

ANALYSIS OF THE JOURNALISTIC LANGUAGE IN THE INFORMATION CAPTIONS ON THE @COPPAMAGZ ACCOUNT ON INSTAGRAM

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Abstract

Journalistic language is the language journalists use in writing, presenting, and disseminating actual, factual, and reliable news and information to attract viewers' attention. There are 17 main characteristics of journalistic language, namely simple, short, concise, straightforward, clear, pure, interesting, democratic, populist, logical, grammatical, avoiding speech informal, avoiding foreign words and terms, choosing the right words (diction), prioritizing active sentences, avoiding technical words terms, and complying with ethical rules. This study uses a qualitative approach. Methods of data collection in this study use observation and document analysis. This study aims to determine the application of journalistic language to the information caption used by the @coppamagz account on Instagram. The theory used in this study is the Sumadiria theory (2016). The research results on the application of journalistic language in information captions on the @coppamagz account on Instagram, which was published on 24 February – 24 March 2023, show that it almost meets the characteristics of using journalistic language. But also found some errors in the application of journalistic language. Following are the results of the frequency of data obtained: (1) 8 simple aspects, (2) 8 short aspects, (3) 10 concise aspects, (4) 10 straightforward aspects, (5) 10 clear aspects, (6) 10 pure aspects, (7) 10 interesting aspects, (8) 10 democratic aspects, (9) 7 populist aspects, (10) 10 logical aspects, (11) 8 grammatical aspects, (12) aspects avoiding speech (informal) totaling 8, (13) aspects avoiding foreign words and terms totaling 4, (14) aspects choosing the right words (diction) totaling 10, (15) aspects prioritizing active sentences totaling 8, (16) aspects avoiding technical words or terms as many as 7, and (17) aspects of complying with ethical rules as many as 10.

Keywords: Journalistic Language; Characteristic of Journalistic Language; Instagram; K-Pop.

INTRODUCTION

The research on 'Analysis of the Journalistic Language in Information Captions on the @coppamagz Account on Instagram' follows. First, research that focuses on journalistic language. According to Anti (2020), applying journalistic language to the news media is a must. Anti (2020) also reveals that the obstacles encountered in applying journalistic language in news writing are time and pressure. It is because the pressure experienced by editors when editing untidy writing will take a long time, while online media competition is at the speed of publishing news, so accuracy needs to be addressed. Second, Fauzi (2021) also said that the challenge in journalism practice in the digital era is presenting accurate, quality, and credible information to the public. Third, research by Efendi & Rahayu (2022) shows that journalistic language in writing news or information must meet three crucial aspects: brief, concise, and clear. However, journalistic language in writing circulating reports often needs to be corrected.

Next is research that focuses on social media. First, Bernatta & Kartika (2020) argue that the presence of social media, especially Instagram, has become an addiction for the world community. Now people prefer to use social media as a means of communication and source of information, and this is because social media provides trending news quickly and accurately. Second, Lestari (2022) shows that social media is used not only as a means of self-existence but also as a source of information. Instagram is now used as a means for publishing journalistic works. Of course, before publishing news, the verification and accuracy stages of the report must be carried out so that hoaxes do not spread. Third, Kholifah & Sabardila (2020) convey that language is essential in obtaining information and communicating. Because,

on social media, especially on Instagram, errors often appear in using language in captions and comments.

According to Nurhidayah (2022), Instagram is a large platform; anyone can share something. To be able to share information or news, someone doesn't need to have a large number of followers; the most important thing is that the information conveyed is factual, accurate, viral, and credible. Besides that, Kencana et al. (2022) stated that journalists who write news on social media deliver news according to market desires (readers); they also use social media to find story ideas, establish relationships with viewers and find additional information.

In research related to meeting information needs, Yanti (2022) revealed that one online media is commonly accessed by Korean Pop (K-Pop) fan groups as a means of fulfilling K-Pop's daily information needs, namely CoppaMagz (@coppamagz). And also, Lestari (2022) explains that the @coppamagz account gives its viewers satisfaction in obtaining information, entertainment satisfaction, personal identity satisfaction, and social integration satisfaction. Apart from that, it also strengthens their identity as K-Pop fans because they can get to know their idols closer and become an opportunity for them to share more information with their fellow fans.

