PERSUASIVE STRATEGY ON CLICKBAIT HEADLINE NEWS: *FLIPBOARD BRIEFING*

THESIS

BY:

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ABSTRACT

This study analyzed the persuasive strategy types of clickbait headline news on applications that contain news around the world, namely Flipboard Briefing. This study aims to determine the type of persuasive strategy that appears as the first trigger of the clickbait headline news in Flipboard Briefing and to describe the writing style of journalists in making clickbait headlines news. The news data in this study used 34 clickbait headlines. This study analyzed the phrases or sentences in the clickbait headline news. The researcher described the reasons and explanations of each clickbait headline news according to the characteristics of the theory used.

This study used qualitative methods. qualitative methods are used to explain phrases or sentences that show the characteristics of a persuasive strategy types and describe the writing style of journalists in making clickbait headline news. The qualitative method was used in description of clickbait headline with the theory of 3 modes of persuasion by Aristotle. Qualitative methods are also used to describe the writing style of journalists based on the 4 styles of Freeman, Vigjen, Blom and Hansen's theory. Meanwhile, the frequency which persuasive strategies appeared as the first trigger of the clickbait headline in Flipboard Briefing was detailed in the table. It is showed data in table form containing the number of persuasive strategy types that exists as the first trigger based on the structure of each clickbait headlines.

In the results of this study, the researcher found that the first trigger of clickbait headlines in Flipboard Briefing ethos. In the total headlines, all of them dominantly display the quotations or statement of important parties at the beginning of sentences to get the first persuasion in attracting readers. Logos occupied the second position as trigger, the influence of a strategy that tends to display factual information or logical argument. Then the last supporter trigger is the pathos type, a strategy that plays more on the emotions of the reader. The data shows the most style is used is style 4 in which the use of deixis, journalists preferably used the words that show directions about news gaps aimed at readers to visit the news. It can be concluded that clickbait headlines in Flipboard Briefing have the characteristics of using ethos as a trigger at the beginning title to attract the reader's attention and the use of deixis style in clickbait headlines characterizes journalist writing in Flipboard Briefing.

ABSTRAK

Difa, S. 2021. *Strategi Persuasif pada Judul Berita Klikbait: Flipboard Briefing.* Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Dr. A. Dzo'ul Milal, M.Pd

Kata kunci: Strategi persuasif, judul berita, logos, ethos, pathos, Flipboard Briefing, gaya jurnalis.

Penelitian ini menganalisis strategi persuasif pada judul berita klikbait pada aplikasi yang memuat berita di seluruh dunia yaitu Flipboard Briefing. Penelitian ini bertujuan untuk mengetahui tipe strategi persuasif yang muncul sebagai pancingan pertama pada judul berita klikbait di Flipboard Briefing dan menjabarkan gaya penulisan jurnalis dalam membuat judul berita klikbait. Data berita dalam penelitian ini menggunakan 34 judul klikbait. Studi ini menggunakan frasa atau kalimat pada judul berita klikbait. Peneliti menguraikan alasan dan penjelasan setiap judul klikbait berdasarkan ciri-ciri dalam teori yang digunakan.

Penelitian ini menggunakan metode kualitatif. Metode kualitatif digunakan untuk menjelaskan frasa atau kalimat yang menunjukkan ciri-ciri tipe strategi persuasif dan mendeskripsikan gaya penulisan jurnalis dalam membuat judul berita klikbait. Metode kualitatif digunakan dalam deskripsi judul klikbait dengan teori 3 mode persuasi oleh Aristoteles. Metode kualitatif juga digunakan untuk menggambarkan gaya penulisan jurnalis berdasarkan 4 gaya teori Freeman, Vigjen, Blom dan Hansen. Sedangkan frekuensi kemunculan strategi persuasif sebagai pemicu pertama dari judul klikbait di Flipboard Briefing dirinci dalam tabel. Ditampilkan data dalam bentuk tabel yang berisi jumlah jenis strategi persuasif yang ada sebagai pemicu pertama berdasarkan struktur setiap judul klikbait.

