USE OF JOURNALISTIC LANGUAGE IN REPORTING ON INSTAGRAM AND LAMBE TURAH PORTALS

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Abstrak
Penelitian yang berjudul Penggunaan Bahasa Jurnalistik dalam Pembertitaan Pada Akun Instagram dan Portal Lambe Turah bertujuan untuk mendeskripsikan dan menjelaskan pentingnya penggunaan bahasa jurnalistik dalam sebuah berita agar berita yang diberikan dapat diterima dengan baik oleh masyarakat dengan ukuran intelektual yang berbeda-beda, sehingga semua masyarakat dapat mengerti pokok berita tanpa adanya perspektif yang berlawanan. Penelitian ini menggunakan metode pendekatan kualitatif menggunakan dokumen analisis dengan menganalisis penggunaan bahasa pada berita yang terdapat pada Intagram dan portal berita lambe turah dan dikaitan dan dianalisis dengan teori yang membahas penggunaan bahasa jurnalistik seperti ciri utama bahasa jurnalistik, aturan penulisan, aturan penggunaan tanda baca, aturan pemilihan kata, aturan penulisan kalimat, paragraf, dan sebuah berita harus memuat fakta yang didalamnya terkandung unsur 5W+1H. Hasil yang diperoleh dari penelitian ini adalah pada penggunaan bahasa jurnalistik pada lambe turah sudah hampir sesuai dengan unsur yang memuat fakta 5W+1H, mengikuti ciri utama bahasa jurnalistik dan aturan penulisan, aturan penggunaan tanda baca, aturan pemilihan kata, aturan penulisan kalimat, paragraf dan sebagainya
Kata kunci: Penggunaan, Bahasa Jurnalistik, Media Sosial

Abstract
The research entitled The Use of Journalistic Language in News on Instagram Accounts and Lambe Turah Portal aims to describe and explain the importance of the use of journalistic language in news so that the news provided can be well received by people of different intellectual sizes, so that all people can understand the main news without any opposing perspectives. This research uses a qualitative approach method using document analysis by analyzing the use of language in news contained in Intagram and lambe turah news portals and linked and analyzed with theories that discuss the use of journalistic language such as the main characteristics of journalistic language, writing rules, rules for using punctuation, rules for choosing words, rules for writing sentences, paragraphs, and a news story must contain facts in which the 5W + 1H elements are contained. The results obtained from this study are that the use of journalistic language on lambe turah is almost in accordance with the elements that contain 5W + 1H facts, following the main characteristics of journalistic language and writing rules, rules for using punctuation, rules for selecting words, rules for writing sentences, paragraphs and so on.
Keywords: Usage, Journalistic Language, Social Media

INTRODUCTION

Research related to the title Use of Journalistic Language in News in Lambe Turah Online Media is as follows. The first research focuses on the use of language in news on social media. Handono (2018) states that language style is a tool to beautify words and give positive meaning to the interlocutor. Most people prefer to use sarcasm. Gumiar (2020) reveals that it has continued to develop over time. Increasingly, new technology also affects language, especially social language. Meanwhile, Hasanah, at.al. (2021) concluded the meaning of language use so that netizens are wiser about speaking on social media. The use of language used by netizens aims to convey an opinion but the way of delivery is not good and can cause misunderstanding for other readers.

Furthermore, research focuses on the conditions of language use. First, Fadhila (2017) revealed that there are language variations based on speaker variations on the news on Instagram only found dialect and sociolect. In dialect variations, they usually use the Malang dialect and Javanese, while in socio-there are only age and gender factors. Meanwhile, according to Indrawati (2020) in her research, she explained that the words used by the admin in providing news through Instagram are accompanied by

captions that use slang, Indonesian and English so that they can be understood by all groups. Pande and Artana (2020) also explained that the speech acts found were locution, illocution and perlocution. Hariyanti and Yustitia (2020) also give the opinion that the language used is a form of expression of honesty and there is an attempt to criticize the political phenomenon in the Instagram account addressed by the researcher.

Furthermore, research that discusses the problem of language use. Starting with Tarwiyati and Sabardila (2020) there are several language deviations in social media on including the maxim of wisdom, the maxim of generosity, the maxim of appreciation, the maxim of simplicity, the maxim of agreement, and the maxim of sympathy. This is because many people want to express themselves on social media. Meanwhile, according to Rofi'ah (2021), deviations from the principle of language unity include the maxim of wisdom, the maxim of generosity, the maxim of praise, the maxim of humility, the maxim of agreement and the maxim of sympathy. It is hoped that netizens will be wiser in commenting on social media in order to create the principle of good language unity. Pamungkas, at.al. (2023) also explained Indonesian language errors in terms of spelling. Language is not just giving words but must understand the rules of language so that the meaning conveyed can be received properly.

