
Use of Effective Sentences in the OPINION Column in the November Edition of *Padang Ekspres* Newspaper

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Abstract

The purpose of this study was to describe the effective sentence forms in the opinion column of the November Edition of the Padang Ekspres Newspaper. Opinions in the Padang Ekspres Newspaper are published every day. In this study, the opinions taken to be used as data were opinions published in the first week of November. The sentences used in the opinion column of the Padang Ekspres Newspaper tend to be effective, this can be seen in terms of content and language. This type of research is research using descriptive methods.

Keywords: Effective Sentences, Opinion Column, Newspaper

Introduction

Language is a system, meaning that language is formed by a number of components that are patterned precisely and can be assumed. The language system is in the form of sound symbols. Each language symbol represents something called meaning or concept. Each sound symbol has or expresses a concept or meaning. In addition to this, language functions as a tool to convey something that comes to mind. Language is divided into two, namely spoken language and written language.

The main function of language is as a communication tool or interaction tool that only humans have (Chaer and Agustina, 2004). Humans throughout their lives can almost never be separated from communication events. listening skills, (2) speaking skills, (3) reading skills, (4) writing skills. To be able to speak one must first be good at listening, to be good at writing one must be good at reading.

Writing skills are one of the language skills that are used to communicate indirectly, not face to face with other people. Indirect communication can be seen through newspapers, magazines and other print media.

According to Nasir (2010) writing skills have two different meanings. The first is as a literal sense: writing on sheets of paper, diaries, notebooks and so on. Writing in the second sense is writing for many people (public, society). Writing for the public is very different from writing on paper or writing for yourself. Writing for the public means communicating with many people and therefore the ideas conveyed must be for the benefit of many people, or in other words, the ideas you have must contain the public interest.

An effective sentence is a sentence that is capable of making the content or intent conveyed a complete picture in the mind of the recipient (reader), exactly as what was conveyed (Razak, 2000). Through the use of effective sentences in correspondence, the message conveyed will be easily understood and illustrated. clearly in the reader's mind. In addition to the use of effective sentences, the use of punctuation also affects the understanding received by the reader in the letter. The role of the use of punctuation in writing letters, has an important role depending on the punctuation we use.

The use of effective sentences is a form of using grammar which can avoid language errors. Experts explain the meaning of effective sentences, as Muraka says that effective sentences are sentences that are

able to convey the ideas of a writer or speaker correctly so as to give rise to the exact same idea. in the minds of readers or listeners (Muraka, 2018).

News is writing that reports events that have occurred and is written based on actual data and facts, sentences in news are not just strings of words that are structured and contain ideas or messages. Sentences in the news must be clear sentences, sentences that readers can interact with. Sentences in the news are sentences that contain information conveyed by the author, that sentence is called an effective sentence and really fulfills its function as a mediator between the writer and the reader. Effective writing in news texts is necessary, because news must use clear language, so that the message or information conveyed in the news text is clear.

Newspaper is a means of communication that uses language in its presentation, namely in the form of written language (2020). Newspapers are mass media that use language as a vital tool in conveying information to readers. In fact, according to Setiawan (2015), the mass media (including newspapers) have the ability to act as institutions that can shape public opinion. But unfortunately, the language in the newspaper, which is commonly called journalistic language, is not always perfect, sometimes there are language errors that we find.

Errors in language in the Padang Express Newspaper are important to avoid, especially the use of effective sentences because seeing the purpose of the newspaper, which is to provide information to readers, the sentences used should be effective so that the delivery of information can be well received by readers. The use of effective sentences in the Padang Express Newspaper is a what is important. If the sentences used in the Padang Ekspress Newspaper are effective, the message or information that the author wants to convey to the Padang Ekspress Newspaper can be easily understood by the reader.

Print media in West Sumatra are quite diverse, including Singgalang newspapers, Padang Ekspress, Haluan, Pos Metro, and so on. We can see the opinion in the Padang Express newspaper.