From the description of the previous research above, there are similarities with the research the writer will do to analyze the application of journalistic language on social media. However, what makes this research different from previous studies is that this study explores the journalistic language contained in the information caption on the @coppamagz account on Instagram.

The basic theory researchers use in this study is the theory put forward by AS Haris Sumadiria in his book *Bahasa Jurna-*

listik. Journalistic language is the language used by journalists, editors, or mass media managers in compiling and presenting, loading, broadcasting, and displaying news and incident reports or statements that are true, actual, important, and attractive so that the contents are easily understood, and the meaning is quickly understood (Sumadiria, 2016). Similar to the definition of journalistic language put forward by Abdul Chaer, journalistic language is the language of the press and one of the creative varieties of Indonesian, besides there are also a variety of academic (scientific) languages, a variety of business (business) languages, a variety of philosophical languages, and variety of literary languages (literature) (Chaer, 2010). There are 17 main characteristics of journalistic language, namely simple, short, concise, straightforward, clear, pure, interesting, democratic, populist, logical, grammatical, avoiding speech informal, avoiding foreign words and terms, choosing the right words (diction), prioritizing active sentences, avoiding technical words terms, and complying with ethical rules (Sumadiria, 2016).

The reason for choosing a journalistic language as the subject of this study is because journalistic language is the main factor that must consider in journalism activities. Journalistic language is needed to minimize errors in news writing, understand the news conveyed, and avoid misunderstandings easily. As stated by Hohenberg in Chaer (2010), the purpose of writing journalistic works is to give readers information, ideas, and opinions. This information must be concise, thorough, clear, interesting, and easy to understand.

Furthermore, researchers use informational captions on the @coppamagz account on Instagram as the object of this research. First, CoppaMagz is an online media community that is not only present

on the Instagram platform but is also present on the website, Youtube, Line, and Twitter to satisfy the information needs of Korean Pop (K-Pop) fans. Second, CoppaMagz actively presents information about daily South Korean infotainment news. The CoppaMagz Instagram account itself has followers that reach 1.4 million followers. CoppaMagz's info shows in the photo captions for each upload on his Instagram account feeds.

Based on the explanation above, what the writer will examine in this research is how the application of journalistic language to the information caption used by the @coppamagz account on Instagram and whether, in writing the information caption, there is a discrepancy with the characteristics of journalistic language. Therefore, the goal that the author wants to achieve in this research is to find out the suitability of applying journalistic language in the information caption on the @coppamagz account and make mistakes in using journalistic language as evaluation material for writers and readers.

METHOD

This research, 'Analysis of the Journalistic Language in Information Captions on @coppamagz Account on Instagram,' uses qualitative research methods. Bogdan and Taylor (in Abdussamad, 2021) state that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior; the approach is directed at the background and individual holistically. There are two data collection methods that the authors use in this study. First is the observation method. Researchers observed uploads on the Instagram account @coppamagz. And secondly, the technique of document analysis. The researcher analyzes the application of journa-

listic language to the information caption in the upload of the @coppamagz account. Document analysis was carried out based on 17 characteristics of journalistic language, namely simple, short, concise, straightforward, clear, pure, interesting, democratic, populist, logical, grammatical, avoiding speech informal, avoiding foreign words and terms, choosing the right words (diction), prioritizing active sentences, avoiding technical words terms, and complying with ethical rules. Meanwhile, the data the authors obtained in this study were 10 uploads in the @coppamagz account published on 24 February 2023 to 24 March 2023, which select randomly. The following results are from the frequency of all data analyzed in uploads to the @coppamagz account.

Table 1. Results of the frequency of all data.

