Rhetoric as Media's Persuasive Strategy Toward Readers in the Headline on Market Issues

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Abstract

Headline is intended to highlight the main point or category of the news article. They commonly attract readers using strong and emotive words and attention-grabbing vocabulary. This situation made journalists often manipulate the headline news to ensure its appeal and allure to the reader using some linguistic device. This research discussed the rhetoric on market issues in headline news of CNBC Indonesia and to examine the types of rhetoric used on market issues. Descriptive qualitative research is applied in this research. The data sources were headline news on market issues and taken from the website of CNBC Indonesia. There were 300 selected headlines in total around November 2022 – February 2023. In addition, documentation was employed in collecting the data. The data were analyzed by using Van Dijk's Critical Discourse Analysis framework (2015). The findings showed that there are 25 types of rhetoric. It was identified that rhetoric was not limited to alliteration, rhyme, parallelism, hyperbole, understatement, metaphor, and metonymy (Van Dijk, 1991). Other rhetorical devices like personification and onomatopoeia were discovered in the headline. It was also found a headline incorporating two or more rhetoric, for instance, the combination of hyperbole and rhyme, which called as compound rhetoric.

Keywords: rhetoric, headline, market issues, critical discourse analysis

INTRODUCTION

Recently, the rapid growth of technology, such as the internet and social media, has made people easier to obtain the information. It is based on the condition where many media news published and shared the news through the online network which is totally different from the past. This leads the media can publish the latest information in any time. However, due to the increasing of amount media news, people have many selections of news article to read. In order to make the people choose theirs, the article is written with the attractive headline.

Headline is a short information of the topic that is written as the title of news article. It becomes popularly used by the 1870s in reporting the phenomenon of economic depression and increasing the competition of selling the newspaper which led to an intense rivalry to attract and retain the reader (Conboy, 2010). Moreover, headline aims to summarize the main information of news report and to attract the potential readers (Van Dijk, 1991; Semino, 2018). It showed that the headline turns into a crucial part of the newspaper since it is the heading of an article. The headline of a newspaper article must grab the interest of potential readers, identify the story's subject, and connect to the strategy used to address the important event (Semino, 2018).

In the age of accessible news, headline is characterized with the short sentence and word that is expressed dramatically (Semino, 2018). In addition, headline is also constructed by the use of rhetoric (Bell, 1991; Van Dijk, 1991; Semino, 2018). The short sentences and words were written by using the figure of speech as the part of rhetoric. These typical is targeted the readers, because some terms are used to indicate the event of the headline. The producer or journalist, in writing the headline, can arrange how they portray the person, action, or situation in a brief text. By this characterizing, the strategic such as rhetoric is used to persuade the reader from the headline.

Rhetoric is a persuasive technique used to convince and influence an audience. It involves the strategic use of language, images, and other symbolic forms to shape the way people think, feel, and act about a given topic or situation (Foss, Foss, & Griffin, 2019). Furthermore, rhetoric is the strategic arrangement of words and ideas to create impactful discourse and meaningful language. This strategy is applied in any other communication, either spoken or written as a way to persuade the audience. Some studies showed that rhetoric is often used in advertisement (Blair, Almjeld, and Murphy 2014; Shah and Shaher, 2019) because it allows brands to craft messages

that inform and ultimately drive consumer behaviour with the product or service being promoted.

In the circumstances of newspaper, rhetoric exploits to emphasize or de-emphasize news properties, such as headlines or leads, by using some figures of speech such as hyperboles (Van Dijk, 2008). The function of rhetoric in the text of news is to mitigate or enhance meanings related to the person, actions, or situations that are, for instance, described in more or less exaggerated (Van Dijk, 2012). In addition, rhetoric plays a central role in news production, as media outlets use language to shape the way audiences understand and interpret current events (Bennett, 2007). It is because a journalist should convince the audience that their description and interpretation are reasonable and appropriate (Kieran, 1998 as cited in Richardson, 2007). Rhetoric also employed the readers for having the same perspective with the journalists (Thomson, 1996). It does not mean that in journalism rhetoric is like a requirement in producing the news, however, several research showed that the use of rhetoric in the news, particularly headline may draw attention (Van Dijk, 1991; Semino, 2018; Shah and Shaher, 2019).