Dalam hasil penelitian ini, peneliti menemukan bahwa pemicu pertama dari headline clickbait dalam ethos Flipboard Briefing. Dalam total headline, semuanya dominan menampilkan kutipan atau pernyataan pihak-pihak penting di awal kalimat untuk mendapatkan bujukan pertama dalam menarik pembaca. Logos menempati posisi kedua sebagai pemicu, pengaruh strategi yang cenderung menampilkan informasi faktual atau argumentasi logis. Kemudian pemicu pendukung terakhir adalah pathos, strategi yang lebih banyak memainkan emosi pembaca. Data menunjukkan gaya yang paling banyak digunakan adalah gaya 4 yaitu penggunaan deiksis, wartawan cenderung menggunakan kata-kata yang menunjukkan arahan terhadap berita yang ditujukan kepada pembaca untuk mengunjungi berita. Dapat disimpulkan bahwa judul klikbait di Flipboard Briefing memiliki ciri ethos sebagai pemicu di awal judul untuk menarik perhatian pembaca dan penggunaan gaya deiksis pada judul klikbait menjadi ciri penulisan jurnalis di Flipboard Briefing.

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CHAPTER I

INTRODUCTION

This chapter focuses on background of study which is explaining the topic of the study and the reasons the author conducted this research. Second, the research problem in this study. The third, the significance of this study. Fourth, scope and limitations. The last one, key terms of this study.

1.1 Background of Study

Persuasion is an activity that has a purpose to make the addressee follow to do something. Persuasion is used as one strategy for advertising, campaign, online news and many more. Persuasion activity is not only able to do directly by a human, but it can be created by using technology. The creators can use technology to attract attention and convince the target. So the creator does not have to persuade the target directly. The creator can utilize a sophisticated platform to expand its strategy. Lockton stated (2012, p.7) from Fogg's analysis that one of the advantages of persuasive technology is that it can provide persuasion with broader anonymity to users. The creator can make a positive impression in providing information to the target. Therefore persuasive technology is very effective and very helpful, so that it is easily accepted by the target. Persuasive technology provides the convenience of designing content for the creators and the creator can select whom the content is shared with. The creator can manage the impressions created by the target for their content as Lockton said (Lockton,

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n.d.). There are many kinds of persuasive technology. It can be social media, website, application, or many other platforms.

In persuading the target, the creators often use some of the tactics, especially when doing persuasion with persuasive technology. One of the trendingtactics is clickbait. According to Alves (2016, p.197) clickbait is a specific type of web content on advertisements and news that is made to attract the reader's attention and visit the links included to see what the next creator offers. Clickbait is a trend used on social media or in the internet. The variety of clickbait, such as in the form of brief information from the content. When the creator creates a clickbait, the reader will get a different impression when viewing the content. Some readers will react to reading the news headline. Content creators say that clickbait is an effective tool to attract readers to visit their site or content. Alves also took the impact of the clickbait given will make the reader click the link more and more, also getting more viewers or readers without providing long information (Alves 2016, p.203). Clickbait is a technique that is widely used by content publishers, especially on many sites and platforms on the internet.

Furthermore, the researcher uses clickbait headline news as the data of this study because it has become a trending technique. Recently, most of the title on the headline news is designed to be clickbait to attract the readers effectively. Clickbait also has a curiosity gap that brings a sensational impression and makes the readers click the content or even share it virally. The researcher selects an application named Flipboard Briefing as the data of the study. The Flipboard

Briefing is an application that requires a network connection and also provides personal magazines and news which deliver content based on user interests. The researcher chooses Flipboard Briefing because it is oftentimes used by many people in this digital era and it is usually already installed on the mobile phone when the users bought the phone, so this application is the closest web news application at this time. The users are not only from young people but also from older people. It has evident in research about media, that most internet users actively are concluded between the ages of 18-29 and for looking online news the age between 14-17, because at that age many people search for information and make networking via the internet as Kathryn Zickuhr research (2010, p.28). Based on Kohut research (2010, p.4) internet content consumed by users in the top content is mostly about daily life and news. If the users uninstall this application, it is easily re-install or download in the playstore freely. The features and the design of this application have been set simply for the users to search what kind of news that they want to read such as about entertainment, politics, science, sports, lifestyle, economics, and many others. The researcher also selects the clickbait headline news which is the closest and easily connected with our daily life. All aspects of our life are certainly having a relation with these headline news, whether it is for young people or older people. Thus, the researcher uses the daily news as data.