Opinions written in the opinion of the Padang Ekspress newspaper consist of several paragraphs and are composed of several sentences. Sentence is the smallest unit of language, in spoken and written form, which expresses a complete thought (Alwi et al, 2003). Furthermore, Alek (2011) explains that a sentence is a unit of thought or feeling that is expressed with a subject and predicate that is assembled logically. So a sentence can be said to be an effective sentence if it is able to convey ideas, messages contained in the sentence, feelings or whatever the author or the person conveying it wants to convey. Therefore, the editorial team needs to pay attention to the writing contained in the opinions in the Padang Ekspress newspaper.

In the Padang Ekspress newspaper, the writer wants to see the use of effective sentences, especially in the opinion column. Based on these problems, the writer is interested in conducting research on the Padang Ekspress newspaper, especially in the opinion column.

The data collected is in the sentences used in the opinion column of the Padang Ekspress newspaper. Data collection was carried out by: (1) Reading repeatedly, (2) Giving numbers to each paragraph, (3) Identifying numbered sentences, (4) Classifying numbered sentences, (5) Recording data according to the purpose research, (6) This type of research is qualitative research. This research is a qualitative research.

Based on the description above, the researcher is interested in studying the use of effective sentences in the Padang Express newspaper. The researchers focus on opinions in the November edition of the Padang Express newspaper. The analysis of the use of effective sentences in this study is based on the theory of Zaenal Arifin and S. Amran Tasai (in Harnia, 2015: 9) which includes structural equivalence, form parallelism, firmness of meaning, economy of meaning, accuracy of reasoning, coherence, and logic

Methods

The design of this research is descriptive qualitative. This research was conducted with the aim of understanding and studying in depth the use of effective sentences in the opinion column of the Padang Ekspress newspaper. The form of data in this study is in the form of sentences or narratives. The result of this study is to describe the data using a series of sentences. The data to be described is in the form of how to use effective sentences from the sentences presented in the opinion of the Padang Ekspress newspaper

The object of this research is the news column in the newspaper, the researcher chooses the Padang Ekspres newspaper. Padang Ekspres newspaper is one of the local newspapers published in West Sumatra. In research, the news studied was published in the first week of November 2022. With topics, namely: November 1 with the topic "Membangun Kegemaran Membaca Sebuah Perjuangan", November 2 with the topic "Reformasi di Tugu Polri", November 3 with the topic "Fenomena Sitingjaulauik ", November, 4 with the topic "Menimbang Inflasi Oktober", November 5 with the topic "Andre Rosiade Usul DPR Rapat Gabung Kemendag-BPOM Bahas Gagal Ginjal", November 6 with the topic "Sikap Kasus Keracunan Obat, Nevi Minta BPKN Tingkatkan Tindakan Preventif", November 7 with the topic "Pengawasan Pemilu Partisipatif".

The subject that will be examined is about the use of effective sentences in the news column. The first step of the researcher in studying is by identifying the sentences in the news column. The data obtained is then classified based on the characteristics of the use of effective sentences. The use of effective sentences in this study will be studied by paying attention to the seven characteristics of forming effective sentences according to Zainal Arifin and Amran Tasai, namely: Equivalence of structure, parallelism of form, firmness of meaning, economy of meaning, accuracy of reasoning, coherence, and logic (in Harnia, 2015).

The data collection technique used in this study is the reading and note taking technique. Furthermore, the data analysis techniques used in this study are: (1) selecting data or collecting samples in the form of selecting sentences which include effective and ineffective sentences, (2) identifying data, the data that has been collected is entered into a table that has been made, to make it easier when analyzing it, (3) analyzing data (explanations) in accordance with the research objectives, namely the use of effective sentences in the news column and (4) making conclusions about how to form and use effective sentences in the news columns of the Padang Ekspres newspaper.

Results and Discussion

Based on the results of data analysis, several effective sentences and ineffective sentences were obtained. This study will discuss 7 characteristics of the use of effective sentences according to Zainal Arifin and S. Amran Tasai (in Harnia, 2015: 9), namely: structural equivalence, form parallelism, meaning assertiveness, meaning savings, reasoning accuracy, coherence, and logic. Here are some of the data found.

