research is there are several ways for journalists to write their headlines to make the readers click on their link. The word choice and wordplay are smart and interesting to make the readers not feel bored when scrolling in online news media. The structure of the headlines has an impact on the category of clickbait just like the theory brought by Biyani et al. (2016) to attract the reader. However, the theory of analysis using syntactic is also appropriate

to examine the clickbait headline because it can focus on the part of speeches and phrases.

This analysis is presented a similar result as the previous studies in Chapter I. This research has a similar finding to the research proposed by Younus (2019) and Bunyarat (2020), in which both focused on the examination of the structure of the headline. Younus (2019) analyzed the structure of scientific news headlines in online newspaper, while Bunyarat (2020) proposed the studies of headlines in the paper and online newspapers. This present research corroborates the results of previous studies that journalists tend to make eye-catching and interesting word choices and structures to attract readers.

CHAPTER V

CONCLUSION AND SUGGESTION

This last chapter consists of a conclusion and suggestions. It is served the conclusion of what has been found and discussed based on the data. It also presents the suggestion to another researcher regarding this topic of analysis.

A. Conclusion

The emergence of fake news in this developing technology and information is real and can be threatening to the readers. When the fake news is spread and the readers have difficulties differentiating whether the news is credible or not, it will make the existence of news media is no longer to be trusted.

The clickbait can be detected using some approaches, one of them is through linguistic examination. This research uses the linguistic pattern to determine whether the headline contains clickbait or not. The approach used is a syntactic approach to present the structure of the headline of the news which consists of clickbaiting. The syntactic theory that is used in this research was brought by Burton-Roberts (2011) which is served the information regarding lexical category or part of speech and phrase. Beforehand, the researchers decided that the headlines contain clickbait referring to the Biyani et al. (2016) theory.

From the data found, English-language Indonesian news media use headlines that contain clickbait but they can still be categorized as safe or still trustworthy and do not contain hoaxes. Although not much clickbait is found, the researcher found some data that can be categorized as clickbait headlines. It can be

said that the English-language Indonesian news media still prioritizes the spread of true news and does not only pay attention to word games to attract the attention of readers.

The Jakarta Post, Tempo, and Republika still use the clickbait headline but it is still trustful and verified news or article. They use the clickbait headline with the word choices and word playing to make the readers curious more about the topic they are writing. From the result, the researcher figured that the journalists arrange the words in an attractive way for the reader but do not make them feel dumb. They present their headlines for each news or article using a well-structured words and did not make the reader confused.

According to the findings of a study that gathered 21 data points, more than half of the data uses clickbait to entice readers to click on the news or article link. The types of clickbait often used by Indonesian media journalists are Exaggeration, Inflammatory, and Teasing. The linguistic structures in headlines use a simple structure and the majority use Phrases, nouns, and Adjectives as clickbait signs. The Noun phrases and Adjectives used are not excessive and still relate to the topic of the headline.

Based on the finding, the common feature that exists in clickbait headline is Noun Phrase (NP). It is because the Noun Phrase is commonly used to refer to something provocative, unique, and attractive to the reader. The structure of the headline is various but not as rigid as the English writings in books, dictionaries, or other official writings.

Despite the fact that clickbait is extensively utilized in the news, the study reveals that in the field of journalism, an eye-catching title is required to increase literacy. Besides, it helps to fill the curiosity gap of readers. The implementation of clickbait headlines in Indonesian news media has an impact that does not harm readers.

B. Suggestion

From the result that has been presented, the researcher suggests the next researchers focus on not only the form of the headline but also the Semantic elements. Based on the limitation in this research, the researcher also hopes for the next researcher to do further examination such as comparing local and international platforms of news media or other problems faced in this fast-paced era because of the information and technology development. The researcher believes that there will be another interesting topic regarding syntactic analysis in linguistics and media that will contribute more to the academic field.

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CURRICULUM VITAE



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