Conducting the research about persuasive strategy especially on the clickbait headline news is important because the development of web news on the internet and the way readers look for the information of the events in the world is

sophisticated and rapid. Therefore, this research will be useful to be the reference for journalists or content creators by understanding how the clickbait headline plays a role in attracting the readers. Since the digital era and its operating system are also developing continuously, thus this research on this topic must be renewed again such as using different data or methodologies. More than that, the purpose of this study is to find out what persuasive strategy types used as the first trigger from the clickbait headline news in Flipboard Briefing and what is the common style of journalists that exist from the clickbait headline news in Flipboard Briefing. There are two types in analyzing characteristics of clickbait as persuasive way, first is based on the structure of headline's sentence itself without concerning to the news' text and the second is based on the correlation between the news and the headline. This study shows the trigger roles of clickbait headline news in Flipboard Briefing based on the structure of headline's sentences. The researcher uses a persuasive strategy by Aristotle's rethoric book (translated by W. Rhys Roberts, p.8-10) to analyze the data. There are three types of persuasive strategies by Aristotle, such as; a). Logos, b). Pathos, c).Ethos. This study also uses Freeman, Vigjen, Blom and Hansen theory of the journalist's style in creating clickbait by analyzing the words or phrases marked with the characteristics of each style. This research is related to linguistics, especially in Discourse Analysis course.

There are some previous research journals about persuasive strategy. The first previous study is written by Elli SetiyoWahyuni (2017) entitled The*"Strategy Of Using Persuasive Essay in English for Medical Academic*

Writing", and Sri Puji Astuti (2017) entitled *"Persuasi Dalam Wacana Iklan"*. Both of these studies are shown the benefit of using a persuasive strategy. Elli's research uses Essay as academic writing to give some practices for the Medical Faculty students to produce good writing on health issues. Besides, the purpose of the essay as a persuasive tactic is to train students in writing skills and become a guide for lecturers to see how students develop writing skills. The techniques taught in essays are expected to improve students' writing skills in expressing ideas and also improve essay writing skills for health problems. The result shows that brainstorming and mapping give the most contribution in making good writing. Then Sri Puji's research explained about the ways of advertisers persuading customers; implicitly and explicitly. The result shows that there are mostly using implicit ways in Advertisement. The previous researcher explains that the advertisers describe the advantages of products with the aim of producers indirectly suggesting and ordering consumers to buy the products. By informing and knowing the benefits of these products, the advertisers expect buyers to be interested in buying and using the products.

The third is Kala Kristina Anaya (2015) entitled *"Persuasion Strategies in Terrorist Recruitment: The Case of ISIS"*. Rizky Kartanegara (2018) entitled *"Clickbait Headline and Its Threat in The National Resilience"*, and Yayan Irfan Ferdiawan (2019) entitled *"HOAX Impact to Community Through Social Media Indonesia"*. These three studies have the purposes to know the negative influence on Islam cases. From Kala Kristina, it is shown that the form of persuasive strategy by using video propaganda to lead the mass exodus of young Western out

of their home countries into Iraq and Syria. the result of this research is that the researchers explain the persuasive intent used by ISIS is to play a psychological message to attract Western youth to join their organizations. The role of psychological trick is to reflect the hero with sacrifice, courage, and spirituality. While from Rizky Kartanegara, his research has shown that persuasive is used in the form of a clickbait headline. He stated that the use of clickbait headlines becomes a threat to national resilience. The clickbait headline is the main cause of the SARA case in Indonesia. It is because of the low interest in reading of Indonesian people, so the content creator can easily manipulate the readers and maybe it can be used as a political agenda. Meanwhile, Yayan Irfan's research provides the impact of clickbait can trigger hoax. In his research, there is the cause of hoax information and clickbait is on the second rank as a source why hoax can be easily spread.

The next research from Yayat D. Hidayat (2019) entitled *"Clickbait on Indonesia Online Media"*, this research has similarities with this study. It is about the persuasive in the form of clickbait and the types. But, in Yayat's research, He used different theories, he described the clickbait types based on Biyani and Blackmer's (2016, p.96) theory which contains eight types such as exaggeration, teasing, inflammatory, formatting, graphic, bait-and-switch, ambiguous, and wrong. The result found is clickbait in online media mostly contained ambiguous title or headline to build an information gap to the readers. Thus, the readers have a curious feelings and want to read the full text of the article.

