

## The Relationship of News Title Writing and Multiple Intelligences of Journalistic Students

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| Received: 09.08.2022 | Accepted: 12.09.2022 | Published: 28.09.2022 |

**Abstract:** This study examines the correlation of news headlines with multiple intelligences. What is to be tested is how big the correlation between writing headlines and multiple intelligences, especially with the dimensions of language intelligence and intrapersonal intelligence. If there is a relationship between news headlines and the two dimensions of multiple intelligences, multiple intelligences can be a predictor of a person's competence in writing news, especially as a reporter or editor. This issue, so far as following the publication of news headline research in journals over the last five years (2017 – 2021), has never been studied. In fact, research on the correlation of news headline writing with multiple intelligences can explain the mistakes that occur in news headline writing. The results of this study became the basis for the publishing/journalistic study program to create an intelligence instrument as a tool to identify the competence of prospective (young) journalists. With intelligence instruments, media editors can recruit competent journalists more accurately and easily, especially in news writing. This study uses a survey method for students of the Publishing/Journalistic Study Program, Department of Graphic and Publishing Engineering. The questionnaire was prepared using the Multiple Intelligences scale and the choice of various news titles. The results of the relationship between news headlines and multiple intelligences will be analyzed using a statistical method approach: correlation and factor analysis. The results of this study are that there is a relationship between News Title Writing and Multiple Intelligences, the relationship occurs between Active Sentences containing facts or opinions with the dimensions of Multiple Intelligences Music. There is no influence of Language dimension or Intrapersonal dimension on Music Intelligence. Music can be said to influence someone's news writing. To increase the reliability of the measurement of news headline writing, the number of items needs to be increased. Research can also be extended to the realm of news writing.

**Keywords:** News Title, Multiple Intellegencies.

### INTRODUCTION

News is a report about events. In other words, an event will never make news if it is not reported [1].

News is presented through mass media periodically, delivered every morning, evening, night, and even for 24 hours to the public. The news is arranged in standard format, as follows:

1. Headlines or news titles.
2. Dateline, name of media, place and date of reported event.
3. Lead or core news, first paragraph.
4. Body or body of news.
5. Ending or closing, last paragraph.

Looks title is the first element. News headlines serve to introduce news content, advertise news, or trigger readers to conclude whether the news is useful or not, read the news or skip it. Therefore, there are three conditions that news headlines must meet:

1. The title of the news is written in short, maximum 7 or 12 words.
2. The news title is written in active sentences.
3. The headline must contain facts. If it contains an opinion, it must mention the source.

Preliminary research on 20 news in the MINews.id online media in the News Rubric and Detik.com News Channel for two days showed: the number of words in the news headlines on the News MINews.id and Berita Detik.com channels was about 5-

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**Citation:** Mohammad Fauzy & Muhammad Nurwahidin (2022). The Relationship of News Title Writing and Multiple Intelligences of Journalistic Students. *Cross Current Int Peer Reviewed J Human Soc Sci*, 8(7), 91-96.

12 words, only half ( 50%) use active sentences and (65%) contain opinions.

The results do not adequately describe the news titles in the two media, the analysis is still limited to a number of news stories. What about the news headlines on the MInews.id News channel and on Detik.com., and even on other online media channels? Why is there a difference in the writing of news headlines on their channel and also in other media channels?

Intelligence or intelligence is the ability to solve problems and create products of cultural value. Therefore, the ability to write a news story, including news headlines, is a form of intelligence. There are eight kinds of Multiple Intelligences (Multiple Intelligencies), namely, 1. Language, 2. Mathematics, 3. Spatial, 4. Kinesthetic, 5. Music, 6. Interpersonal, 7. Intrapersonal, 8. Naturalist

Although a person generally has all eight intelligences, only one or two intelligences stand out. Others only support or may not be fully developed. For writers, journalists and editors, in order to be able to make news competently, language intelligence must be more dominant than other intelligences. Because, language intelligence is the ability to use words effectively, both orally (for example, as an orator or storyteller) and in writing (for example, as a poet, playwright, editor or journalist) [2]. Therefore, this study focuses on the problem of the relationship between multiple intelligences and news headlines.

If there is a relationship between the two variables, - between multiple intelligences and news headlines - then multiple intelligences can be a predictor of a person's competence in writing news, specifically as a reporter or editor. This, so far as following journal publications on news headline research over the last five years (2017–2021), has not been investigated. In fact, this can explain the mistakes in writing news headlines in the media and the differences that occur between them. The results of this study can be used as the basis for a publishing/journalistic study program to create an intelligence instrument as a tool to identify the competence of prospective journalists so that media editors can recruit them accurately and more easily.