The difference between this research and previous research is that Lambe Turah presents the hot and latest news. Lambe Turah has quite a lot of followers, so it can be the right place to disseminate news. At Lambe Turah we can find a lot of news and information that we want quickly and easily so that it is used as a means to disseminate, receive information and news. Nowadays, people are more interested in finding news and information through social media because they feel that the news obtained is more up-to-date, interesting and not boring.

This research uses several basic theories. First, according to Sareb (2006), news writing must still prioritize elements in the form of facts in each part, especially in the body of the news. For this reason, a news story must contain "facts" that contain the elements of 5W+1H. Sumadiria (2004) also mentions the main characteristics of journalistic language that can be used by all forms of media, including:

1. Simple, always prioritizing and choosing words or sentences that are most widely known in meaning by a very heterogeneous audience of readers.
2. Short, directly to the point, not wordy, not wasting the reader's precious time.
3. Dense information requirements mean that every sentence and paragraph written contains a lot of important and interesting information for the reading audience.
4. Straightforward, meaning firm, unambiguous, while avoiding euphemisms or refinement of words and sentences that can confuse the reading audience so that there are differences in perception and wrong conclusions.
5. Clear, meaning clear, translucent, transparent, honest, sincere, not hiding something else that is negative such as prejudice or slander.
6. Clear, easy to grasp the meaning, not vague.
7. Interesting, able to arouse the interest and attention of the reading audience, trigger the appetite for reading, and make people who are sleeping wake up instantly.
8. Populist, meaning that every word, term or sentence contained in journalistic works must be familiar to the ears, eyes and minds of the readers and listeners.
9. Logically, whatever is contained in journalistic words, terms, sentences must be acceptable and not contrary to common sense.
10. Democratic, journalistic language does not recognize the level, rank, caste, or differences of the addressee or addressee as found in Sundanese and Javanese grammar.
11. Grammatical, any word, sentence or term used and chosen in journalistic language must follow the rules of standard grammar.
12. Avoiding speech words, which are words commonly used in informal daily conversations.
13. Avoiding foreign words and terms, meaning that readers must know the meaning of every word they read and hear.
14. The right choice of words (diction), because journalistic language emphasizes effectiveness.
15. Prioritizing active sentences, because they are easier to understand, understand and be liked by the reading audience than the use of passive sentences.

16. Avoiding technical words or terms, because it is intended for the public, journalistic language must be simple, easy to understand, light to read, not making the forehead wrinkle, let alone making the head throb.
17. Subject to ethical rules, one of the main functions of the press is education and education.

Meanwhile, according to Gunadi (2020), journalistic language includes writing rules, rules for using punctuation, rules for choosing words, rules for writing sentences, paragraphs and so on. The mouth of the rules is so that the public can understand the information described correctly, completely and completely. Besides that, journalistic language is also a strategy which is related to how to attract as many readers, viewers, visitors, and listeners as possible.

The reason researchers chose Lambe Turah as the object of research is because Lambe Turah presents a variety of information and news needed by its readers, not only that Lambe Turah is already very well known as a news portal that presents the latest and most popular news and can be accessed whenever and wherever you are. People prefer to find news by using social media because the news is enough to attract readers to feel the content of the news. As explained by Badudu (1988), journalistic language has distinctive characteristics, namely short, concise, simple, straightforward, interesting and clear.

Based on the explanation described above, the problem formulation in this study is How the Use of Journalistic Language in News on Instagram and the lambe turah Portal. Research related to this title aims to find out the use of good journalistic language in disseminating news and the public better understands how to use journalistic language on social media and in order to equalize perspectives so that there are no differences of opinion that can cause commotion. The use of good language is needed so that the news delivered can be more easily understood by everyone. With the research on the use of journalistic language, it is hoped that all news provided can be well received by people of different intellectual sizes, so that all people can understand the main news without any opposing perspectives.