From all the previous research above, the previous researchers analyzed the benefits and the negative impact of persuasive strategy based on a specific field. There are education field, business, and political fields. Most of the previous research analyzed the types of persuasive used and the impact. While in this study, the researcher will analyze the persuasive strategy types as the first trigger based on the structure of clickbait headline and describe the journalists's style in Flipboard Briefing which in the previous research, the discussion about the journalist's style has not been conducted yet. However, research about persuasive strategy in clickbait headline news by including the journalist's style in certain online news platform is a rarely to find. Therefore, this study analyzed the types of persuasive as the first trigger and the journalist's style of Flipboard Briefing in creating clickbait news as an additional variation. Thus, this study was designed to add more references to the persuasive topics and understand how clickbait works to attract the readers. The researcher uses news headlines in Flipboard Briefing as objects because in the each online news platform certainly has different structure of clickbait as trigger and different style of the journalists. The findings of this study will be complement because in Flipboard Briefing, the clickbait headlines have their own prominent trigger types in clickbait techniques.

Qualitative methods are used in this study to identify what types of persuasive strategies are used in news headlines. The qualitative method is needed because the descriptive analysis will be used for continuing more explanation in the characteristics of the data. Whereas, quantitative also used to calculate

specifically the roles of strategy types as the first trigger used in Flipboard

Briefing application. It supports the researcher to use the quantitative in this study.

The result of this study will contribute or guide and give additional

direction to the journalist about what type of persuasive strategy plays a major

role in each clickbait headlines. As we know that every platform certainly must

have characteristics in language usage in its headlines. For an example, in Detik

news platform will provide many facts about the data from credible sources rather

than the controversial sensation which are the language usage prefers to build or

trigger emotions from the reader. By adding an explanation about the specific

journalist' style from Flipboard Briefing in creating clickbait, it can fulfill the gap

since the previous researchers have not conducted those variety of data in

persuasive strategy analysis. This research is expected to be able to provide new

information and complete deficiencies that have never been filled in by previous

researchers.

1.2 Research Problems

This study is conducted to answer the characteristics of persuasion way

from clickbait headline news in Flipboard Briefing based on the structure of

headline sentences. The researcher analyzed by using theory Ethos, Logos,

Pathos. As the following questions:

1. What persuasive strategy type is being the first trigger of clickbait headlines in

Flipboard Briefing?

2. What the journalist style is commonly used in creating clickbait headline news

of Flipboard Briefing?

1. 3 Significance of the Study

This study gives both theoretical and practical contributions. Theoretically, the result of this study is expected to elaborate he theory of persuasive strategy using clickbait in the headline news related to the Discourse Analysis. Furthermore, this study is expected to give information about the types of persuasive strategy using clickbait that are found in the headline news. Practically, this study is expected to give a deep understanding of the persuasive strategy using clickbait and its function in the headline news for the readers and the students especially English Literature students in Linguistic class. It is supposed to fill the gap in the series of research especially in Discourse Analysis and also becomethe reference of persuasive strategy for the future researcher in further research or to be knowledgable forjournalist creates persuasion clickbait headlines with appropriate strategy.

1.4 Scope and Limitation

Flipboard Briefing has many topics such as sports, technology, business, celebrity news, science, entertainment, fashion, food, travel. Each topic contains news that shows events throughout the world. Flipboard Briefing publishes a lot of news every day. The researcher takes just three topics to analyze, namely business, entertainment, sports. The researcher only selects randomly the news headlines which are included in the clickbait criteria and the researcher takes the news which is published in October 2019 - February 2020. The researcher will take one news for each topic every day.

1.5 Definition of Key Terms

Discourse Analysis

Based on Drid T (2010, p.21-22) discourse analysis is the study of language usage in in the form of clauses, sentences, or phrases.

News

According to Tanikawa (2017, p.3520) News is a report of interesting and important events carried out by an organization and is informed by the publisher or broadcasting office.