Structural Equivalence

The first condition for an effective sentence is to have a good structure, meaning that the sentence must have subject and predicate elements, can be added with objects, adverbs, and subject, predicate, object, adverb and complement elements to form a coherent meaning which is a feature of sentence integrity. Comparison is a balance between thoughts (ideas) and the structure of the language used. The following is one of the results of the analysis of equivalence characteristics in the use of effective sentences in the Padang Ekspres newspaper.

“Jejak Oktober tahun ini dapat dijadikan momentum untuk perjuangan memupuk kecerdasan sejak dini. Dalam rangka bulan bahasa dan sastra pada tahun 2022 yang mengusung tema “ Bangkit Bersama, telah dilaksanakan “, (lomba cerdas mengulas buku) lomba ditunjukkan untuk anak-anak usia 3-12 tahun atau meliputi tiga kategori jenjang usia yaitu usia PAUD / RA, SD/MI kelas 1,2,3, dan SD/MI kelas 4,5,6.”

(Padang Ekspres, 1 November 2022)

The sentences above are effective sentences because they are in accordance with the equivalence characteristics of the structure, subject, and predicate in the sentence.

“Namun raihan tersebut sangat bisa dipahami karena efek kenaikan harga BBM sudah berlalu. Kenaikan harga –harga komoditas pokok akibat kenaikan BBM lebih banyak terjadi di bulan september. Sebagaimana yang telah disaksikan, harga-harga langsung naik setelah harga BBM baru diumumkan, mulai dari harga transportasi sampai harga pokok barang. Artinya, efek lanjutannya di bulan oktober tidak terlalu signifikan.”

(Padang Express, 4 November 2022).

The sentences in the data above are not included as effective sentences because at the beginning of the sentence using the word using prepositions (prepositions) in front of the subject.

“Di masa kini dan mendatang peranan pemuda dimanapun mereka berada masih terus diharapkan, baik sebagai kekuatan kritis dalam mengawal demokratisasi maupun ikut tampil menjadi pimpinan bangsa yang akan membawa Indonesia sebagai negara yang maju, berdaya saing mandiri, dan bermartabat.”

(Padang Express, 7 November 2022).

The sentences in the data above are not included as effective sentences because at the beginning of the sentence using the word using prepositions (prepositions) in front of the subject

“Namun, seperti dikutip dari Padangkita.com tanggal 30 Agustus 2022 Meski telah ditolak pemerintah pusat, Gubernur Sumatera Barat, Mahyeldi Asharullah masih optimis bisa ngezekusi pembangunan flyover Sitinjau Lauik.”

(Padang Express, 3 November 2022)

The sentences in the data above are not included as effective sentences because at the beginning of the sentence using the word using prepositions (prepositions) in front of the subject

“dalam RDP tersebut, politisi PKS ini mempertanyakan BPKN terhadap persoalan gangguan ginjal akut pada anak yang mencapai 304 terdiagnosis, 159 meninggal.”

(Padang Express, 6 November 2022)

The sentences in the data above are not included as effective sentences because at the beginning of the sentence using the word using prepositions (prepositions) in front of the subject

Parallelism of Forms

An effective sentence requires an alignment of the elements in the sentence. The alignment of the elements of the sentence will make it easier to understand the expression of thoughts. Alignment of meaning is related to the clarity of the information disclosed (Alwi, 2001) Form parallelism is the similarity of word forms used in the sentence. The existence of parallelism in sentences aims to make a sentence easily understood by the reader, and as an intermediary expresses the author's ideas clearly. The characteristics of parallelism in the use of effective sentences in the Padang Ekspress newspaper are found as follows:

“... yakni mampu menjadi institusi yang berisikan orang-orang yang penuh cinta kasih, menjaga martabat, serta ksatria, mampu bertanggung jawab atas semua laku yang diperlihatkannya. Hidup dengan jujur, bersyukur, berikhtiar, merasa cukup, dan bisa menolong sesama adalah keindahan hidup kita yang sejati.”

(Padang Express, 2 November 2022)

The sentences in the data above are effective sentences because they are in accordance with the characteristics of parallelism, namely the sentences of love, maintaining dignity, and knights, being able to be responsible for all the behavior they show.