Rhetoric refers to with the most effective persuasive methods that employ figures or devices (Blair, Almjeld, and Murphy 2014). It is a specific elements or tool that assist to the rhetoric for investigating the communication text. One of the components is called rhetorical devices. Rhetorical devices are a variety of techniques used to captivate listeners or readers' attention and elicit emotional or intellectual responses. It expresses the authors' attitudes and intentions to their readers or audiences (Garcia, et.al. 2018). This component is called differently by some experts such as Van Dijk (1991) mention it as rhetorical and Richardson (2007) name it as rhetorical tropes. Yet, both terms point to the identical concept which is an employing strategy to persuade the audience using figures.

Van Dijk (1991) limited the rhetorical into several types of figures of speech, namely alliteration, rhyme, parallelism, hyperbole, understatement, metaphor, and metonymy. Alliteration is the repetition of word-initial sounds (Roper, 2011). Rhyme takes advantage of word features of language by creating sensed links between sounds at the end of a word (Low, 2008). Parallelism is defined as a pair of two sentences, phrases, or clauses that have the same structure (Ameedi and Mukhef, 2017). Hyperbole is a common figure of speech in which exaggerated language is used for emphasis or effect (Claridge, 2010). Un-

derstatement is a figure of speech that expresses an idea as being less important than it is (Flayih, 2009). Metaphors are expressions that change a word from one conceptual topic to another (Brinton and Brinton, 2010). Metonymy describes expressions that denote a thing by naming something related to it (Brinton and Brinton, 2010). Van Dijk (1991) limited the variety of rhetorical types into several distinct figurative language categories since there are extensive numbers. Therefore, this led him to categorize them based on headline characteristics and the recurrent occurrence of specific types in the headline structure.

This present study employed Critical Discourse Analysis to investigate rhetoric in headline news about market issues. Critical discourse analysis is a discourse that focuses on how social power abuse and inequality are enacted, reproduced, legitimized, and resisted in the social and political context through text and talk (Van Dijk, 2015). CDA also encompasses the investigation and examination of written or spoken text to uncover instances of power, dominance, and inequality, while scrutinizing the methods by which these dynamics persist and are perpetuated within social, political, and historical frameworks (Rachman, et.al. 2017). In addition, CDA has a concept that language is a form of social practice and seeks to make people aware of the mutual influence between language and social structures that they are usually unaware of (Fairclough, 1989; Wodak, 1989; Van Dijk 1993). For this reason, critical discourse analysis, or CDA, is used to uncover underlying power dynamics within language, reveal how media ideologies influence public perception, and offer insights into how rhetoric is formed to encourage dominant narratives that may shape economic discourse and decision-making through the headline.

Several studies have investigated the analysis in the headline, like Lombardi (2018) conducted a critical examination of the language used in online news headlines to report the Stoneman Douglas High School shooting, which happened on February 14, 2018 in Florida, United States, Liu et al. (2019) observed the use of a frame detection approach to automatically detect frames of news article headlines related to gun violence over the last few years, allowing for a large-scale analysis of framing trends in the United States, and Nemes and Kiss (2021) discussed the topic of stock value changes and stock value predictions using new scraped economic news about companies that are focused on the headlines of economic news.

Furthermore, some studies have examin-

ed the use of rhetoric, such as Shah and Shaher (2019) conducted research on rhetorical devices used in beauty product advertisements in Pakistani print media and Sami (2020) explored the politicians, between U.S. President Donald Trump and British Prime Minister Theresa May, who use such devices and manipulate them to seize the audience's attention in addition to convincing them effectively. In addition, a number of studies about using rhetoric in the headline has been investigated as the study by Van Dijk (1991) who conducted the use of rhetoric in the headline of racism news, Monsefi and Mahani (2017) examined the rhetorical features of Persian news headlines through the analysis of wordplay, and Gajendra, Alquhali, Al Maaytah, and Alkoli (2022) focused on rhetorical expressions found in the headlines of two Kannada newspapers, Mysore Mitra and Andolana.

Besides, a few studies have analyzed the headline by using critical discourse analysis. Montejo and Adriano (2018) used critical discourse analysis to determine the discursive devices used in the news headlines. Tabe and Fieze (2018) explored Critical Discourse Analysis (CDA) to examine private and public newspaper headlines on the Anglophone crisis in Cameroon.

Hence, this present study examined the types of rhetoric on market issues used in the headline news of CNBC Indonesia which go to the research question: (1) What are the types of rhetoric on market issues used in the headline news of CNBC Indonesia?