Based on the description above, the purpose of this study is to find out whether multiple intelligences in a person are related to the writing of news headlines that are made (reporter) or selected (editor)?, and to find out how big the relationship is.

## LITERATURE REVIEW

News is an event report that has news value, including magnitude, proximity, conflict, and human interest. News is also called the latest information. The

types include straight news and feature news [3]. News presented in the mass media is always arranged in a standard structure. According to Taufiqur [4], the structure of the news consists of the title, the terrace, and the body of the news. Moreover, Nadhy [5] and Kris [6] stated, the news structure consists of headline, dateline, lead, and body.

1. Title. Often equipped with subtitles so that readers immediately know the contents of the news and highlight one news with the support of graphic techniques.
2. Dateline. The goal is to show the scene and the initials of the media.
3. Terrace. The first paragraph of a news story that determines whether the content of the news is read or not as an extract that describes the entire news briefly.
4. Body. The contents narrate the reported events in short, concise, and clear language.

The title is located first in the news structure. Its function is to introduce the content of the news to the reader so that in a short time he can conclude that the news is useful or not. Therefore, there are some title requirements. Mulyadi and Musman quoted LKBN Antara as explaining [7]:

1. The title of the news is written in short sentences, not more than 7 words
2. The title reflects the main content of the news that is summarized in the news terrace
3. The title of the news is written in capital letters
4. The title of the news should be in the form of an active sentence.
5. The title contains facts.
6. The title of the quote can start with the title of the source if the source is a known character.
7. Avoid news headlines that contain ambiguous meanings.

Research on news titles published between 2017 and 2020 shows that news in newspapers and in online media still ignores a number of provisions on news titles. Faraba and Setyaningrum (2017: 3) researched the titles of 10 Popular Line News news media Line Today, December 4, 2016. The research using the descriptive analytical method showed, from 10 news headlines, 6 clauses were found in the news headlines that experienced ellipsis or disappearance: 4 clauses experiencing the deprivation of Subject (S) and 2 clauses of deprivation of Predicate (P) along with S+P [8].

These diversions make the meaning of news headlines blurry. Likewise, the use of metaphors found by Saefu Zaman (2020: 275) in Kompas Thursday, July 16, 2020. As a result, there were 46% of the 39 headlines containing metaphors [9].

Metaphors are used for reasons of facilitating understanding, strengthening meaning, and conceptualizing something abstract to be more real and close to the reader. However, a news headline should avoid connotative metaphors. In the same newspaper, Agus (2018: 330) uses content analysis to examine the news titles of Basketball Ball sports during March 2018. As a result, the written language in the News Titles in Kompas contains contextual and conceptual meanings or meanings. "News titles use a lot of unique terms, which are difficult for other humans to understand [10]."

The use of metaphors with connotative meanings, as well as contextual and conceptual meanings clearly makes the reader's understanding incomplete. The same thing happened to the headlines of online media that chased clickbait. García, Gallur, and López (2017: 1261) examined general newspaper headlines from 28 EU member states that used "clickbait", a recent strategy to entice online media users to click on hyperlinks that use non-journalistic values. . A major consequence of this is that news headlines go from being just a key element of information to becoming an important element of persuading readers to stay on the page as long as possible. They confirm the presence of clickbait in most newspapers. This is detrimental to traditional journalistic values in writing and editing news headlines. The study concluded that mainstream newspapers in 28 EU member states generate clicks not through quality content, but -- in nearly half of cases, -- through catchy, provocative and sensational front-page headlines to exploit user curiosity [11].

A number of spelling errors were reported by Kurniasari, Andrianti, and Isnaini (2018: 527) [12] who examined one of the news titles in the April 2018 edition of the West Java Tribune, "The issue of foreign workers being fried ahead of the presidential election". The results of this study using a qualitative descriptive method showed that there were 6 errors in the use of Indonesian spelling in the title, (1) 1 error in acronyms, (2) 2 errors in capital letters, (3) 1 error in decapitation, (4) 1 error in words. liaison, (5) 1 name spelling error. Phrase and word errors were found by Siti Jubei (2018: 181-191) in the Warta Kota news headlines during April-May. The results of the content analysis method he uses show that word pathology in Warta Kota news titles reaches 23% of 500 words. Researchers concluded that the use of words that cause pathology is still relatively low and it can still be tolerated [13].