METHOD

The method that the author uses in this research is a qualitative approach using document analysis by analyzing news posts on the @lambe_turah Instagram account and on the Lambe Turah website. According to Krippendorff (1991) the content analysis method is a method used to reveal bright studies of the press on a large scale, sociological and linguistic research, especially the latest media. Content analysis research is fundamentally empirically oriented, explanatory in nature, related to real symptoms and aims to be predicative and tends to be prescriptive. In analyzing the data, researchers used the theories of several experts to find out the use of good journalistic language in the news. First, according to Sareb (2006), news writing must prioritize factual elements in each part, especially in the body of the news. For this reason, a news story must contain "facts" which contain the elements of 5W+1H. Furthermore, according to Sumadiria (2004), journalistic language has main characteristics that can be used by all forms of media including: Simple, Short, Compact, Straightforward, Clear, Clear, Interesting, Populist, Logical, Democratic, Grammatical, Avoiding speech words, Avoiding foreign words and terms, Choice of words (diction), Favoring the right active sentence, Avoiding technical words or terms, Subject to ethical rules. Furthermore, the last one, according to Gunadi (2020) Journalistic Language, includes writing rules, rules for using punctuation, rules for choosing words, rules for writing sentences, paragraphs and so on. The technique used is a classification technique, namely classifying data, recording and determining whether the news writing is in accordance with the rules of good journalistic language writing, so that the news delivered can be easily accepted by the logic of the readers. The data studied is documented by reading, understanding, recording and then concluding based on the use of good journalistic language.

RESULTS AND DISCUSSION

Journalistic language is the language style used by journalists in writing news. Journalistic language can be said to be the language of mass communication, which is a way of communicating through mass media, both orally and in writing. The use of journalistic language is different from the use of official language, although journalistic language follows standard language rules. However, journalistic language is different from literary language and official language (Anti 2020).

Referring to the theories that the author has collected, news writing must contain "facts" which contain the elements of 5W + 1H and include writing rules, rules for using punctuation, rules for

choosing words, rules for writing sentences, paragraphs and so on. News writing must also have characteristics such as: Simple, Short, Compact, Straightforward, Clear, Clear, Interesting, Populist means that every word, term or sentence contained in journalistic works must be familiar to the ear, Logical, Democratic, journalistic language does not recognize levels, ranks, castes, or differences, Grammatical, words, Any word, sentence or term used and chosen in journalistic language must follow the rules of standard grammar, Avoiding speech words, Avoiding foreign words and terms, The right choice of words (diction), Prioritizing active sentences, Avoiding technical words or terms, Subject to ethical rules.

	17 Journalistic language characteristics Sumadiria (2004)	5W+1H elements Sareb (2006)	Writing rules, punctuation, word selection, sentence writing, and paragraphs. Gunadi (2020)
Postingan 1 Gelontorkan APBD Rp 9,4 M, 294 Kades-Lurah di Wonogiri Terima Motor Dinas Baru	There are characteristics that are not met, namely not being democratic, not avoiding speech words, not avoiding foreign terms, not prioritizing active sentences and not being subject to ethical rules.	In post 1, the 5W+1H elements have been fulfilled.	Post 1 includes writing rules, punctuation rules, word choice rules, sentence and paragraph writing rules.
Postingan 2 Lagi, Begal Motor Terjadi di Depok, Pedagang Kebab Tertembak di Dada	There are journalistic language characteristics that are not fulfilled, namely in post 2 does not prioritize active sentences.	In post 2, the 5W+1H elements have been fulfilled.	In post 2, it includes writing rules, rules for using punctuation, rules for choosing words, rules for writing sentences and paragraphs.
Postingan 3 Angelina Sondakh Mendapat Dukungan Untuk Membuka Dalang Dari Kasus Megakorupsi Hambalang	There are journalistic language characteristics that are not met, namely not clear, not democratic, not avoiding foreign terms, not using the right choice of words (diction), not prioritizing active sentences and not avoiding technical words or terms.	In post 3, the 5W+1H element is not fulfilled, namely there is no element of when (where) the location of the incident.	The news includes several rules of journalistic writing, such as rules for using punctuation, rules for choosing words, rules for writing sentences, and writing paragraphs.
Postingan 4	There are journalistic language characteristics that are not met, namely not simple, not democratic, not using the right choice of words (diction), not prioritizing active sentences,	In post 4, the 5W+1H elements have been fulfilled.	In general, the news includes writing rules, the use of punctuation, word choice, sentence writing rules, and