METHODS

A qualitative research approach was used in this journal article to investigate the topic of market issues as presented in the headline news of CNBC Indonesia. This study focused on a corpus of clauses containing market-related rhetoric. The primary data source was the headline on the website of CNBC Indonesia, which was focused on the market issues section covering a wide range of topics such as macroeconomics, market capital, banking, international economics, and various financial industries relating to the intricate dynamics of the national economy. The data were obtained from November 2022 to February 2023 based on the types of rhetoric proposed by Van Dijk (1991), they are alliteration, rhyme, parallelism, hyperbole, understatement, metaphor, and metonymy. The instrument of data collection that was applied in this study was the documentation technique, which was collected from the websites of CNBC Indonesia in the market

sections.

Data Collection and Analysis

The technique of data collection used in the present study was document analysis. Document analysis focused on written or on nonwritten records such as websites (Ary, et.al 2014), in which this study concentrated on the headline on the website of CNBC Indonesia. The data were selected based on the clauses of headlines that consist of rhetoric.

Data analysis is a technique to describe and illustrate, condense and summarize, and evaluate data. To form an answer to the research question, the qualitative data analysis process required comprehension of how to interpret text and images (Cresswell, 2012). The technique of data analysis employed Van Dijk's level analysis of critical discourse analysis, namely text structure. The data, headlines news on market issues in CNBC Indonesia, were investigated by using the microstructures levels (Van Dijk, 2008) in particular rhetoric. The chosen data which is in the form of text will be examined from the types of rhetoric used in the headline news on CNBC Indonesia. Since the data was written in Bahasa Indonesia, the data were translated into English to display in the findings.

RESULT AND DISCUSSION

Findings

This section reports the result from the findings of rhetoric used on market issues in the headline of CNBC Indonesia. Based on Van Dijk's (1991) theory, the findings revealed that there were six of the seven types of rhetoric (see Table 1). As presented below.

Table 1. Types of Rhetoric in Headline of CNBC Indonesia on Market Issues Based on Van Dijk's Theory (1991)

Types of Rhetoric	Frequency	Percentage (%)
Hyperbole	127	5
Metaphor	53	18
Understatement	20	6.7
Rhyme	7	2.3
Metonymy	7	2.3
Parallelism	1	0.33

It was found that the use of rhetoric in the headline also employed additional figures (see table 2) and two different types of rhetoric in

single headline, or what is called as compound rhetoric (see table 3).

Table 2. Types of Rhetoric in Headline of CNBC Indonesia on Market Issues Based on Other Figurative Language

Types of Rhetoric	Frequency	Percentage (%)
Personification	55	18.3
Onomatopoeia	1	0.33

Table 3. Types of Rhetoric in Headline of CNBC Indonesia on Market Issues Based on Compound Figurative Language

Types of Rhetoric	Frequency	Percentage (%)
Personification	55	18.3
Onomatopoeia	1	0.33
Onomatopoeia-Hyperbole	5	1.7
Hyperbole-Rhyme	4	1.3
Personification-Metaphor	3	1
Hyperbole-Understatement	2	0.67
Metaphor-Hyperbole	2	0.67
Personification-Hyperbole	2	0.67
Metonymy-Metaphor	1	0.33
Hyperbole-Metonymy	1	0.33
Hyperbole-Parallelism	1	0.33
Hyperbole-Personification	1	0.33
Metaphor-Metonymy	1	0.33
Metaphor-Rhyme	1	0.33
Metonymy-Hyperbole	1	0.33
Onomatopoeia-Metaphor	1	0.33
Parallelism-Hyperbole	1	0.33
Understatement-Hyperbole	1	0.33
Understatement-Metaphor	1	0.33

According to all of the table above, there are 300 data headlines from CNBC Indonesia on market issues. These data were categorized into 25 categories of rhetoric. It was identified that rhetoric was not limited to alliteration, rhyme, parallelism, hyperbole, understatement, metaphor, and metonymy (Van Dijk, 1991) while in the present study alliteration was not found.

Hyperbole is a figure of speech that involves intentional exaggeration or overstatement for emphasis or dramatic effect in a text. The analysis presented that hyperbole used on market issues in the headline to dramatize the action of the economic situation in negative or positive events. In data (1), it was exploited in the clause kabar buruk dari IMF membuat IHSG tergelincir. The word tergelincir, which means 'slipped', in Bahasa Indonesia referred to the situation where something falls on the slippery thing. Hyperbole used on market issues in the headline is to report the condition of IDX Composite which end lower on the trading session. Nevertheless, tergelincir in this headline is excessive to describe the situation of index of all stocks in Indonesia since this word is often known for falling object.