The use of subject and predicate in the writing of the title, the use of metaphors, the use of contextual and conceptual meanings, spelling errors, errors in phrases and words called pathology Jubei, and clickbait of course make news headlines contain double meanings, are incomplete, and obscure the true meaning of news headlines. . This of course has a negative effect

on the reader. However, quantitative studies with two or more variables related to the readers of these news titles are still difficult to find.

Ekawati and Wijayanti (2017: 644) used a qualitative descriptive method to examine the ambiguity of words in the headlines of the daily news Tribune, Kedaulatan Rakyat, Suara Merdeka, and Radar Kedu during April – July 2017. They also examined the implications for the understanding of 50 readers through interviews with groups students and lecturers and groups of elementary school graduates and elementary school dropouts. As a result, there is lexical ambiguity consisting of homonymy, polysemy, and meaning resistance; also grammatical ambiguity due to the use of wrong punctuation. The implication is that 20% of educated respondents and 90% of uneducated respondents find it difficult to understand news headlines properly [14].

Such quantitative research has not been found in publications for the past five years. In fact, the errors in the writing of the title must be searched for the cause and solution. Because the title of the news serves to advertise the news (Mulyadi and Musman 2017: 69-70). The headline serves to introduce the content of the news or trigger the reader to conclude, whether the news is useful or not, read the news or skip it [15].

Intelligence is also known as intelligence. Gardner put forward the concept of Multiple Intellegencies (MI) as the ability to solve problems and create products of cultural value. "Gardner states that intelligence has more to do with the capacity/ability to (1) solve problems and (2) create products and works in a rich context and naturalistic circumstances [16]."

Gardner argues, in completing daily work, people use different intelligences. Some people are better able to understand some things than others. Some people find it relatively easy to understand how a flower develops, but it is difficult to understand a musical instrument. For others, playing music may be easy, but playing football is difficult. Gardner provides a means of mapping various abilities by grouping them into the following eight "intelligence" categories:

1. Linguistics: The ability to use words effectively, both orally (eg as an orator or storyteller) and in writing (eg, as a poet, playwright, editor or journalist).
2. Logical-mathematical: The ability to use numbers effectively (eg, as a mathematician, tax accountant, or statistician) and for good reason (eg, as a scientist or computer programmer).
3. Spatial: The ability to accurately perceive the visual-spatial world (e.g. as a hunter, scout, or guide) and to make changes to that perception (e.g. as an interior decorator, architect, artist, or inventor).

4. Kinesthetic: The ability to use the body to express ideas and feelings (e.g. as an actor, mime, athlete, or dancer) and the dexterity to use one's hands to create or change things (e.g. as a craftsman, sculptor, mechanic, or surgeon).
5. Musical: The ability to perceive (eg, music lover), discriminate (eg, music critic), compose (eg, composer), and express (eg, musician) musical forms.
6. Interpersonal: The ability to understand and make distinctions in the moods, intentions, motivations, and feelings of others. This includes sensitivity to facial expressions, voice, and gestures; the ability to distinguish different types of interpersonal cues; and respond effectively to these cues in some pragmatic way.
7. Intrapersonal: Self-knowledge and the ability to act adaptively based on that knowledge. This intelligence includes having an accurate picture of oneself (one's strengths and limitations); awareness of moods and thoughts, intentions, motivations, temperaments, and desires, as well as self-discipline, self-understanding, and self-esteem.
8. Naturalist: Expertise in recognizing and classifying various species of flora and fauna, from an individual environment. It also includes sensitivity to natural phenomena (eg cloud and mountain formations) and, in the case of growing up in an urban environment, the ability to distinguish inanimate objects such as cars and shoes.

A person generally has all eight intelligences, but only one or two intelligences stand out. It could be, one intelligence stands out, the other becomes a support or maybe it has not developed optimally. Therefore, the analysis of multiple intelligences should be done holistically by looking at the eight intelligences. Gardner states that every activity based on intelligence has its own developmental trajectory. Each activity has a time and pattern to emerge in early childhood, then peak either rapidly or gradually, then decline as you get older [17]. He pointed to the relationship of the eight multiple intelligences with the fields of work or profession as a person's final achievements, one's learning achievements in certain fields of science related to multiple intelligences and language intelligence related to the author's work.