Banjir Bandang Terjang Kota Batu Malang, Ada Korban Hanyut	and not avoiding technical words or terms.		proper paragraphs.
Postingan 5 Siap Menyambut Lebaran, Aurel dan Ashanty Pamerkan Baju Lebaran Bersama Keluarga Lengkap Untuk Pertama Kali	There are several characteristics of journalistic language that are not met in the post, namely, not simple, not dense, not straightforward, not clear, not populist, not logical, not democratic, not grammatical, not avoiding speech, not avoiding foreign terms, not using the right choice of words (diction), not prioritizing active sentences, not avoiding technical words or terms, not subject to ethical rules.	In post 5, the 5W+1H elements are not fulfilled, namely there are no elements of where (where) the location of the incident and how (how) the incident occurred.	The news does not fully follow standard journalistic writing rules. There are several discrepancies with the rules of writing, the use of punctuation, word choice, sentence writing, and good paragraphs.

Based on the document analysis conducted on 5 news articles on Lambe Turah as listed above, the findings are as follows:

First, findings in terms of journalistic language characteristics. This finding is in line with Sumadiria's theory (2004). It can be seen that from the 5 news there are journalistic language characteristics that are not well fulfilled.

Newspot 1 was published on April 4, 2023:

1. Democratic aspect: The news emphasizes the role of the Wonogiri Regent as the party that provided the official vehicles. This can create inequality in the delivery of information and the news tends to focus more on the party receiving the official vehicles, namely the Village Heads and Lurah, than on the party giving them. This can create an imbalance in the delivery of information and violates the principle of equality in democratic journalistic language.

2. Aspects of avoiding speech: Joko Sutopo's statement in the quote does not follow the more formal and neutral pattern of journalistic language. There is the use of informal words such as "I revoke", which is not in line with the characteristics of journalistic language that reflects neutrality and objectivity. In journalistic language, it is important to use more formal, neutral and objective language in conveying information. Avoid using colloquial phrases or expressions that are not relevant to the style of news delivery. The use of more formal language will improve the quality and professionalism of the news.

3. The aspect of avoiding foreign terms: On the news, there is the use of the abbreviation APBD (Regional Revenue and Expenditure Budget) and the motorcycle brand Yamaha Nmax. The use of abbreviations and foreign terms like this can make it difficult for readers who are not familiar with these terms. Journalistic language should avoid using abbreviations and foreign terms that are not common or recognized by readers. Furthermore, in the quote from Joko Sutopo's statement, there are several expressions in Javanese, such as "jagong" and "bayen". The use of Javanese expressions can confuse readers who do not understand the language. Journalistic language should use language that is more common and can be understood by all readers.

4. The aspect of prioritizing active sentences: Some sentences in the news use passive voice, such as "The red-colored official vehicle was handed over directly by Wonogiri Regent Joko Sutopo in the hall of his official residence." The use of passive sentences like this can make the sentence less direct, less assertive, and less interesting for the reader. It is better to use active sentences to express actions and events more clearly and directly. In the quote from Joko Sutopo's statement, there is the use of passive voice, such as "If it is misused, you can take a photo and give it to us. It will revoke it." The use of passive sentences in this quote can also reduce the clarity and readability of the quote. It is recommended to use quotes that use active sentences to make it easier for readers to understand.

5. Aspects subject to ethical rules: The news provides information on the procurement of new official motorcycles for Village Heads and Lurah in Wonogiri. However, there is a lack of providing a more in-depth explanation or analysis of the decision. As a medium that aims to educate readers, the news should also provide an explanation of the considerations, policies, or benefits of the procurement. This will help form a better understanding for readers and fulfill the function of the press as education.

News post 2 published on April 6, 2023:

1. The aspect of prioritizing active sentences: In the news, there is the use of passive sentences that violate the principle of prioritizing active sentences in journalistic language. Examples are the use of the sentences "the victim with the initials MR suffered a gunshot wound" and "the victim was shot in the right chest by the perpetrator." For example, the sentence can be corrected as "a kebab vendor named MR suffered a gunshot wound to the upper right chest in an attempted motorcycle robbery." By using active sentences, the news becomes clearer and easier for readers to understand.

News post 3 published on April 3, 2023:

1. Clear aspect: The news tends to be subjective and not transparent. Although the news provides the views of Angelina Sondakh and her support to expose the mastermind behind the Hambalang project megacorruption case, it does not provide objective facts that can clarify the situation. In addition, the news also does not provide viewpoints or opinions from other parties who may have different perspectives. To achieve clarity and objectivity in journalistic language, it is important for journalists to present information transparently, avoid prejudice or slander, and include diverse viewpoints.