Kabar Buruk Dari IMF Membuat IHSG Tergelincir
Bad News from the IMF Makes IDX Composite Slips Ahead

Metaphor is creating a clause by comparing between two seemingly unrelated thing. When it used in a text, metaphor usually refers a thing or a person to the other terms, which differs from the literal meaning. It showed the metaphor used on market issues in the headline news of CNBC Indonesia to perceive the action with another thing and to hide the person in the headline. In data (2), metaphor was exploited in the clause cerita 'bocah nakal' yang menjelma jadi 'sang naga'. It was recognized by the word sang naga which means the dragon. Meanwhile, bocah nakal that has meaning 'bad boy' refers to the actor in the headline that is Sugianto Kusuma also known as Aguan. Thus, metaphor was applied to inform about Aguan who is considered as a sang naga 'the dragon' in the business world.

Cerita 'Bocah Nakal' Yang Menjelma Jadi 'Sang Naga'
The Story of 'Bad Boy' Who Turns Into 'The Dragon'

Understatement is a rhetorical device that makes a word or phrase intentionally downplayed or represented and makes it less significant or less intense than actually is. It revealed that understatement applied on market issues in the headline of CNBC Indonesia to downplay the big action done by the person related to the economy situation. In data (3), understatement was applied in the clause gimana nih Gubernur BI?. This headline informed about the situation of exchange rate that is decline even though Indonesia's trade balance has large surplus. The use of understatement in the clause makes the situation of declining Rupiah is less important because the headline is questioning about it which seems they do not believe of it.

Rupiah Benar Menguat Tapi Cuma Dikit, Gimana Nih Gubernur BI?
The Rupiah Really Strengthened but Only A Lit-

tle, How then Governor of Bank Indonesia?

Rhyme can be seen from the similarity or identity of sound between the end of two or more word or phrases. On market issues, rhyme is employed to describe the two actions or situation and person that are related, such as in the issue of exchange rate or exchanges and stocks. In data (4), rhyme was recognized by the word kumat and menguat which ended with the sound 'at'. The word kumat in English is recurrent which means something happens again and again, then, the phrase rupiah kumat refers to the situation where the rupiah is weakening. While menguat means to strengthen and it is to refer the fact Rupiah has been strengthening for three consecutive days. Therefore, the word kumat is usually used in reporting the exchange rate to express something that reoccurs, and the weakening of the rupiah often happens.

Rupiah Kumat! Melemah Lagi Setelah 3 Hari Menguat
Rupiah Weakens! Falls Again After 3 Days of Strengthens

Metonymy is known as figure of speech that use another word to represent something closely associated with it rather than the actual word. It applied on market issues in the headline news of CNBC Indonesia to substitute the person or action, relating to the commodity or exchanges and stocks, with another term that is closely related. Metonymy in data (5) was applied in the word negeri 'oppa'. It is a term in South Korean that used by younger female to call older male. The word oppa is also popular not only around fans but also non-fans that makes the word oppa nowadays identical with South Korea. So that, the word negeri oppa is this headline refers to the country of South Korea.

Mobil Listrik Lambungkan Produsen Ban Negeri 'Oppa'
Electric Cars Make 'Oppa' State Tire Manufacturers Rise

Parallelism is a technique used in speech or writing to create balance and rhythm that involves similar grammatical structures or word patterns to express ideas that are related or of equal importance. It employed on market issues in the headline news of CNBC Indonesia to describe the two economic situation that are related by using the same words. Parallelism in data (6) was employed in the repetition lagi and lagi. Repetition in phrases makan korban lagi and loyo lagi described the crisis of FTX that makes more victims

that effected to bitcoin weakened. The word lagi revealed that the FTX crisis has ever happened and caused the weakening of Bitcoin again.
Krisis FTX Makan Korban Lagi, Juga Bikin Bitcoin cs Loyo Lagi
The FTX Crisis Makes More Victims, Also Makes Bitcoin cs Sluggish Again

Additionally, other rhetorical devices such as personification and onomatopoeia (Brinton and Brinton, 2010) were also used in the headline. Personification is a figure of speech in which non-human things are referred to using words or terms that have human characteristics. This study's subject is the market problem, which included discussion of non-human objects like shares, stocks, businesses, money, and so on. The situation of them can be described using many human traits. Personification in data (7) was found in the clause of Inflasi di AS Bandel, in which to describe the inflation in the United States used the word bandel, despite the inflation being non-human. This situation is called by the journalist that Inflation is stubborn like humans, whereas it is just another term for informing inflation by using human characteristic.
Inflasi di AS Bandel, Wall Street Turun Lagi
Inflation in The US stubborn, Wall Street Falls Again.