Journalistic Language Characteristic (Sumadiria, 2016)	Frequency
Simple	8
Short	8
Concise	10
Straightforward	10
Clear	10
Pure	10
Interesting	10
Democratic	10
Populist	7
Logical	10
Grammatical	8
Avoiding speech informal	8
Avoiding foreign words and terms	4
Choosing the right words (diction)	10
Prioritizing active sentences	8
Avoiding technical words and terms	7

Complying with ethical 10 rules

RESULT AND DISCUSSION

Sumadiria (2016), in the book *Bahasa Jurnalistik*, explains that journalistic language is defined as the language used by journalists, editors, or mass media managers in compiling and presenting, loading, broadcasting, and showing news and reports of events or statements that are true, actual, important and exciting with the aim of making it easy to understand the contents and quickly grasping the meaning. Based on the findings that have been carried out in the research 'Analysis of the Journalistic Language in Information Captions on the @coppamagz Account on Instagram' it is considered that it almost meets all the criteria for the characteristics of good and correct journalistic language according to the theory put forward by AS Haris Sumadiria. The following results are from all data analyzed in uploads to the @coppamagz account.

Characteristic of simple

Sumadiria (2016) explains that the simple aspect means always prioritizing and selecting words or sentences with the most widely known meaning by a very heterogeneous audience, both in terms of their intellectual level and demographic and psychographic characteristics. The following is the use of simple aspects of journalistic language characteristics in uploads to the @coppamagz account:

Data 1

"Haha, Byul, bersama tiga anak mereka -Dream, Soul, dan Song- akan naik bus dan melakukan perjalanan ke seluruh negeri." (Coppamagz, 2023)

Based on data (1) above, it shows that it is included in the simple category

because the sentence uses words with the most widely known meanings by the viewer so that the reader can easily understand the importance of the contents of the sentence.

Characteristic of short

According to Sumadiria (2016), short means straight to the point, not long-winded, not roundabout, and not wasting the reader's valuable time. The following is the use of short aspects of journalistic language characteristics in uploads to the @coppamagz account:

Data 3

“Pengadilan menilai bahwa penyelidikan penangkapan tidak diperlukan karena Ravi mengakui dakwaan tersebut.” (Coppamagz, 2023)

Based on data (3) above, shows that it is include in the category of short journalistic language characteristics. This is proven because the sentences are short-winded and straight to the point, so they are clear and save time.

Characteristic of concise

Sumadiria (2016) conveyed that concise journalistic language means that every sentence and paragraph written contains a lot of essential and interesting information for the reading audience. The following is the use of dense aspects of journalistic language characteristics in uploads to the @coppamagz account:

Data 7

“Meski kontrak Luda dan Dawon dengan Starship Entertainment telah berakhir, agensi mengklarifikasi bahwa mereka masih menjadi bagian dari WJSN.” (Coppamagz, 2023)

Based on data (7) above, the sentence is a concise characteristic of journal-

istic language. Even though the sentence is short, it contains a lot of information so that the reader will more easily understand the information conveyed.

Characteristic of straightforward

Conforming to Sumadiria (2016), straightforward means firm and unambiguous while avoiding euphemisms or refinement of words and sentences that can confuse the reading public resulting in different perceptions and erroneous conclusions. The following is the use of journalistic language characteristics in a straightforward aspect in uploading the @coppamagz account:

Data 8

“VAST Entertainment selaku agensi Hyun Bin dan MSTEAM Entertainment selaku agensi Son Ye Jin membantah dengan tegas rumor perceraian yang menimpa pasangan ini.” (Coppamagz, 2023)

Based on data (8) above, it proves that the sentence is included in the straightforward characteristics because the contents of the sentence emphasize one meaning that the two agencies refute the divorce rumors. The sentence is also not ambiguous; there is no refinement of words, so it will not cause another interpretation of the sentence's meaning.

Characteristic of clear

In accordance with Sumadiria (2016), clear means easy to catch the meaning, not blurry and blurry. The following is the use of clear aspects of journalistic language characteristics in uploads to the @coppamagz account:

Data 2

“The Real Deal Has Come!” telah merilis poster para pemain dramanya.” (Coppamagz, 2023)

Based on data (2) above shows that the sentence is clear. The sentence's meaning is easy to understand because now the actors in the drama "The Real Deal Has Come" are known, and this sentence goes straight to the main point of all the information that will convey.