2. Democratic aspect: In the news, there is the use of "Kompas TV Senior journalist Rosiana Silalahi" and "political communication expert, Ade Armando". In the characteristics of correct journalistic language, there is no difference in level or rank in the mention of the addressing party or the addressed party. This aims to maintain objectivity and equality in the delivery of information. Preferably, in journalistic language, the mention of a person is done neutrally without mentioning the level or rank they have, unless it is relevant to the news context.

3. The aspect of avoiding foreign terms: The mistake in the journalistic language characteristic in the news is not avoiding foreign words and terms. Some examples of foreign words or terms that can be found in the news are "mastermind", "megacorruption", "politician", "project", "party", "senior", "political communication", "social media activist", and "tweet". In characterizing correct journalistic language, it is best to avoid using foreign words and terms that may not be familiar to readers. This is so that readers can easily understand the meaning of every word they read and hear. If there are terms or concepts that do not have an equivalent in Indonesian, it is best to provide a brief explanation or definition so that readers can still understand the context of the news.

4. Aspects of appropriate word choice (diction): An error in the journalistic language characteristic in the news is the lack of appropriate and effective word choice (diction). Examples of such errors can be found in the use of words such as "said" and "his babble". In journalistic language, it is important to choose appropriate and effective words so that information can be conveyed clearly and powerfully. The use of the right words can help describe events or statements more accurately and grab the reader's attention. In news stories, it is best to use more formal words and avoid using words that seem less serious or unprofessional, such as "said" or "babble".

5. Aspects prioritize active sentences: Active sentences describe actions or events performed by a clear subject, while passive sentences tend to be confusing. The error in journalistic language characteristics in the news is the use of passive sentences that should be prioritized using active sentences. Examples of these errors can be found in sentences such as "Former politician and artist Angelina Sondakh admitted that she could not reveal the figure behind the Hambalang project megacorruption case" and "Support to reveal the mastermind behind the Hambalang project megacorruption came from political communication expert Ade Armando". The news should use active sentences to describe events or statements that occur. For example, "Angelina Sondakh revealed that she could not reveal the figure behind the Hambalang project megacorruption case" and "Political communication expert, Ade Armando, gave his support to reveal the mastermind behind the Hambalang project megacorruption".

6. The aspect of avoiding technical words or terms: An error in the journalistic language characteristic of the news is the use of technical words or terms that should be avoided in journalistic language

aimed at the public. Examples of such errors can be found in the use of words such as "megacorruption" and "mastermind". It is better to use words that are more common and more familiar to readers, so that they can easily understand the content of the news. For example, replacing the word "megacorruption" with "major corruption" and replacing the word "dalang" with "the person responsible" or "the authority behind it".

Post 4 was published on November 4, 2021:

1. Simple aspect: In the context of news about flash floods in Batu City, Malang, the use of technical terms such as "Regional Disaster Management Agency (BPBD)", "Disaster Management Operations Control Center (Pusdalops)", and "Head of Emergency and Logistics of BPBD" may not be familiar to general readers. It is better to explain technical words or terms using synonyms that are more common and more familiar to readers. For example, replacing the term "Regional Disaster Management Agency (BPBD)" with "local disaster management agency" and the term "Kasie Kedaratan dan Logistik BPBD" with "emergency and logistics coordinator of disaster management agencies". This will help readers who are not familiar with technical terms to still understand the content of the news.

2. Democratic aspect: An example of an error that can be found in the news is the use of rank in quotations such as "Obviously Kasie Kedaratan dan Logistik BPBD Kota Batu, Achmad Choirur Rochim." In democratic journalistic language, it should be sufficient to mention the full name and relevant position, without the need to include rank or title. Similarly, the news also mentions agencies such as the TNI and Polri by mentioning the full names and positions of representatives of these agencies. In journalistic language, it should be sufficient to mention the agency without the need to mention the name of the individual or their rank.

3. Aspects of appropriate word choice (diction): Journalistic language emphasizes the importance of using precise, clear and effective words so that the message can be easily understood by readers. Examples of errors that can be found in the news are the use of words that are less precise or less clear in conveying information. For example, in the sentence "Two points of flash floods hit Sumberbrantas Village," the use of the word "point" may not give a clear picture of the area affected by the flood. It is better to use more precise words such as "area" or "region" to convey information more effectively. In addition, there is also the use of the word "drained" in the sentence "The affected ones are 5 villages drained by Brantas tributaries." The word "drained" may not provide clear enough information about the impact of flooding on these villages. Instead, more appropriate words such as "affected" or "affected" can be used to describe the situation more clearly and effectively.