Headlines

Based on Isani's definition of several explanations about headlines (2011, p.2) Headline is text with a different size and style than the text below it.

Clickbait

According to Beleslin (2017, p.365) clickbait is a trigger to reader's mind in order to read the whole text.

Persuasive strategy

According to Higgins (2012, p.195) Persuasive strategies are ways to make social effects the way the audiences think and act through the use of language.

Ethos

Ethos by Higgins (2012, p.197) refers to the character and ability of the speaker to increase audience confidence.

Logos

Logos as Higgins states (2012, p.198) refers to reasonable and clear evidence to emphasize the appeal of the audience.

Pathos

Pathos based on Higgins definition (2012, p.198) refers to playing the feelings of the audience to provide emotional effects such as empathy, sadness, admiration, and others.

The Journalists' Style

According to Blom and Hansen (2015, p.92-93) the way journalists make clickbait headline news has its own style based on the language used.

CHAPTER II

REVIEW OF LITERATURE

This chapter focuses on the theories used in this research. The theories are based on the key terms.

2.1 Discourse Analysis

The word 'discourse' means the conversation connected between two or more peoplein oral or written (Trask 1999, p.52). In its use, the discourse is closely related to language. Literally, discourse is a form of speech or writing that complete the whole meaning. Schiffrin(2001, p.54) stated that the word discourse has more than one meaning: First, discourse can be interpreted as a topic or type of language used in certain contexts, as the examples are political discourse, philosophical discourse and others. Second, discourse can be interpreted as a confirmation or emphasis on the context being discussed. Discourse is not only limited to one speaker or writer, but it has involvement about conversations between two or more people. This is what is called Discourse Analysis.

One characteristic of discourse is having coherence. So, discourse can have meaning when the message is delivered in complete way because by creating complex discourse, we can give rise to new interpretations in linguistics (Yule 2017, p.400). Discourse consists of several words element such as conjunctions and adverbs so it canappeal new context in the form of information or actions from participants related to the conversation that is being carried out (Schiffrin 2015, p.191).Discourse can be the form of paragraphs, conversations or interviews

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which contain continued questions and answers, cause and effect and how to speak while contributing to the conversation (Fasold 2006, p.178). Thus, discourse has cohesion within the context (Schriffin2001, p.37). Discourse Analysis is not only defined as clauses and sentences, but discourseanalysis is also referred to language used. Discourse analysis is a description of a relationship that is structured between one discourse and another. The focus in discourseanalysis is to analyze the use of language indicated in speech in context. It will affect the meaningfulness of a discourse.

2.2 Persuasive strategy

The persuasive method is the way of communication form that used to attract the attention of the readers or audiences. Persuasive method according to Aristotle is a demonstration that we do because we are very confident in certain things, so we demonstrate this to others. There are three types of persuasion in the form of speech (Aristotle 1994-1998, p.8-10). First, persuasion that is spoken by the speaker or author makes the audiences or readers think that the writer can be trusted. Second, persuasion can be said to be successful if the persuasion can build the emotions of the audience or the readers. Essentially, persuasion is influenced by speech or writing itself and the relevant proof. That depends on how we present persuasive arguments that are in accordance with the case discussed. There are three strategies to attract audiences according to Aristotle namely Logos, Ethos, and Pathos.

Ethos is an attraction based on the character of the speaker. Ethos depends on the reputation of the writer or speaker (Browning 2008, p.29). The role of the

speaker or writer greatly influences how to convince the audience and the reader that he fulfills the criteria to discuss something in question. The method that can be done is:

a. Become important figures in the intended field such as professors, doctors, etc.

b. Use things that can indicate that the speaker or writer understands the things being discussed.

Therefore, ethos is closely related to the trust of the reader or audience. So that the reader and audience think that the speaker or writer will not hurt them and the audience will listen to what the speaker is saying. Ethos related with personal character and credibility. McCormack (2014, p.136-139) summarized the characteristics are: first, displaying the impression of being competent and trustworthy. Second is sharing relevant personal experiences. Third is providing a balanced argument and seem not to force. Fourth, presenting credible sources. Fifth, using good and appropriate language. Sixth, trying to look nice. The last is trying to engage with topics and audiences through effective delivery.