Characteristic of pure

Sumadiria (2016) mention that pure means clear, translucent, transparent, honest, sincere, and not hiding anything negative such as prejudice and slander. The following is the use of clear aspects of journalistic language characteristics in uploads to the @coppamagz account:

Data 4

"Jum'at (24/2), International Federation of the Phonographic Industry (IFPI) umumkan Global Album Sales Chart 2022. Mereka mengungkapkan peringkat tahunannya dari album terlaris tahun lalu di seluruh penjualan fisik global dan digital download." (Coppamagz, 2023)

Based on data (4) above, the sentence is included in the pure category because the content conveyed is honest information based on factual data from the International Federation of the Phonographic Industry (IFPI).

Characteristic of interesting

Sumadiria (2016) states interesting means arousing the interest and attention of the reading audience, triggering an appetite for reading, and making people asleep wake up instantly. The following is the use of interesting aspects of journalistic language characteristics in uploads to the @coppamagz account:

Data 5

"Seorang pegawai Kereta Api Korea / Korail (sebut saja A) secara ilegal mengakses data RM BTS." (Coppamagz, 2023)

Based on data (5) above, it proves that it includes interesting characteristics because the sentence can attract viewers' reading interest to find out more about how this event can occur.

Characteristic of democratic

According to Sumadiria (2016), democratic means that journalistic language doesn't recognize levels, ranks, castes, or differences between the party greeting and the party being greeted, as found in the grammar of Sundanese and Javanese. Everything is level and equal. The following is the use of democratic aspects of journalistic language characteristics in uploads to the @coppamagz account:

Data 3

"Ravi sedang diselidiki oleh pihak kejaksaan atas tuduhan bahwa ia menggunakan jasa broker wamil, ..." (Coppamagz, 2023)

Based on data (3) above, this sentence is included in the democratic characteristics because there is no partiality or differences in levels of social status. There is no privilege or condescension in using personal pronouns, and all are considered equal.

Characteristic of populist

Sumadiria (2016) interprets that populist means that every word, term, or sentence contained in journalistic works must be familiar to the ears, eyes, and minds of the audience of readers, listeners, or viewers. The following is the use of populist aspects of journalistic language characteristics in uploads to the @coppamagz account:

Data 3

"Selain Ravi, dikatakan 100 orang termasuk yang berasal dari dunia olahraga dan entertainment Korea juga telah diselidiki"

diki.” (Coppamagz, 2023)

Based on data (3) above, it is included in the category of populist characteristics. It proves that the words used in the sentence are often found, and most viewers know their meanings.

Characteristic of logical

In accord with Sumadiria (2016), logical means whatever is contained in a journalistic word, term, sentence, or paragraph must be acceptable and not contrary to common sense (common sense). The following is the use of logical aspects of journalistic language characteristics in uploads to the @coppamagz account:

Data 1

“Selain itu, berbagai penumpang termasuk penduduk setempat dan tamu selebritas akan menjadi teman seperjalanan Dream, Soul, dan Song.” (Coppamagz, 2023)

Based on data (1) above, it is said to be included in the logical characteristics because the words in the information sentence are clear and can be accepted by human logic so that it will not cause misinformation.

Characteristic of grammatical

In line with Sumadiria (2016), grammatical means any words, terms, or sentences used and selected in journalistic language must follow standard grammatical rules. The following is the use of grammatical aspects of journalistic language characteristics in uploads to the @coppamagz account:

Data 5

“Korail kemudian melakukan penyelidikan terhadap laporan ada pegawainya yang secara ilegal mengakses informasi artis terkenal.” (Coppamagz, 2023)

Based on data (5) above, it shows that it is included in grammatical characteristics because the use of the word in the sentence already follows standard grammatical rules.