4. The aspect of prioritizing active sentences: journalistic language tends to favor the use of active sentences because they are easier for readers to understand, comprehend and like. An example of an error that can be found in the news is the use of passive sentences that can reduce the clarity and readability of information. For example, in the sentence "Two flash floods hit Sumberbrantas Village," the use of passive sentences such as "hit" can be replaced with active sentences that are more direct and easy to understand, such as "Flash floods hit Sumberbrantas Village." In addition, in the sentence "The flash flood, according to provisional reports, has affected 5 villages in Bumiaji Subdistrict," the passive voice such as "has affected" can be replaced with a clearer active sentence, such as "The flash flood has affected 5 villages in Bumiaji Subdistrict."

5. The aspect of avoiding technical words or terms: Examples of errors that can be found in the news are the use of technical terms such as "Regional Disaster Management Agency (BPBD)," "BPBD Disaster Management Operations Control Center (Pusdalops)," and "BPBD Emergency and Logistics Section." These terms are unfamiliar and require further explanation for readers who generally do not have specific knowledge of the relevant organizations and positions. In addition, there is the use of other technical terms such as "across related agencies including TNI and Polri," "coordination, rapid assessment, data collection," and "evacuation sites." These terms may hinder the understanding of general readers who are not familiar with such terminology. By avoiding complex technical words or terms, news can be easier to understand, easier to read, and less confusing for general readers.

Post 5 was published on April 1, 2023:

1. Simple aspect: Errors in the journalistic language characteristic of the news are the use of informal words and a less professional writing style. The news seems to be written using colloquial language

and informal expressions, which do not conform to the more formal and neutral standards of journalistic language. This style of writing tends to favor words that are more popular and familiar to a wide range of readers, while ignoring the need to convey information clearly and objectively.

2. Compact aspect: The fault in the dense feature of journalistic language in the news is the inability to convey important information effectively and clearly. The news consists of short sentences and contains more emotional expressions and remarks that are irrelevant to the information that should be conveyed. Information that should have been important, such as details about the Eid clothes that Aurel and Ashanty showed off with their family, was not clearly revealed. The writing style full of short sentences and informal expressions also takes away the focus on information that is actually important to the reader.

3. Straightforward aspect: There are errors in the use of ambiguous expressions, word smoothing, and a less assertive writing style. The news uses expressions such as "Hmmmm," "Yuksss," and "Hmmm" which do not provide clear information and seem less professional. In addition, the language used is too casual and does not directly express the intent and information that should be conveyed. This can confuse readers and lead to different perceptions and errors in drawing conclusions. In straightforward journalistic language, it is important to avoid the use of euphemisms and choose words that are firm and unambiguous so that information can be conveyed clearly and accurately to the reading audience.

4. Clear aspect: The error in the news is the inability to convey the point clearly and easily captured by the reader. The writing style used consists of short sentences that do not provide clear information about what actually happened. There is the use of ambiguous and unrelated expressions such as "Hmmmm," "Yuksss," and "Hmmm" that do not provide adequate clarification or explanation. This makes the message or intention of the news vague and difficult for readers to understand. In clear journalistic language, it is important to use concise sentences that directly convey relevant information and avoid using unnecessary expressions.

5. Populist aspect: Some sentences use words like "Hmmmm," "Yuksss," and "Hmmm" that are irrelevant to the delivery of the information that is supposed to be conveyed. This makes the news less comprehensible to a diverse audience, and may cause confusion or misunderstanding. In populist journalistic language, it is important to use terms or sentences that are commonly known and understood by the reading audience so that the message can be conveyed clearly and effectively.

6. Logical aspect: The writing style used consists of disjointed sentences, which do not provide a clear logical sequence or flow in the delivery of information. In logical journalistic language, it is important to arrange sentences and paragraphs in an organized and logical manner so that the information can be well received by readers and does not contradict common sense.

7. Democratic aspect: The writing style uses expressions and sentences that refer to different levels or ranks, such as "bunda family" and terms related to Sundanese and Javanese culture. This violates the principle of democratic journalistic language, where all parties should be treated equally and there should be no special treatment based on background or social status. In democratic journalistic language, it is important to use neutral language and avoid using terms or expressions that show irrelevant class or caste differences in the news.