Onomatopoeia is a figure of speech in which words imitate the natural sounds associated with the objects or actions they describe. In data (8), onomatopoeia was found in data with the word 'wuih', in which in Bahasa Indonesia imitates the sound of a sudden exclamation or expression of surprise, awe, or amazement. In this headline, the word of onomatopoeia 'wuih' was used to express the amazement toward someone who can make electric batteries.
Wuih, Kata Erick Thohir Ada Orang Bisa Bikin Baterai Listrik
Wow, Erick Thohir Said, There is Someone Can Make Electric Batteries

A headline is not merely constrained to a single type of rhetoric but also incorporates two or more rhetoric to enrich its expression, for instance, the combination of hyperbole and rhyme, personification and metaphor, metonymy, and metaphor, etc. In this present study, it is called as a compound rhetorical, in which it is characterized by two clauses of rhetoric in each sentence. Based on data analysis, there are 17 types of compounds rhetorical.

Onomatopoeia-Hyperbole is a rhetorical

device used in a single sentence that consists of two distinct clauses, the first clause employs onomatopoeia, and the second clause uses hyperbole. In data (9), onomatopoeia-hyperbole was found in the word jos which is used as a slang expression to convey enthusiasm and the clause rupiah sukses nanjak saat mata uang asia rontok. The use of onomatopoeia-hyperbole in data (9) showed that combining onomatopoeia and hyperbole can enhance readers' attention toward the information about the Rupiah exchange rate that has successfully strengthened against the US Dollar on the headline news.

Jos! Rupiah Sukses Nanjak Saat Mata Uang Asia Rontok
Rupiah Succeeds Rising When Other Asian Currencies Fall

Hyperbole-Rhyme is two distinct rhetoric within a single sentence comprises two clauses in which the first clause employs hyperbole, and the second clause incorporates rhyme. In data (10), hyperbole-rhyme was found in the clause of raksasa perbankan & teknologi rontok and IHSG jadi jeblok. Hyperbole was applied in the word rontok and jeblok which creates the rhyme since both words ended with the same sounds -ok. These words in the clause of data (10) were employed to describe the fall of stocks price in the sector of bank and technology and report the IDX Composite fell more than 1%.

Raksasa Perbankan & Teknologi Rontok, IHSG Jadi Jeblok 1%
The Banking & Technology Giant Falls, IDX Composite Drops 1%

Personification-metaphor is a rhetoric used in the headline that consists of two clauses, the first clause utilizes personification, and the second clause employs metaphor. It aims to humanize non-human elements and spark the comparison of conceptual connections between different terms in the headline. Personification-metaphor in data (11) was discovered in the clauses inflasi Amerika "bandel" and rupiah kena getahnya. Bandel is a term in Bahasa Indonesia that means do not want to obey or listen to what people say. Personification in the word bandel is used to refer the condition of American inflation which impacting to the Rupiah. As it presented in the second clause by using metaphor in the word kena getahnya. Meanwhile, kena getahnya is a style in Bahasa Indonesia to describe others are wrong too.

Inflasi Amerika "Bandel", Rupiah Kena Getahnya
American Inflation is "Recalcitrant", the Rupiah

Gets Sap

Hyperbole-understatement is a type composed of two distinct rhetoric within a single headline, consisting of hyperbole as the first clause and understatement as the second clause. This headline style uses hyperbole and understatement to exaggerate language and create an underestimating effect that draws attention. Hyperbole-understatement was discovered in the clauses of data (12) saham batubara rontok and serok atau abaikan. Hyperbole is applied in the first clause by using the word rontok, meaning something that fall in large numbers. Understatement is used in the second sentence asking about the stocks should be bought or just ignored. The use of this type is to emphasize as well as underestimate the information of coal stocks.

Saham Batubara Rontok, Serok atau Abaikan?
Coal Stocks Fall Out, Take It, or Ignore?

Metaphor-hyperbole is a type combining two distinct rhetoric in a single headline, in which the initial clause uses metaphor, and the subsequent one uses hyperbole. By combining the illustrative characteristics of metaphor and emphasizing hyperbole in the headline, this type aims to increase the headline's impact. In data (13), metaphor-hyperbole was discovered in the clause "hantu" inflasi gentayangan and wall street dibuka ambruk. The clause "Hantu" inflasi gentayangan is a metaphor that is used to describe the situation of inflation happening in everywhere. The word ambruk in the second clause is to describe the fell of Wall Street's main index as the cause of inflation. In Bahasa Indonesia, ambruk refers to the buildings fall. Metaphor-hyperbole employed in this data to portray the inflation and situation of Wall Street's index.