## RESULTS AND DISCUSSION

The research was conducted on students of the Publishing Study Program, Department of Graphics and Publishing Engineering, Jakarta State Polytechnic during mid to late August 2021. The population of all students of the 2021 Publishing Study Program was 295 people. The sample was determined purposively, only 4th semester students, 101 people with the following considerations: They have passed news writing courses

(1 and 2) and Indonesian language courses and Indonesian journalism (1 and 2).

Data was collected using a survey method conducted by distributing questionnaires, consisting of 12 news headlines for the News Title Writing variable and 80 interval-scale statements for the Multiple Intelligences variable. The distribution of the questionnaires for variables 1 and 2 was carried out separately in a span of about 2 weeks. Of the 101 respondents, only 96 respondents answered the questionnaire or 95.01%.

To see the relationship between the writing of news headlines with each dimension of the 8 intelligences, factor analysis was used. Correlation analysis cannot describe the relationship between each dimension of news headline writing and each dimension of multiple intelligences. The results can be stated as follows.

### Validity of Research Variable Items

The validity of the measurement of the two variables was carried out by testing the internal consistency between the items contained in the questionnaire.

1. Out of 12 News Title Writing items, only 11 items are valid.
2. Out of 80 items of Multiple Intelligences, only 71 items are valid.

As for reliability, Alpha reliability test is used with the following results.

1. The reliability of 11 valid News Title Writing items only reached an Alpha value of 0.634.
2. The reliability of 71 valid Multiple Intelligence items still reaches an Alpha value of 0.922.

### Factor Analysis

The result of factor analysis shows that the variance that underlies the relationship between the dimensions of Newsletter Writing and the dimensions of Multiple Intelligences is only revealed by 13.818%. The related dimensions can be seen in component 3.

The table shows that 2 dimensions of News Title Writing, namely active sentences containing opinions (AKTIF OPINI) and active sentences containing facts (AKTIF FACTS) are related to the dimensions of Music on Multiple Intelligences in component three (column 5).

While the dimensions of Multiple Intelligences (No. 1 to 6 in the table), are more strongly related to other dimensions of Multiple Intelligences as shown in columns 3 and 4. Likewise, the dimensions of News Title Writing (No. 11 and 12 in the table) only related to the dimensions of fellow News Title Writing as in column 6.



**Table 1: Factor Analysis of News Title Writing and Student Multiple Intelligences**

NUMBER	DIMENSIONS OF TITLE WRITING AND INTELLIGENCE	Component			
		1	2	3	4
1.	INTRAPERSONAL	.831			-.127
2.	LANGUAGE	.803	.204		
3.	LOGIC	.596	.332		
4.	SPATIAL	.534	.460	.185	.319
5.	KINESTHETIC		.872		
6.	NATURALIST	.241	.734		-.131
7.	INTERPERSONAL	.298	.728		
8.	ACTIVE OPINION			.891	-.124
9.	ACTIVE FACTS	-.291		.686	.342
10.	MUSIC	.576		.587	
11.	PASIVE FACTS	-.202			.865
12.	PASIVE OPINION	.120	-.262		.683

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.  
Rotation converged in 5 iterations.

Therefore, it can be concluded that the dimensions of Active sentences containing Facts and Opinions from News Title Writing only relate to the Music dimension of the Multiple Intelligences dimension. In other words, even though it only contains 13.818% variance, there is a relationship between News Title Writing and Compound Intelligence.

The relationship between writing news headlines is not related to the dimensions of language intelligence or intrapersonal intelligence related to writing, but to music intelligence. Siti Ansoriyah (2017: 104) [18] in an experimental study involving 60 subjects of class XII high school students showed the influence of classical music on students' ability to write news.

Subjects were divided into experimental groups and control groups of 30 students each. The experimental group was given classical music and the control group was not given any treatment while writing the news. The news writing assessment includes 5W+1H. The results show that classical music can affect the ability to write news well.

### CONCLUSIONS AND RECOMMENDATIONS

1. There is a relationship between News Title Writing and Compound Intelligence.
2. There is a relationship between Active Sentences containing facts or opinions with the dimensions of Compound Intelligence Music. There is no influence of Language dimension or Intrapersonal dimension on Music Intelligence. Music can be said to influence the writing of a person's bwrita. To increase the reliability of the measurement of news headline writing, the number of items needs to be increased. Research can also be extended to the realm of news writing.

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