8. Grammatical aspects: The writing style used has some grammatical errors, such as the use of the word "kek" which should be "like" and the use of the word "yaks" which should be "yes" or "yes if". In addition, there are sentences that are incomplete and grammatically unstructured, such as "Syapa who wants to twin sarimbitan as a family." In grammatical journalistic language, it is important to use standardized grammar and ensure every word, sentence and term follows the correct grammatical rules. This helps the message to be conveyed clearly and does not cause confusion for the reader.

9. Speech avoidance aspect: The writing style used words like "Hmmmm," "Yuksss," "kek," and "yaks", which are more common in informal conversation than in formal journalistic language. This violates the journalistic language principle of avoiding verbiage, where it is important to use more neutral, formal language and avoid using expressions commonly used in everyday conversation.

10. Aspects of avoiding foreign words and terms: The writing style used includes words such as "sarimbit," "Yuksss," and "kek bunda family", which may be uncommon or derived from foreign

languages or slang. This violates the journalistic language principle of avoiding foreign words and terms, where it is important to use words that readers recognize and understand.

11. Aspects of appropriate word choice (diction): The writing style uses words such as "Hmmmm," "Yuksss," "kek," and "nyesel" that may not have the right effect or are inadequate in the context of the news. In addition, there is the use of informal and less professional terms, such as "bunda family" and "sarimbitan twin." The use of appropriate diction helps build a strong message and increases the appeal of the news to readers.

12. The aspect of prioritizing active sentences: The writing style used uses passive sentences such as "Ready to welcome Eid, Aurel and Ashanty show off their Eid clothes with their complete family for the first time." The sentence can be changed to be more active, for example, "Aurel and Ashanty with their complete family show off their Eid clothes for the first time, ready to welcome Eid." Active sentences tend to be easier for readers to understand, comprehend and like, as they emphasize clearer actors and actions. In journalistic language, it is important to use active sentences to maintain clarity and readability and increase reader engagement.

13. The aspect of avoiding technical words or terms: The writing style used includes expressions such as "Yuksss," "sarimbitan twin," "kek," and "bunda family" which are not in line with simple and easy-to-understand journalistic language. In journalistic language, it is important to avoid using technical words or terms that may confuse general readers. Journalistic language should be simple, easy to understand, easy to read, and not cause confusion or difficulty for the reader. The use of words and terms that are common and familiar to readers is more appropriate to convey information effectively and ensure good understanding by the audience.

14. Aspects subject to ethical rules: The writing style used is more inclined towards information that is informal, promotional in tone, and the use of less meaningful expressions such as "Hmmmm lebaran soon...", "Yuksss....", "kek bunda family??", and "Hmmm don't regret it if you miss the exciting moments of lebaran...". As a medium that functions to educate, journalistic language should focus more on delivering information that is educational, meaningful and relevant to readers. It is important to avoid using a writing style that can give the impression of not being serious, less professional, or only aims to attract attention without making a substantial contribution to the reader. Journalistic language must pay attention to ethical rules and uphold responsibility in providing useful and quality information to the public.

Second, the findings in the 5W+1H elements are in line with Sareb's (2006) theory. There are appropriate 5W+1H elements in posts 1,2,4. Then the type of 5W+1H element is not found in posts 3 and 5. The following posts are not in accordance with the 5W+1H element:

1. News post 3 was published on April 3, 2023: There is no "where" element in the 5W+1H (Who, What, When, Where, Why, How). Information about the location or place where the event occurred is not included in the news text provided.

2. News post 5 was published on April 1, 2023: In post 5, the 5W+1H elements are not fulfilled, namely there are no elements of where (where) the location of the incident and how (how) the incident occurred.

Third, the findings in terms of writing rules, punctuation, word choice, sentence writing, and paragraphs are in line with Gunadi's theory (2020). In the news on lambe turah there is an appropriate use of writing rules, punctuation, word choice, sentence writing, and paragraphs in posts 1, 2, 3 and 4. In post 5 there are discrepancies in writing rules, use of punctuation, word choice, sentence writing, and good paragraphs. Here is the explanation:

Post 5 was published on April 1, 2023: The news does not fully follow the standard journalistic writing rules. There are several discrepancies with the rules of writing, the use of punctuation, word choice, sentence writing, and good paragraphs.

1. Writing rules: Some of the sentences in the news story feel unstructured and don't follow good writing rules. For example, the use of words like "Hmmmm" and "Yuksss" does not follow the formal writing style that should be in the news.