Logos is an attraction based on logic or reason. Logos are usually presented in the form of numbers or facts to support the topic of the speaker or writer. Supporting information presented makes the speaker or writer look knowledgeable and understand what is being discussed. Logos refers to arguments that are intellectual and logical so that they can convince readers and audiences (McCorcmack 2014, p.134-135). Logos related to the reasoning and logic argument. The characteristics are providing factual information, an objective that serves to support the argument. Second is providing a number of relevant

examples to support the argument. The third, providing credible support materials such as simple analogies, definitions, statistics, history (Higgins 2012, p.198).

Pathos is an attraction based on emotion. Pathos can take the form of metaphors, parables, or even statements that provoke the reader. Pathos is used to build the emotions of the reader, such as fear or even influence the audience (Aho J1985, p.23). Pathos is closely related to the audience's feelings. Authors can manipulate Pathos strategies to move audiences. So that Pathos can often touch the reader's heart and influence the actions of the reader.Pathos relates to the emergence of emotion. Based on Higgin's resume (2012, p.198) the characteristics are the use of clear language so that the audience can get a imagery. Second is telling personal stories or other people. Third is Using figurative language such as metaphor, imagery and personification.

2.3 News

News is a report of current events or something unknown before. News can be available in newspapers, television, radio or the internet. News is also defined as a report of interesting and important eventscarried out by an organization and the report is informed by the publisher or broadcasting office (Tanikawa2017, p.3523).An information can be said if there is news value added in it. In general, news reports will answer questions including when? Where? What? Why? and who? How?

According to Jorge (2005, p.56-58) journalists say that the important values that exist in the news are: the first is timeless that means containing the latest events. timeliness in news is very important. Second is the impact produced

by a news. Third is the controversy or everything in the news such as fights, conflicts, arguments. Fourth is prominence which means leading figure involved in news. Fifth, the currency contains strange and extraordinary things happen to generate public interest. Sixth, the emotion contains interesting stories to the community. Then, the usefulness or the benefits generated by the news. The last, educational value that can educate the public.

2.4 Headlines

Headline is text with a different size and style than the text below it. It is one line or more and has different writing styles from each other (Mardh 1980, p.15).Headlines can be referred to as instructions from the contents of the news or information contained in text content. According to Dor (2003, p.708-716) a good headline must consist the following characteristics: first, the use of language must be unmbiguous. Second, use the keywords of the content. Third, the meaning of the words used must be correct. Next is the words used must be easy to understand. Then, the sentence used must be clear and concise. The last, the words used must be as attractive and short as possible.

Based on Dor's (2003, p.697) there are certain important functions of headlines: first, to make readers easily to find news in the pages. The readers can go quickly to the page they want to read without having to look for one by one from so many stories. Second, aims to build an interest of the readers. Headlines must be catchy that displays an interesting impression such as using controversial, sensational, or unusual elements. Third, to highlight the news based on the field belongs to. Headlines give clues or hints from words that are briefly displayed to

lead to certain areas. Such as certain terms in the fields of business, education, politics and so on. The last is functioned to give a brief and concise point of news. Headlines should contain short messages that are able to represent the entire content. So what is displayed in the headline should be the important points and the core of the content presented.

2.5 The Jounalist's Style on Clickbait Headline

Clickbait is made to look attractive through the use of certain content such as the use of adjectives and adverbs, quotes, questions, etc (Biyani 2016, p.95). It is a feature used in clickbait headlines. Clickbait is called the curiousity gap because clickbait can increase the interest of readers to answer their curiosity. The theory of curiosity presented by Kuiken J (2017, p.1303) that the information gap will build curiosity arises. Couriosity can be seen as desire for information (Loewenstein 1994, p.76). So in this case, clickbait has stimuli or motivation in the form of puzzles in the sentence of the title, it can trigger curiosity. Clickbait contributes to the potential interest of readers or audiences to the content presented. The most common feature of clickbait headlines is to hide some facts or news content in the title section. In general, the journalistic style in online news media displays clickbait containing words that are generally trapping (Habibie 2018, p.7).

