

LINKS TO:

Stage 2, Module 11

Learning Object 2: Here is the news

Exercise 1

1.1 Identify any abbreviations (including initialisms and acronyms) and use your dictionary, or an online dictionary of abbreviations and acronyms, to work out the meanings.

Answers:

Abbreviation	Meaning
Timnas	Tim Nasional (Indonesia's national sporting team)
Korsel	Korea Selatan (South Korea)
PMI	Palang Merah Indonesia (Indonesian Red Cross)
KTP	Kartu Tanda Penduduk (National Identity Card)
SBY	Susilo Bambang Yudhoyono (Current President of the Republic of Indonesia)
Mendiknas	Menteri Pendidikan Nasional (National Education Minister)
UI	Universitas Indonesia (University of Indonesia)
Jakbar	Jakarta Barat (West Jakarta)

1.2 What do you think the story is that accompanies each of these headlines?

Sample answers:

1.2.1 Timnas Disikat Korsel 5–0

I think this article is about an Indonesian national sporting team suffering a humiliating 5–0 defeat at the hands of South Korea. The verb *sikat* means 'to brush', so the article is suggesting the Indonesian team was brushed aside by the South Koreans.

1.2.2 PMI Pasok Air Bersih

I think this article is about the Indonesian Red Cross distributing clean drinking water somewhere in Indonesia after a natural disaster.

1.2.3 26 Ribu Warga Membuat eKTP

I think this article is about the first 26,000 people to receive the country's new electronic National Identity Card.

1.2.4 21 Rumah dan 11 Sekolah Rusak

I think this article is about the destruction caused to 21 houses and 11 schools as a result of some type of natural disaster. Indonesia has more than 100 active volcanoes and is prone to frequent eruptions and earthquakes, which can cause widespread damage.

1.2.5 SBY Minta Maaf

I think this article is about Indonesia's President Susilo Bambang Yudhoyono asking for forgiveness for some personal shortcoming or failure of his government. It is also common among Muslims to seek forgiveness for words or deeds that may have unintentionally offended others. This is especially prevalent towards the end of the fasting month of Ramadan when Muslims seek mutual forgiveness.

1.2.6 Potong Gigi Masal di Bali

I think this article is about people in Bali filing down their teeth *en masse* as part of a Hindu ritual cleansing ceremony. All young adults undertake this to help them control the six weaknesses of the flesh that are within all people, and are considered to be 'the enemy'. These are: lust, greed, anger, confusion, drunkenness and jealousy.

1.2.7 Kapal di Atas Rumah, Objek Wisata di Lampulo

I think this article is about a large boat that has somehow ended up on top of a house, possibly after a tsunami, and has become a local tourist attraction.

1.2.8 Mendiknas Meresmikan Kampus UI Baru di Jakbar

This is an article about the Minister of National Education officially opening a new campus of the University of Indonesia in West Jakarta.

1.2.9 Merokok Cantik dan Bebas?

I think this article is about tobacco companies targeting young female smokers in their advertisements, by appealing to women's sense of fashion, beauty and personal freedom.

1.3

Sample answers:

1.3.1 What is the purpose of headlines?

In Indonesia, as in Australia, the purpose of headlines is to attract the attention of the reader so they are encouraged to read further. To achieve this purpose, headlines can be factual, sensational, or even misleading. As long as they pique the interest of the reader, they have been successful in achieving their primary aim.

1.3.2 By examining the examples above, are you able to identify any other rules for effective headlines in Indonesian? If so, what are they?

In Indonesian, effective headlines use:

- simple and direct language
- phrases which omit unnecessary words, for example, articles
- capitals for each word (except conjunctions and prepositions)
- abbreviations of phrases
- a play on words, or puns
- questions, as a way of encouraging the audience to think about an issue.

1.3.3 Do you think headlines in Indonesian are similar to those in English? Why? Why not?

Media around the world can be guilty of sensationalising headlines. Indonesian and Australian media are no different in this regard. And in both countries the headlines can be misleading.

For example, the following 'sensational' headline appeared in an Indonesian newspaper, whose primary audience is Jakarta's poorly-educated, unskilled and itinerant workers:

*Ditangkap, 'Tikus-tikus' Koper
di Bandara Soekarno-Hatta*

Arrested Luggage 'Rats' at
Soekarno-Hatta Airport

However, for Indonesian readers, it would be clear that the luggage rats are corrupt baggage handlers, so the headline is not deceptive.