2. Rules for the use of punctuation: Inappropriate use of punctuation is found in sentences such as "Syapa who wants to twin sarimbitan as a family kek bunda family??". The use of question marks is excessive and unnecessary in the sentence.

3. Word choice: There is use of informal words, such as "kek" (like) and "yaks" (yes), which should be replaced with more formal words in the news context.

4. Sentence writing: Some of the sentences in the story feel disjointed and poorly structured. For example, the sentence "Hmmmm don't regret it if you miss the exciting moment of Eid for twinning..." should be structured into a more complete sentence.

5. Paragraph writing: The news is not well organized in the form of separate paragraphs. The content is presented in one block of text without paragraph separation, making it difficult to read and understand clearly.

Overall, the news does not follow the rules of good journalistic writing and does not have an organized structure. This can make it difficult for readers to understand the content of the news clearly and concisely.

Based on the data findings displayed in the table above, it can be concluded that the use of journalistic language on lambe turah contains various errors in journalistic language characteristics, 5W+1H elements and writing rules, punctuation, word selection, sentence writing, and paragraphs. First, on the characteristics of journalistic language. There are many mistakes in the aspects of prioritizing active sentences and democracy. In the aspect of prioritizing active sentences, errors in journalistic language characteristics in the aspect of prioritizing active sentences may occur due to the focus on objects or events, the desire to show objectivity or neutrality, and lack of attention to writing style. To avoid such errors, news writers should focus on the actor or subject in the sentence, use active sentences to describe actions or events more clearly, and pay attention to aspects of writing style in delivering information that is easy to understand and interesting to readers. In the Democratic aspect, errors found in the journalistic language characteristics in the Democratic aspect occur due to the use of levels or ranks in mentioning, and the use of terms or expressions that show irrelevant class or caste differences. In democratic journalistic language, it is important to ensure equality in the delivery of information, no differences in rank or grade, and avoid using terms that show social differences that are not relevant in the news context.

Errors in the 5W+1H elements are found in the (Where) and (HOW) elements. On the (Where) element, it is important to remember that not every type of text or post will include all the 5W+1H elements, including the "where" element. Its presence or absence depends on the context, news focus, and communication purpose of each text or post. In some cases, information about location may be considered insignificant or irrelevant to convey to the reader. In the element (How), the post focuses more on inviting readers to participate in the exciting moment of Eid by using sarimbit. The goal is to provoke readers' interest and participation in wearing a sarimbi, a traditional garment that is synonymous with Eid celebrations. The post does not need to explain in detail how or how to do it, because it is considered commonly known by readers or because the information is not considered relevant or important in the context of the post.

Errors in writing rules, punctuation, word choice, sentence and paragraph writing. There are many mistakes. In post 5 on the lambe turah Instagram account, it does not fulfill the writing rules, the rules for using punctuation, word choice, sentence writing, and paragraph writing because the post is not a news story but more like a casual and informal conversation or social media post. It should be noted that the post is not an official news story, but rather an informal conversation or social media post. Therefore, standardized news writing rules are not applied in this context.

CONCLUSION

Based on the results of research on "The Use of Journalistic Language in News on Instagram Accounts and Portal Lambe Turah" it can be concluded as follows, the use of journalistic language on Lambe Turah is almost in accordance with the elements that contain 5W + 1H facts, following the characteristics of journalistic language and writing rules, rules for using punctuation, rules for selecting words, rules for writing sentences, paragraphs and so on, as described by Sareb (2006) news writing must continue to prioritize elements in the form of facts in each part, especially in the body of the news. According to Sumadiria (2004), the main characteristics of journalistic language that can be used by all forms of media include Simple, Short, Compact, Straightforward, Clear, Clear, Interesting, Populist, Logical, Democratic, Grammatical, Avoiding speech words, Avoiding foreign words and terms, Word choice (diction), Prioritizing the right active sentence, Avoiding technical words or terms, Subject to ethical rules. And according to Gunadi (2020), journalistic Language includes writing rules, rules for using punctuation, word selection rules, rules for writing sentences, paragraphs and so on.

ADVICE

Suggestions for news writers to prioritize the use of journalistic language and pay attention to spelling and grammar rules in writing news in order to create news that is informative, clear, and meets good journalistic language standards.

Saran-saran untuk untuk penelitian lebih lanjut untuk menutup kekurangan penelitian. Tidak memuat saran-saran diluar untuk penelitian lanjut.

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