"Hantu" Inflasi Gentayangan, Wall Street Dibuka Ambruk 1,3%
"Ghost" Inflation Haunts, Wall Street Opens Falls 1.3%

Personification-Hyperbole is a headline structure that employs two distinct rhetoric, in which the first clause employs personification, while the second employs hyperbole. It effectively conveys attention-grabbing content while enhancing its dramatic effect by combining human-like imagery and enhanced language. In data (14), this type was found in the clauses of Eropa mulai kedinginan and harga batu bara diramal masih membara. Personification used in the first clause by describing Europe feels cold. It does not specify to the people, instead it refers to the continent

which is non-human thing. Hyperbole employed in the second clause by informing the coal prices still go up further, in Bahasa Indonesia it refers by using the terms 'membara' which means like fiery. This headline informed about European countries that are starting to enter the winter season, which makes coal prices rise due to the high demand.

Eropa Mulai Kedinginan, Harga Batu Bara Diramal Masih Membara
Europe Starts to Suffer from Cold, Coal Prices are Forecasted Still Smoldering

Metaphor-metonymy is a type of rhetoric that contains two clauses, the first applies metonymy, and the second uses metaphor. By integrating specific terms used in metonymy with metaphor terms and expressive language, this compound type aims to improve the headline's communicative impact. The headline uses a metaphor or metonymy to either negatively or favorably describe the situation or action. Metonymy-metaphor was discovered in the clause of data (15) November rain and IHSG banyak merah daripada hijaunya. Metonymy is used in November Rain negatively to represent the condition of shares on the stock exchange, coming from the title song of Gun N' Roses that is about loss. This description is associated closely with the situation of the shares. Metaphor is applied to replace the movement of the IDX Composite. The word merah 'red' represents the weakened, while hijau 'green' portrays the strength of IDX Composite.

November Rain, IHSG Banyak Merah Daripada Hijaunya
November Rain, IDX Composite Has Redder Than Green

Hyperbole-metonymy is a compound type of rhetoric marked by two diverse rhetorical devices in the headline wherein the first is hyperbole, and the second is metonymy. Applying both exaggerated statements from hyperbole and the name of a characteristic from metonymy, hyperbole-metonymy is a strategy used to increase the impact of a headline. It is marked with the clauses of data (16) bukan bisikan gaib and info A1 'saham cuan' hari ini. Bukan bisikan gaib asserts that this information is genuine, not a hoax. Meanwhile, A1 is a term commonly employed to indicate information sourced from reputable and trusted sources.

Bukan Bisikan Gaib, Info A1 'Saham Cuan' Hari Ini
Not a Magical Whisper, Here Is an Info on A1 'Profit Stocks' Today

Hyperbole-parallelism is a type of rhetoric that combines exaggeration for emphasis and the repetition of grammatical structures or patterns in writing the headline. It can be identified by exaggerating the information and repeating the grammatical constructs or patterns in the headline. Combining these two forms of rhetoric can strengthen a headline's dramatic appeal also highlight the text's main point. Hyperbole-parallelism was found in the clauses of data (17) harga CPO ngegas lagi and dan masih bisa ngegas lagi. The word ngegas lagi, which means that the price increases once more, contain hyperbole. Nevertheless, this phrase, which also refers to parallelism, repeatedly occurs. The phrase masih bisa ngegas lagi in the headline predicts that the CPO prices will rise once more and refers to the fact that they are currently rising.

Harga CPO Ngegas Lagi, dan Masih Bisa Ngegas Lagi!
CPO Prices Rise Again, and They Can Still Rise Further!

Hyperbole-personification is a type of rhetoric found in headlines that integrates hyperbole in the first clause and personification in the second clause. This type aims to emphasize specific information and indicates human characteristics to non-human information. Hyperbole-personification was discovered in the clause of data (18) SBN RI Di 'Serbu' Asing and tapi rupiah masih loyo. Hyperbole is marked by the word di 'serbu', meaning Indonesia's government securities (SBN) is attacked by foreigners and personification is applied in the word loyo, meaning Rupiah is still so tired. The use of this type in this headline makes the serious information and turn into the less important. It can be seen the exaggerating the information of government securities and describing the rupiah with human characteristics that is tired.