"Namun, seperti dikutip dari Padangkita.com tanggal 30 Agustus 2022 Meski telah ditolak pemerintah pusat, Gubernur Sumatera Barat, Mahyeldi Asharullah masih optimis bisa ngesekusi pembangunan flyover Sitinjau Lauik."

(Padang Express Newspaper, 3 November 2022)

The sentence in the data above is an effective sentence because it is in accordance with the characteristics of parallelism, namely in the sentence Mahyeldi Asharullah he is still optimistic that he can execute the construction of the Sitinjau Lauik flyover.

The Meaning Firmness

Each sentence has a main idea. The core of this thought is usually emphasized or highlighted by the writer or speaker. A speaker will usually emphasize part of the sentence by slowing down speech, raising voice, and so on in the sentence earlier. In writing there are various ways to give emphasis in sentences (Akharga et al., 1990). The assertiveness of meaning is a treatment of prominence on the main idea of the sentence. In the Padang Ekspres newspaper, an example of the characteristics of assertiveness in the use of effective sentences is found below.

"Berbicara tentang gerakan sosial, tidak ada definisi tunggal mengenai konsep gerakan sosial sebagai suatu gejala sosial. Giddens (1993) misalnya, mengartikan gerakan sosial sebagai suatu usaha kolektif untuk mengejar suatu kepentingan bersama atau mencapai tujuan bersama melalui tindakan kolektif di luar lingkup lembaga yang mapan."

(Padang Express, 7 November 2022)

The sentences in the data above are effective sentences because there is a protrusion in the social movement sentence. The main idea of the sentence is in accordance with the characteristics of assertiveness in an effective sentence.

"Jika ternyata memang demikian, maka disisi lain telah terjadi penurunan daya beli, untuk itu, pemerintah perlu menyiapkan berbagai skema kebijakan antisipasi untuk memitigasi penurunan dan permintaan daya beli, baik dalam bentuk kebijakan bantuan sosial kemasyarakatan maupun kebijakan untuk memitigasi pemusatan hubungan kerja lebih lanjut disatu sisi dan kebijakbertaman proaktif untuk mendorong investasi baru disisi lain".

(Padang Express, 4 November 2022).

The sentences in the data above are effective sentences because there is a protrusion in the sentence of decreasing purchasing power. The main idea of the sentence is in accordance with the characteristics of assertiveness in an effective sentence.

"Namun raihan tersebut sangat bisa dipahami karena efek kenaikan harga BBM sudah berlalu. Kenaikan harga –harga komoditas pokok akibat kenaikan BBM lebih banyak terjadi di bulan september. Sebagaimana yang telah disaksikan, harga-harga langsung naik setelah harga BBM baru diumumkan, mulai dari harga transportasi sampai harga pokok barang. Artinya, efek lanjutannya di bulan oktober tidak terlalu signifikan."

(Padang Express, 4 November 2022).

The sentences in the data above are effective sentences because there is a protrusion in the BBM sentence. The main idea of the sentence is in accordance with the characteristics of assertiveness in an effective sentence.

“ Apa saja yang telah dilakukan BPKN untuk menindaklanjuti permasalahan ini. Bagaimana koordinasi BPKN dengan BPOM selaku lembaga pengawasan untuk melindungi konsumen terhadap obat dan makanan. Kemudian, dia menanyakan bagaimana koordinasi kepolisian dalam melindungi konsumen dari penggunaan barang dan jasa agar tidak merugikan konsumen ”.

(Padang Express, 6 November 2022).

The sentences in the data above are effective sentences because there is a protrusion in the BPKN sentence. The main idea of the sentence is in accordance with the characteristics of assertiveness in an effective sentence.

“Mengulas buku adalah sebuah kecerdasan. Kemampuan untuk mengulas buku secara alamiah dan bernas sangat terkait dengan minat dan kebiasaan membaca. Sepintar-pintar guru melatih, maka yang akan memenangkan lomba dapat dipastikan adalah yang sudah terbiasa membaca buku secara rutin, sedangkan yang dikondisikan hanya untuk mengikuti lomba akan tersisih di babak awal. Semoga dampak lomba cerdas mengulas buku ini akan memberi semangat dan motivasi bagi anak-anak Indonesia untuk semakin mencintai buku ”.