According to (Freeman 2017, p.17); (Vijgen 2014, p.108); (Bloom & Hansen 2015, p.92-93) the way journalist style in creating clickbait headline news is closely related with these kind of characteristicsinclude the following: 1). The use of sentences or phrases in the form of question sentences such as "do you

know?". 2). The use of sentences or phrases in the form of exciting sentences or interjections such as "wow!" "extraordinary!". 3). The use of numbers followed by nouns, adjectives, and static format to display sensational impressions, this can also be called a listicle. for example "3 of Indonesia's most popular foods in Korea". 4). The use of discourse deixis or cataphora phrases, this phrase can be marked by the use of the word "time", "place", or news situation such as "this news will make you amazed" or "this famous tourist spot with its hauntedness ".

The use of interrogative sentences can be marked by the use of question words 5 W and 1 H, including who, what, where, when, why, and how. In addition, the use of interrogative sentences is also marked by the use of question tags at the end of the sentence. The second is the use of exclamation points. This is usually indicated by a word that denotes amazement and a moment of shock. In the third style, the use of listicle. This style is characterized by the display of data containing numbers or presentations, and also words that show controversy and sensationalism. Often times, the listicle is associated with something fantastic and bombastic.

Then, in style 4, use deixis and cataphora phrases. Deixis consists of personal deixis, time deixis, spatial deixis, social deixis, discourse deixis. Examples of personal deixis are "she wants to be a winner in that game" or "Its flavor is so yummy". Personal deixis not only refers to people, but also things. Then for time deixis is the use of words that indicate the time when the conversation occurred or when the conversation was received. This helps both the speaker and the interlocutor understand the context of the conversation. An

example of time deixis is "I will be swimming tomorrow sunday". Next is spatial

deixis, which refers to the place or setting of the conversation. An example of

spatial deixis is "Here it is the difference". For social deixis, this refers to showing

the difference in the social status of the speaker and the interlocutor. Examples

such as "the honorable, Mr. Smith" or the use of the word death to indicate

someone has died. Then discourse deixis, indicated by anaphora and cataphora.

Anaphora is a pronoun that refers to something already mentioned. An example

would be "I paid off the house I bought and I'm renovating it now". While

Cataphora is a pronoun that refers to something that will be mentioned. Examples

such as "that was a good experience".

2.6 Flipboard Briefing

Flipboard Briefing is an application that has function for reading news

webs. This application displays news pages throughout the world. Initiated in

2010, this application was only for iPad users. But because of the development of

the Android operating system, the creator of this application also launched this

application on Google Play. One of the feature of Flipboard Briefing is Flipboard

Account. Users can use this feature to make it easier to stay connected to

Flipboard Briefing on different devices. In addition, there is also a "search"

feature to make it easier for users to find news or article topics. There is also

"Cover Stories" features that serve to provide access to news that is considered to

be the latest topic so users will know what is happening in the world. Below is the

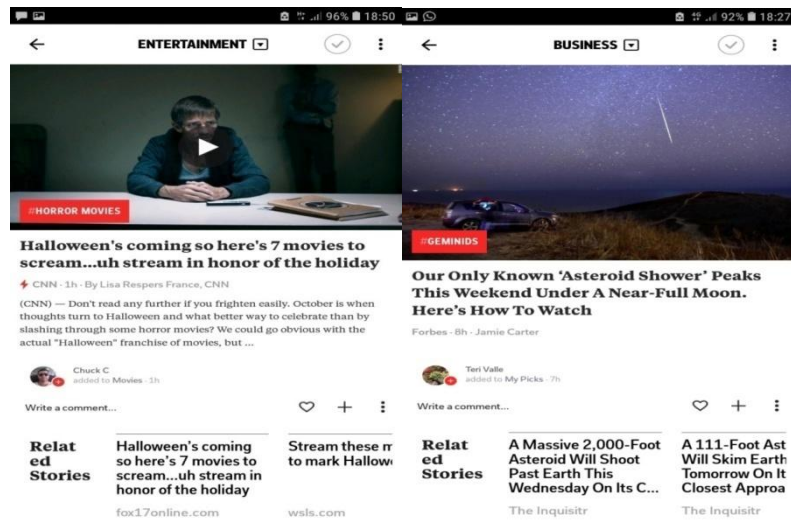example of three topics news in Flipboard Briefing about movies.

Figure 2.6 Clickbait headline news

CHAPTER III

RESEARCH METHOD

The chapter is divided into research design, research instrument, research data, data collection, and data analysis.