Exercise 2

Answers:

2.1 Write the full name of the newspapers you have selected.

The newspapers from which I sourced the headlines are all online versions of some popular, Indonesian, daily newspapers, including:

- *Tempo Interaktif*
- *Pikiran Rakyat*
- *Republika*
- *Media Indonesia*

2.2 Find and choose a headline for each of the following and write a brief description of what you think the news report is about.

2.2.1 A front-page headline:

The front-page headline, sourced from *Media Indonesia*, was '*Kerugian Akibat Gempa Rp50 Milyar*'. This news is about the estimated 50 billion rupiah of damage caused by an earthquake to the town of Subulussalam in the province of Aceh.

2.2.2 A headline about a foreign country:

This headline, sourced from *Tempo Interaktif*, was '*Gara-gara Tikus, Pesawat Tunda Penerbangan*'. This news is about how a Nepal Airlines Boeing 757 was stranded in Hong Kong because a mouse was discovered on the aircraft. The 84 passengers had to be put up at a hotel while airline staff looked for the mouse.

2.2.3 A human-interest headline:

This headline, sourced from *Pikiran Rakyat*, was '*Anjing Kelaparan Memangsa Majikannya*'. This article is about a dog owner who went away on holidays for two weeks and left his nine dogs without any food or water. When he returned he was attacked and eaten by his hungry dogs.

2.2.4 A sports headline:

This headline, sourced from *Pikiran Rakyat*, was '*Spanyol dan Italia Lolos ke Piala Eropa 2012*'. This article is about how Spain and Italy qualified for the 2012 European Cup soccer tournament after being victorious in matches against Liechtenstein and Slovenia.

2.2.5 Any other headline:

This headline, sourced from *Pikiran Rakyat*, was '*Presiden Nonton Bioskop Sore Ini*'. This article is about how the Indonesian President, Susilo Bambang Yudhoyono, will be watching a screening of the new Indonesian film *Lima Elang* (*Five Eagles*) later in the afternoon.

Exercise 3

Sample answers:

3.1 Help Peter and Anna write suitable headlines for each article.

3.1.1 Article 1 headline

'Jempol Jago Masak Terpotong'.

3.1.2 Article 2 headline

'Kemenangan Tak Terduga'.

3.1.3 Article 3 headline

'Undangan Makan Malam Top'.

3.2 Review the headlines you wrote for each of the three articles in Exercise 3.1. Explain your choice of headline for each in English.

3.2.1 Article 1 Headline:

'Jempol Jago Masak Terpotong': I wrote this headline, which translates as 'Great Chef's Thumb Cut', because it arouses reader interest to find out who the great chef actually is and to find out the extent of his injuries. Although, it will probably be a bit of a letdown when the reader discovers that the 'great chef' is just an Australian schoolboy living in Jakarta and not a popular celebrity chef.

3.2.2 Article 2 Headline:

'Kemenangan Tak Terduga': I wrote this headline, which translates as 'Unexpected Victory', because it encourages the audience to read more about the details of the victory, because no hint is given about the context of the victory, or about any participants in the event. Because the headline gives nothing away, we must read further to discover what the article is about.

3.2.3 Article 3 Headline:

'Undangan Makan Malam Top': I wrote this headline, which translates as 'Top Dinner Invitation', because it is effective on several levels. First, it arouses reader interest to find out the details of this very special dinner and see who has been invited to it. Second, there is the play on the word 'Top' because of the double meaning of being a 'special' dinner and the fact that the guest of honour at the dinner was the famous actor Jacki Top.

Exercise 4

Rewrite Article 3, including an appropriate headline, in the future tense.

Pada hari Sabtu tanggal 2 Maret mendatang, keluarga Smart dari Australia akan menghadiri acara makan malam di Restoran Gloria yang diselenggarakan Bapak Hassan Tobing, Presiden Direktur PT Oz-Indo Logistik untuk keluarga staf eksekutifnya.

Semua hadirin akan menikmati santapan lezat yang disajikan dalam acara Selamat Datang Di Indonesia untuk keluarga Smart ini.

Puncak acara makan malam adalah akan munculnya bintang film Jacki Top. Banyak foto akan diambil bersama bintang film yang terkenal ini. Dia juga akan menandatangani foto-foto untuk semua tamu. 'Si Jacki Top sangat rendah hati. Dia akan memberikan kami tiket untuk film barunya yang akan beredar di bioskop minggu depan. Saya sangat gembira,' ujar si Anna.