(Padang Express, November 1, 2022).

The sentences in the data above are effective sentences because there is a protrusion in the sentence Reviewing the book. The main idea of the sentence is in accordance with the characteristics of assertiveness in an effective sentence.

“Sitinjau Lauik adalah jalur yang menghubungkan antara Kota Padang dengan Kabupaten Solok, Kota Solok, Kerinci, Jambi, dan daerah-daerah di sekitarnya. Sitinjau Lauik adalah jalur perjalanan yang memiliki tanjakan ekstrem, tajam, dan curam dengan pemandangan yang mengagumkan. ”

(Padang Express Newspaper 3 November 2022).

The sentences in the data above are effective sentences because there is a protrusion in the Sitinjau Lauik sentence. The main idea of the sentence is in accordance with the characteristics of assertiveness in an effective sentence.

Frugality

Frugality is the relationship between the number of words used and the wide range of meanings referred to. A sentence is said to be economical not because the number of words is small, on the contrary it is said to be inefficient because the number of words is too much. The main thing is how many words are useful for readers or listeners. In other words, there is no need to use word replies, if the intended purpose can be achieved with just a few words. Therefore, unnecessary words can be eliminated. For saving words. Frugality in effective sentences is frugal use of words, phrases, or other forms that are deemed unnecessary. Savings in writing do not have to eliminate the rules in sentence structure. In the Padang Express newspaper, data on the characteristics of thrift are found as shown in the data below.

”Sedangkan berdasarkan data Badan Pusat Statistik (BPS) yang dirilis bulan Februari 2022 tingkat kegemaran membaca (TGM) masyarakat Indonesia berada pada angka 59,52 dengan durasi membaca 4-5 kali per minggu dan hanya 4-5 buku per triwulan. ”

(Padang Ekspres, 1 November 2022).

The sentences in the data above are not included as effective sentences because February already represents. The sentence does not meet one of the characteristics of prudence.

“Pelemahan permintaan ini,saya menduga,disebabkan oleh penurunan daya beli masyarakat, baik karena kenaikan harga-harga yang telah terjadi dibulan september maupun karena bertambahnya pengangguran atau bertambahnya jumlah angkatan kerja yang kehilangan pendapatan beberapa bulan belakangan ini.

(Koran Padang Express November 4, 2022)

The sentence in the data above is not an effective sentence because there are similarities in the words *bertambahnya pengangguran atau bertambahnya jumlah angkatan kerja yang kehilangan pendapatan beberapa bulan belakang ini* that makes the sentence incompatible with the characteristics of frugality.

“Bahkan,kejadian ini memungkinkan jalur sitinjaulauik dapat ditutup sementara.Satu-satunya jalur alternatif yang tersedia hanyalah melaui padang panjang dengan jarak perjalanan yang cukup jauh.Seperti yang dilansir m.antara.com tanggal 13 september 2022”.

(Padang Express, 3 November 2022).

The sentences in the data above are ineffective sentences. There is the use of superordinates in hypomini words, namely *tanggal 13 September 2022*, the word *tanggal* is a superordinate that can be removed because the word *13 September 2022* already represents. This sentence does not fulfill one of the characteristics of thrift.

Precisions

Effective sentences are written carefully, right in diction so as not to cause multiple interpretations. The placement of the correct sentence elements will help the reader to understand the meaning of the sentence clearly without causing multiple interpretations. Accurate means that the sentence does not lead to multiple interpretations and is precise in the choice of words. What is meant by careful language is essentially careful in constructing sentences and linguistic forms that have multiple interpretations, namely linguistic forms that have multiple interpretations. The form of the accuracy characteristic found in the Padang Express newspaper.

“Mengulas buku adalah sebuah kecerdasan. Kemampuan untuk mengulas buku secara alamiah dan bernas sangat terkait dengan minat dan kebiasaan membaca. Sepintar-pintar guru melatih, maka yang akan memenangkan lomba dapat dipastikan adalah yang sudah terbiasa membaca buku secara rutin, sedangkan yang dikondisikan hanya untuk mengikuti lomba akan tersisih di babak awal.”

