

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The Jakarta Globe is an English-language newspaper established on November 12th, 2008, located in Jakarta, Indonesia. The Jakarta Globe newspaper covers various columns like news, business, technology, lifestyle, opinion, and index. The goal is to provide accurate and comprehensive coverage, reaching a wide range of readers such as expatriates, diplomats, business professionals, and English-speaking Indonesians. The Jakarta Globe has earned recognition for its in-depth investigative journalism and has received several awards for its coverage. The newspaper continues to be the main source of news and information in Indonesia's English-language media landscape. The Jakarta Globe online mail has a great influence on society, especially in the business column. Through its business column, The Jakarta Globe provides the latest information on business trends, economic developments and market analysis. Apart from that, they also provide guides, tips, and practical advice for entrepreneurs or aspiring entrepreneurs. News and opinions published by the Jakarta Globe can influence people's business decisions.

Mitchell and Shearer (2016) said that news remains an important part of public life. News is a fact or idea that is considered interesting and important by a number of readers/listeners. News in online newspapers is one of the main elements presented to readers. News must be factual, actual, accurate, objective, important, and attract the attention of the public to read, view or listen to the news. In the news presented, of course, there is news value. In the news, it should not be in favor of one of the sources but must get the same portion from each source. The news that is made must be balanced or equally important. Apart from having to have accuracy and speed in working, a journalist is also required to be objective in writing a story. This means that the news conveyed is the same as the intention of

the audience in interpreting, so it will not give rise to free prejudice. In this case the news presented must be easily and quickly digested by the public, so the news must be concise and clear, and prolix. On the other hand, news is news based on phenomena that have just occurred, meaning that news must be presented in a warm condition, to attract public interest. The value of news in a news is very important because it determines the accuracy, relevance, impact, fairness, and credibility of the information conveyed to readers. News with high news value is based on verified facts, is relevant to current issues, has great impact, and is presented fairly and in a balanced way. News values also contribute to media reputation and credibility, building reader trust, and ensuring the information conveyed is useful and reliable. News value is crucial in determining the quality and relevance of a news story.

Business terms are often found in business articles. Business terms are different from daily English vocabulary. In business articles, many special business terms are used. These special terms are still foreign to some people. This business term is very useful for understanding the article comprehensively.

The Jakarta Globe's business article contains a lot of business articles. Business terms are also often found in the Jakarta Globe business article. However, many individuals often have difficulty understanding the news values and business terms in the business articles used by the Jakarta Globe. Therefore, analysis and observation of business articles in the Jakarta Globe is very important. Therefore, researchers are encouraged to conduct research entitled "An Analysis of News Values Used in Business Articles from Jakarta Globe" to examine this problem further.

1.2 Formulation of the Problem

Based on the background, formulation of the research is formulated into

1. What news values are used in the business articles from the Jakarta Globe?

2. What are the business terms used in the business articles from the Jakarta Globe?

1.3 Scope and Limitation of the Problem

In order for this study to be more directed, focused, and to prevent the study from becoming broad, the researcher needs to limit of the problem in this study. The scope of this study is journalism. The limitation of the problem in this study is the time limit for this study, business articles of the Jakarta Globe started from 3 April – 10 April 2023.

1.4 Purpose of the Study

Based on the formulation of the problem above, the purposes of this study are:

1. To analyze the news values used in business articles from the Jakarta globe.
2. To analyze the business terms used in the business articles from Jakarta Globe.

1.5 Significance of the Study

The significance of this study can be understood and outlined as follows:

1. Academically, this research can add insight to the author and the school community/teachers about the news values of business articles in journalism. In addition, this research is one of the requirements in completing the undergraduate (S1) lecture process.
2. Practically, the results of this study can add to the treasures of the State Polytechnic of Bengkalis library, especially regarding the news values of business articles in journalism.
3. Effectively, the results of this study can be used as a reference for students. Especially English for Business and Professional Communication students

and students in general who want to do research on the news value of business articles in journalism.