SBN RI Di 'Serbu' Asing, Tapi Rupiah Masih Loyo!
RI's Government Securities (SBN) Is 'Attacked' by Foreigners, But Rupiah Is Still So Tired!

Metaphor-metonymy is a structure marked by metaphor in the first clause and metonymy in the second clause. It aims to captivate a figure of speech with comparisons and substituting closely associated attributes to represent information with another term. Metaphor-metonymy was employed in the clauses of data (19) pasar tenaga kerja AS 'mendingin' and wall street ijo royo-royo. Metaphor was found with the word mendingin which means cool off and metonymy was found with the word ijo royo-royo which refers

to the Javanese local song. Ijo royo-royo is a term that describes a very green forest. The use mendingin in this headline to describe the situation of U.S labour market becoming strong than before. Meanwhile, the word ijo royo-royo refers to the increasing of U.S stock exchange, which we known is identical to green.

Pasar Tenaga Kerja AS 'Mendingin', Wall Street Ijo Royo-royo

US Labor Market 'Cold', Wall Street Ijo Royo-royo

Metaphor-Rhyme is a type of rhetoric that consisted of a metaphor and created in rhyme form. It attempted to grab the audience's attention by repeatedly using similar sounds to refer to one thing while mentioning another. In data (20) metaphor is marked with the term 'sang juru selamat', relating to Christian religious teaching, while rhyme is applied in the words datang and gemilang in which ended up with the same sound -ang. This term refers to the several factors that made IDX Composite strengthened. Metaphor-rhyme used in the headline by referring the factors that made IDX Composite and mentioning it in the form repetition of similar sounds.

Sang Juru Selamat' Akhirnya Datang, IHSG Kembali Gemilang

The 'Savior' Finally Comes, IDX Composite is Back to Glory

Metonymy-hyperbole is similar type with the hyperbole-metonymy. It is a combination type of rhetoric marked by two diverse rhetorical devices in the headline. The different is the first clause should be marked with metonymy and the second clause with the hyperbole. It is applied to substitute of the name of an attribute and exaggerate the information in the headline. In data (20), metonymy-hyperbole was discovered in the word basah means wet is marked as metonymy, originating from Indonesian song lyrics. Meanwhile, hyperbole is portrayed by using the word diserbu 'being attacked'. The use of metonymy-hyperbole in this headline to report to a lot of foreigners buy the government securities (SBN) which result Indonesia getting a lot of funds.

Basah Basah Basah! RI Diserbu Dana Asing US$ 6 Miliar

Wet Wet Wet! RI Invaded by US$ 6 Billion of Foreign Funds

Onomatopoeia-metaphor is marked by words that imitate the sounds associated with the object or actions they describe and employs symbolic language to draw parallels between dissimilar concepts. It is marked in the clauses of data (22) with the word dag dig dug and the word menghijau. Dag dig dug means the sound of a heartbeat indicating concern when the IDX Composite price declines while the word menghijau, representing the situation of IDX Composite strengthened. The used of this type in the headline to illustrate the situation of exchange rate and its impact toward stock exchange.

Sempat Dag Dig Dug, Alhamdulilah IHSG Akhirnya Menghijau

After Some Suspense, Alhamdulillah IDX Composite Finally Turns Green

Parallelism-hyperbole is a combining the structured symmetry of parallelism with the deliberate exaggeration of hyperbole. The repetition of words and overly dramatic language used in the headline are intended to draw readers. In data (23), this type was applied in the word lagi dan lagi, denoting an event that has occurred repeatedly and marked with word tumbang, meaning the falls of gold price. This headline used parallelism-hyperbole to emphasize a recurring event by exaggerating the specifics events.

Lagi dan Lagi..... Harga Emas Kembali Tumbang Karena the Fed

Again And Again... The Price Of Gold Back To Tumbles Due To The Fed

Understatement-hyperbole is a type that applies the deliberate employing subtle understatement in one clause and exaggerated hyperbole in the other. It is seen in the headline's use of subtle understatement in one clause and exaggerated hyperbole in the other. It was found in the clause of data (24) maaf China belum banyak bantu and in the clause of harga batu bara ambruk 3,5%. This headline described China's demand import from Indonesia is declined and expressed the coal price falls. It informed that China had a significant impact on raising coal prices, but at the moment China was unable to make a significant difference, which caused prices to decline.

