

Psychological Subject in News Headlines of University Websites in Indonesia: An Applied Linguistics Perspective

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ABSTRACT

Many researches on linguistics either traditional or functional linguistics have been conducted in both pure linguistics and applied one. Included into the applied one, this research aims to describe Psychological Subject (PS) in the news headlines of university websites in Indonesia beside the meta description that influences the reader to click the website. The method used in this research is descriptive analysis by using data from the news headlines of 5 (five) university websites in Indonesia. The results of this research show that the elements of PS in the news headlines are the name or identity of universities, the elements of university, the activities conducted in the universities, and the other parties which conduct activities in or together with the universities. These PSs become significant since they are important factors of headlines of the news which increase the accesability of the university websites. In order to improve the accessibility of the university websites, the appropriate PS should be selected to fill the headlines of the news

Key words: Applied Linguistics, Psychological Subject (PS), News Headline, University Websites, Indonesia

INTRODUCTION

Nowadays, an excellent higher education needs not only interesting, effective, applicable education system but also media in order to spread the information of the universities. Some quality education program will not be recognized properly if the education information is not well published through media. Hence such valuable information is unreachable by the people due to this. The roles of media for higher education is quite important. It is either to publish news, information, etc. or to be used as the media to popularize the institution. Through media, the university or college as the higher education institution could be well-known.

The using of media such as website, brochure, video etc. should be able to use an effective and accurate strategy in order to make the news more interesting, then the people feel interested in reading the information. One of the important tools in order to make the news interesting is language. The using of effective and informative language will determine whether the news is interesting and readable or not. News headline is one of the most important elements of the news. News headline is identical to 'head' of human, then

it becomes the first 'face' to see the contents of the news. Therefore, there should be an accurate strategy of language in order to create an interesting news headline.

In the field of advertising, language plays an important role because most ads are always employing utterances in the form of words, phrases, or sentences to provide the message. Cook (1992) states that the utterances of the slogan work verbally to spice up the ads. In other words, language is a means to emphasize slogan or statement related to subtextual meaning (Danesi, 2004: 268). Hence, linguistics has a role in determining the message to be conveyed.

Regarding researches on linguistics, especially grammar, applied in higher education, Soekarno (2016) discussed grammatical errors of the first year students' essays. It is related to the influence of mother language towards the foreign language learning.

Related to linguistics applied to promotion and advertising, Pamungkas (2010) discussed the theme of slogans in English language advertising namely the theme in declarative, imperative, and interrogative moods. Furthermore,