Characteristic of avoiding speech (informal)

Sumadiria (2016) explains that speech words are commonly used in informal everyday conversations. And in writing, journalistic language must use standard (formal) language. The following is the use of journalistic language characteristics in the aspect of avoiding speech (informal) in uploads to the @coppamagz account:

Data 3

“Setelah melakukan interogasi prapenangkapan, Ketua Hakim berkata, “Tuduhannya berat, tetapi mengingat bukti obyektif yang dikumpulkan sejauh ini, tersangka (Ravi) mengakui dakwaan tersebut. Dia punya tempat tinggal dan pekerjaan tetap. Sulit untuk mengatakan bahwa ada resiko (Ravi) melarikan diri dan menghancurkan barang bukti” (Coppamagz, 2023)

Based on data (3) above shows that it meets the characteristics of avoiding speech because the sentence uses standard (formal) words and pays attention to grammatical structures that are good and correct according to the demands of the press.

Characteristic of avoiding foreign words and terms

In agreement with Sumadiria (2016), avoiding foreign words and terms means that the reader or listener must know the meaning and meaning of every word he reads and hears. The following is the use of journalistic language characteristics in avoiding foreign words and terms in uploads to the @coppamagz account:

Data 5

“Korail memang menemukan fakta itu, namun gagal menemukan adanya pembocoran informasi ke luar.” (Coppamagz, 2023)

Based on data (5) above, it has been proven that the sentence has avoided using a foreign language. This sentence only uses Indonesian because if information mixes with a foreign language, it will be very uninformative and confusing.

Characteristic of choosing the right words (diction)

According to Sumadiria (2016), journalistic language emphasizes effectiveness. It means that every word chosen is correct and accurate, following the purpose of the main message to be conveyed to the public. The following is the use of journalistic language characteristics in terms of the right choice of words (diction) in uploads to the @coppamagz account:

Data 9

“NCT DREAM baru-baru ini mengadakan siaran langsung Instagram setelah malam kedua konser “THE DREAM SHOW: In A Dream” di Bangkok” (Coppamagz, 2023)

Based on data (9) above, it shows that in the information sentence, the diction chosen is correct so that the main message can be precise and accurate. The choice of words or diction that needs to be more appropriate will reduce the quality of information.

Characteristic of prioritizing active sentences

As stated in Sumadiria (2016), active sentences are easier to understand and preferred by readers than passive ones. The following is the use of journalistic language characteristics in the aspect of prioritizing

active sentences in uploads to the @coppamagz account:

Data 6

“...dirinya dengan keluarga terlihat **menemui** aktor Lee Je Hoon yang baru saja menggelar Fan Meeting di Jakarta.” (Coppamagz, 2023)

Based on data (6) above, the sentence meets the criteria of prioritizing active voice, in which the word ‘menemui’ is the affix of ‘me(n)’ + the verb ‘temu’ + the ending ‘i’. The use of active sentences will clarify the understanding of the reader.

Characteristic of avoiding technical words and terms

Based on theory of Sumadiria (2016), avoiding technical words or terms means that because they are intended for the public, journalistic language must be simple, easy to understand, easy to read, not to frown, let alone to make the head throb. However, technical words or terms only apply to certain relatively homogeneous groups or communities. The following is the use of journalistic language characteristics in avoiding technical words or terms in uploads to the @coppamagz account:

Data 2

“Baek Jin Hee akan berperan sebagai Oh Yeon Doo yang menawan dan santai, seorang instruktur bahasa yang merupakan bintang baru di industr kuliah internet.” (Coppamagz, 2023)

Based on data (2) above, it shows that there is no use of technical words or terms. Using words or technical terms is okay, but it must provide information or markers to make it easier for viewers to interpret the information.

Characteristic of complying with ethical rules

According to Sumadiria (2016), the language of the press must be standard, correct, and good. In language ethics, the press is not allowed to write words that are not polite, vulgar, swearing, blasphemy, and insults that are very far from religious socio-cultural norms. The following is the use of journalistic language characteristics in aspects complying with ethical rules in uploads to the @coppamagz account:

Data 8

“Kedua agensi pun membantah dengan tegas bahwa rumor tersebut adalah berita palsu dan mereka tengah dengan aktif memantau keadaan untuk menentukan apakah akan melanjutkan hal ini ke ranah hukum.” (Coppamagz, 2023)

Based on data (8) above, the sentence included complying with ethical rules. It is evidenced by the use of sentences in language ethics. In fact, the function of the press is to educate.