Maaf China Belum Banyak Bantu, Harga Batu Bara Ambruk 3,5%

Sorry China Hasn't Helped Much, Coal Prices Dropped 3.5%

Last, understatement-metaphor is a type used to make less crucial and refer to one thing by mentioning another thing in the information of the headline. It is used to make something less important and to refer to something else in the headline information. In the clauses of data (25) understatement-metaphor was applied in

the word tenang and merah, Tenang means to be calm and merah refers to the weakened of IDX Composite when it opened. This headline informed about the IDX Composite is weakens in the trade, even though the level is not lower than 7,000s. This type indicated that the information of IDX Composite that supposed to be serious become less important and referred the situation of declining with the term colour.

Tenang! Meski Dibuka Merah, IHSG Masih di Level 7.000an Kok

Calm! Even though it opened in red, IDX Composite is still at the 7,000s level.

Discussion

Based on the data findings, the result of this study is different from Van Dijk's (1991) description about the types of rhetoric who were merely classified in 7 varieties of rhetoric such as hyperbole, metaphor, understatement, rhyme, metonymy, parallelism and alliteration. Van Dijk (1991) examined racist news and found that alliteration is the most common type applied in the headline. Nevertheless, this study showed that alliteration did not find and the most is hyperbole. In addition, metaphor and metonymy are rarely used since they are often applied in the editorials and columns.

Furthermore, the finding of the present study is different from Monsefi and Mahadi (2017) who investigated the rhetoric of Persian news headline which come from Euronews website. This study selected 100 online news as a sample by adopting Leigh's (1994) framework. Based on the analysis, it was found that metonymy become the most types used in the headline. In the same way, the present study is similar to Gajendra, Alquhali, Al Maaytah, and Alkoli (2022) who conducted the rhetorical expression used in the headlines of Kannada newspaper. Based on the findings, it showed that several rhetorical was used in the headlines, namely personification, simile, metaphor, metonymy, hyperbole, onomatopoeia, euphemism, and irony. There were some types that does not find the present study. However, Gajendra, Alquhali, Al Maaytah, and Alkoli's study (2022) analyzed 186 headline and it did not employ the critical discourse analysis.

In addition, this study is similar to the research conducted by Shah and Shaher (2019) who investigated rhetorical devices in advertisements of Pakistani print media. This study focused on type of rhetoric such as alliteration, analogy, anaphora, hyperbole, parallelism, and simile. The findings revealed that hyperbole become the most type of rhetoric used in the beauty product advertisement. Differing from Sami (2020) who examined the use of rhetorical devices in the speech of U.S President Donald Trump and U.K. Prime Minister Theresa May. It was found that metaphor become the most rhetorical employed in their speech. Nevertheless, this present study similarly to Montejo and Adriano (2018) who explored the discursive used in the news headlines. From the thirty headlines on five famous online news portals in the Philippines. It revealed that the use of discursive devices in headlines not just to catch the interest of the readers but also to push them to read the entire article.

Based on the analysis in headline news of CNBC Indonesia, critical discourse analysis showed that the rhetoric used on market issues, particularly by exaggerating the statement, as a strategy to influence the audience. As media information, a media news company should present the headline as straightforward and understandable information. Freeborn, French, and Langford (1993) argued that news headlines can be vague and subject to various interpretations. The public's assumptions and perceptions about news headlines are beyond the media's thorough control. For this reason, uncomplicated vocabulary is preferable in producing a headline to be understood by the audience without creating misunderstandings.

Rhetoric should be carefully considered when reporting on economic and business events because overly dramatic headlines and the positioning of actors and actions can create the wrong assumptions spreading throughout society. In the end, excessive news coverage can change the public's viewpoint and affect how they react to current economic events.

CONCLUSION

Rhetoric refers to the persuasive techniques used in discourse to influence and manipulate audiences. In this study, CNBC Indonesia used rhetoric to entice readers to read the news article by writing a headline about a market issue. Most of the rhetorical strategies used in the headline were not repeated in the text of the article, instead, CNBC Indonesia used non-rhetorical words to describe the topics in it. There are 25 types of rhetoric used on market issues in the headline of CNBC Indonesia, including the compound rhetoric which consist of two types of rhetoric in single headline. Hyperbole became the most common type in the headlines on market issues. Type rhetoric serves a different purpose that affects the target audience differently in the

headline.

Rhetoric may be the most influential strategy in producing the headline, and it aims persuasively toward the readers. Van Dijk (1991) stated that rhetoric consists of several figures of speech, and it is limited to alliteration, rhyme, parallelism, hyperbole, understatement, metaphor, and metonymy. This present study suggests to other researchers that other figures of speech used in headlines, such as similes, synaesthesia, and so on, can be examined in subsequent research.

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