(Padang Express, 1 November 2022)

The sentences above show effective sentences, the sentences are arranged carefully and with care so as not to give rise to multiple interpretations. Thus, the sentence meets the characteristics of accuracy.

“Kawasan Sitinjau Lauik adalah salah satu jalan nasional jalur padat karena arus barang dari Jawa menuju Padang harus melewati jalur itu. Dari Solok, berbelok ke kiri menuju kawasan Sitinjau Lauik, kemudian tiba di Padang yang hanya berjarak sekitar 54 km.”

(Padang Express, 3 November 2022)

Sentences in the data above have been prepared with care so as not to cause multiple interpretations. This sentence is in accordance with the characteristics of accuracy, so it is an effective sentence.

“Hidup minimalis adalah konsepsi bagaimana kita selalu bersyukur dengan apa yang diberi tuhan tanpa harus buas dengan kehidupan, harta, tahta dan wanita. Hidup minimalis mengajarkan jiwa yang tawadu’ serta istiqomah untuk beriktihar sesuai profesi kita masing-masing.”

(Padang Express, 2 November 2022)

The sentences on the data above have been arranged carefully so as not to cause double interpretation. The sentence is in accordance with the characteristics of accuracy, so it is included as an effective sentence.

Unity

Coherence is the unity of statements in a sentence so that the information conveyed is not fragmented. Coherence (coherence) means the occurrence of a cohesive connection between the elements that form the sentence. The elements that form the sentence are phrases, clauses, punctuation marks, and syntactic functions (SPO-Pel- Ket). The characteristics of unity found in the Padang Express newspaper appear as follows.

“ Menulis sangat dipengaruhi oleh kualitas dan kuantitas seseorang dalam membaca”.

(Padang Express, 1 November 2022)

Sentences in the data above are not effective because they do not match the characteristics of cohesiveness. The sentence can be corrected into "A person's writing is greatly influenced by the quality and quantity of reading"

Logic

Logic means that the idea of the sentence is acceptable to reason and writing according to the spelling that applies. Logic of a sentence is the ability of a sentence to state something in accordance with logic. A sentence has logic if it makes sense. The following is one of the results of an analysis of logical features in the use of sentences effective on Padang Express newspaper.

“ dengan kata lain, CI dan CPI boleh saja rendah atau terbilang moat yang kemudian secara makro terlihat cukup aman, tapi secara riil akan sangat memberatkan masyarakat jika Personal Consumer Expenditures Price Index (PCEPI) tidak terkendali.”

(Padang Express, 4 November 2022)

In the data above there is the word "moat" which is not logical in the sentence above which causes the sentence to be ineffective, because it does not match the characteristics of logic.

“Pendidikan budi pekerti selayaknya selalu jadi sarapan harian bagi polisi dan aparat penegak hukum lainnya”.

(Padang Express, 2 November 2022).

In the above data there is the word "daily breakfast" which is not logical in the sentence above which causes the sentence to be ineffective, because it does not fit the logical characteristics.

Conclusion

Based on this research, the use of effective sentences in the news column of the Padang Express newspaper on the first week of November 2022 can be concluded that this research is studied based on the forming characteristics of sentences according to Zainal Arifin and Amran Tasai, namely: structural equivalence, form parallelism, firmness of meaning, economy of meaning, accuracy of reasoning, coherence, and logic. The research found that there were 22 data, from these data 12 data included

effective sentences and 10 data included ineffective sentences. There were several ineffective and ineffective sentences, namely in the equivalence of structure there were 4 ineffective sentences and 1 effective sentences, in parallel form there are 2 effective sentences, in firmness of meaning there are 6 effective sentences, in thrift there are 3 ineffective sentences, in accuracy there are 3 effective sentences, in cohesiveness there is 1 ineffective sentence, and in logic there are 2 ineffective sentences. Errors in the use of ineffective sentences d The opinion of the Padang Ekspress Newspaper is a serious mistake and needs attention.

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