In writing news or information, mistakes are often found. Discrepancies inevitably arise in applying journalistic language in the news reported by humans. Good and faithful news is news containing all the characteristics of journalistic language. In the results of observation and analysis of journalistic language in information captions on the @coppamagz Instagram account researchers have, it turns out that the most errors are found in the characteristics of the journalistic language in the aspect of avoiding foreign words and terms. In this modern era, the influence of the foreign world is unavoidable. However, language is the main thing that needs attention when writing news or information. If writing news or information in a place based on Indonesian or the target is Indonesian society, then the language must use Indonesian.

Besides that, there are also several

other errors in the application of journalistic language to information captions uploaded by the @coppamagz account found in this study, namely simple, brief, populist, grammatical aspects, avoiding speech (informal), prioritizing active sentences, avoiding foreign words and terms, and avoid technical words and terms. The following is a discrepancy in applying journalistic language to information captions on the @coppamagz account.

Errors in the use of simple aspects

“Dari laporan SBS, kelakuan A **terspill** karena dia mengatakan ke orang-orang sekitar ...” (Data 5) (Coppamagz, 2023)

Based on data (5) above, the researcher found an error in using the word ‘spill’, which did not meet the criteria for the characteristics of a simple aspect of journalistic language. The term combines the Indonesian affix ‘ter’ and the foreign language ‘spill’. In writing a good and correct Indonesian, combining Indonesian with foreign languages is optional. Thus, it would be more if written like this:

“Dari laporan SBS, perilaku A **terbongkar** karena dia mengatakan ke orang-orang sekitar ...”

Changing the word ‘terspill’ to ‘terbongkar’ would be better used in writing the information caption. It is to make it easier for the reader to understand the sentence’s meaning.

Errors in the use of short aspects

“Kedua agensi pun membantah dengan tegas bahwa rumor tersebut adalah berita palsu dan mereka **tengah dengan aktif memantau** keadaan untuk menentukan apakah akan melanjutkan hal ini ke ranah hukum.” (Data 8) (Coppamagz, 2023)

Based on data (8) above, we found an error in the waste of words in the word

“tengah dengan aktif memantau”. Words must reflect the characteristics of a brief aspect of journalistic language. Thus, it would be more if written like this:

“Kedua agensi pun membantah dengan tegas bahwa rumor tersebut adalah berita palsu dan mereka **tengah memantau** keadaan untuk menentukan apakah akan melanjutkan hal ini ke ranah hukum.”

Changes to the word ‘dengan aktif’ being deleted will shorten the sentence even more but in no way change the meaning of the sentence. It is done to make it easier for the reader to understand the sentence’s purpose and not to beat around the bush.

Errors in the use of populist aspects

“... seorang ibu tunggal yang menjalin hubungan palsu **kontraktual** dengan seorang pria yang sangat menentang pernikahan.” (Data 2) (Coppamagz, 2023)

Based on data (2) above, a discrepancy was found in the word ‘kontraktual’ where the word is not familiar to the ear of the reader. Thus, it would be better to briefly explain the meaning of ‘kontraktual’ to make it easier for readers to understand the information conveyed.

Errors in the use of grammatical aspects

“Untuk **memperkut** pernyataan Soobin, agensi WJSN Starship Entertainment berbagi dengan TV Report” (Data 7) (Coppamagz, 2023)

Based on the data (7) above, typography is found in the word ‘memperkut’. Thus it can be initiated by fixing the typography:

“Untuk **memperkuat** pernyataan Soobin, agensi WJSN Starship Entertainment berbagi dengan TV Report”

Typographical improvements to the word ‘memperkut’ to ‘memperkuat’ provi-

de explanations that are easier for readers to understand and fulfill the characteristics criteria of journalistic language in the grammatical aspect.

Errors in the use of avoiding speech (informal) aspects

“Kata penggemar sih sudah cocok jadi om!” (Data 6) (Coppamagz, 2023)

“Mau juga dong kak” (Data 6) (Coppamagz, 2023)

Based on data (6) above, the writer found an error in using speech words in writing news or information following the characteristics of journalistic language must use standard or formal language.

Errors in the use of avoiding foreign words and terms aspects

“Promotor bagikan **seatplan** beserta harga untuk **ticket fan meeting** Kim Seonho!

Gelar **fan meeting** bertajuk ‘One, Two, Three, Smile’, harga untuk bertemu Kim Seonho dimulai dari 1.4-2.8 juta rupiah dengan kategori **all seating**.

Kategori blue dari MCP package juga akan berkesempatan untuk **group photo** bersama sang aktor. Serta seluruh kategori akan mendapatkan **farewell session**.

Sementara itu, **fan meeting** ini akan digelar pada 3 Juni mendatang di Tennis Indoor Senayan.” (Data 10) (Coppamagz, 2023)

Based on data (10) above, we found an error: several uses of a foreign language did not comply with the criteria for journalistic language characteristics. Thus, it would be better if changed some foreign word to Indonesian, such as ‘seat plan’ was changed to ‘rencana tempat duduk’, the word ‘fan meeting ticket’ was changed to ‘tiket jumpa penggemar’, the word ‘fan meeting’ was changed to ‘jumpa penggemar’, the word ‘group photo’ was changed

to 'foto bersama', and the word 'farewell session' is changed to 'sesi perpisahan' or an explanation is given that the farewell session is fans have the opportunity to interact directly with Kim Seon Ho from a certain distance in a short time after the end of the event.

Errors in the use of prioritizing active sentences aspects

“Setelah melakukan interogasi pra-penangkapan, Ketua Hakim **berkata**, ...” (Data 3) (Coppamagz, 2023)

Based on data (3) above, a discrepancy was found in the journalistic language characteristics of prioritizing the active sentence, namely the word 'said'. Thus it can be changed into an active word so that it becomes an active sentence, as below:

“Setelah melakukan interogasi pra-penangkapan, Ketua Hakim **mengatakan**, ...”

Changing the word 'berkata' to 'mengatakan' would be better and meet the characteristics criteria of journalistic language in prioritizing active sentences. It is to make it easier for the reader to understand the sentence's meaning.

Errors in the use of avoiding technical words and terms aspects

“Ahn Jae Hyun akan berperan sebagai Gong Tae Kyung, seorang dokter kandungan dan **ginekolog** berbakat yang bertekad untuk tidak menikah.” (Data 2) (Coppamagz, 2023)

Based on data (2) above, a discrepancy was found in the characteristics of the journalistic language in the aspect of avoiding words or technical terms where there is a medical term 'ginekolog'. Thus, it would be better to briefly explain the meaning of a gynecologist or give a marker in italics like a gynecologist. However, because on Instagram, there is no feature to change the form of writing, it could initiate

by using the quotation mark 'ginekolog' as a marker that it is a scientific term. It can make it easier for the reader to understand the meaning of the information conveyed.

CONCLUSION

Based on the results of research on the application of journalistic language in Information Captions on the @coppamagz Account on Instagram published on 24 February – 24 March 2023 show that it almost fulfills the characteristics of using journalistic language. Following are the results of the frequency of the data obtained: (1) 8 simple aspects, (2) 8 short aspects, (3) 10 concise aspects, (4) 10 straightforward aspects, (5) 10 clear aspects, (6) 10 pure aspects, (7) 10 interesting aspects, (8) 10 democratic aspects, (9) 7 populist aspects, (10) 10 logical aspects, (11) 8 grammatical aspects, (12) 8 avoided speech (informal) aspects, (13) 4 aspects of avoiding foreign words and terms, (14) 10 aspects of choosing the right words (diction), (15) 8 aspects of prioritizing active sentences, (16) 7 aspects of avoiding technical words or terms, and (17) 10 aspects of complying with ethical rules.

Besides that, the researcher also found errors in the application of journalistic language characteristics, namely 2 simple aspects, 2 short aspects, 3 populist aspects, 2 grammatical aspects, 2 aspects of avoiding speech (informal), 2 aspects of prioritizing active sentences, 2 aspects of avoiding technical words and terms as many as 3, and the most common aspect of avoiding technical words and terms as many as 6.

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