3.1 Research Design

Persuasive according to Crano (2015, p.3) is a form of strategy that has the goal of changing the behavior or point of view of others. The strategies used can be advertisements, propaganda, religious sermons or lectures, and also in conversation. The data used for this research was obtained from online news titles which contain words, clauses, phrases and sentences. Based on the researcher's objectives, this study provided a qualitative and descriptive analysis of the persuasive strategies contained in the clickbait news headlines. Qualitative analysis used was in the form of classification and interpretation of linguistic data material about the hidden meaning in it. Qualitative analysis is also used to find a picture of problems in the field, so that researchers can conclude in summary from various comparisons of several cases (Flick 2013, p.5).

Qualitative analysis is used in various purposes. This analysis can be aimed at finding a detailed picture in a case. In addition, this analysis is used to compare several cases and find situations that can cause differences. Thus, the researcher used qualitative method to examine the types of persuasive strategy in clickbait headline news by analyzing from its words or phrase and to describe the

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journalist's style of clickbait used. In this research, the data represented using description to explain the types of persuasive strategy in the headline news. Then, the researcher provides explanation in the journalist's style of clickbait used. Detail description of each types discussed to give a deeper understanding of the analysis.

This research also used a few quantitative to calculate the highest number of topics in each type of persuasive strategy. Quantitative is used with the aim of obtaining statistical data, namely the acquisition of numbers resulting from data analysis (Daniel, 2016). Quantitative data in this research used sum of frequency numbers in table form. By a quantitative approach, the researcher got the highest number of topics in each persuasive strategy.

3.2 Data Collection

3.2.1 Research Data

Data collection is the process of gathering the variables to be analyzed and explaining the process of using them in order to answer the hypotheses or questions raised and evaluate the results (Kabir 2016, p.202). This study used the amount of headline news published during October till January 2020 that randomly selected based on the characteristics of clickbait headline. The data collected from Flipboard Briefing application. The researcher took screenshot of clickbait headlines.

3.2.2 Research instrument

The instrument of this study was the researcher who conducted the research in its field. The researcher was helped by using digital tools such as mobile phone to access the news from the certain platform. Thus, in order to investigate the types and the common types and the least types exist in the clickbait headline, the researcher was the one who collected, investigated and interpreted the data which were already selected.

3.2.3 Data Collection Techniques

To collect the data, these are the steps that the researcher did:

1. First, the researcher opened Flipboard Briefing account to access the news.

2. Next step, clicked the news which is english language.

3. Then, gathered headline news which is included in clickbait.

4. After that, the researcher read the headline, then took the screenshoots all data.

5. Next is identified the phrases of the headline that are included in characteristic persuasive strategy types by underlined the words.

6. Next is provided code of persuasive strategy types with three shadow colors in the words:

Types	Colors
Ethos	words
Logos	words
Pathos	words

7. Then, used the data headline again to explain how the journalist style of the headline based on Bloom's theory (2015) with the characteristics of (1) the use of sentences or phrases in the form of question sentences, (2) the use of sentences or phrases in the form of exciting sentences or interjections such as, (3) the use of numbers followed by nouns and adjectives to display sensational impressions, (4) the use of discourse deixis or catafora phrases, this phrase can be marked by the use of the word "time", "place", or news situation.

8. The researcher coded the journalist style of clickbait headline data with some colors sign. These are the code:

Style	Codes
Using question sentence	🟩
Using exciting sentence or interjections	🟥
Using number or sensational sentence	🟦
Using discourse deixis or cataphora phrases	🟨

3.3 Data analysis

The clickbait headline news analyzed using Discourse Analysis rethorical theory by Aristotles. In the data analysis phase, the data will be analyzed according to these steps below:

1. Classifying

The researcher analyzed the clickbait headlines based on Aristotle's theory which contained the characteristics of each types Ethos, Logos, Pathos. By analyzing the characteristics of persuasive types, it shows the trigger roles of

types of ethos, logos and pathos based on the structure of the headline's sentence. The researcher also classified the journalist style based on Freeman, Vigjen, Blom and Hansen's theory. The style contained of question sentence, excitement or interjections sentence, number and sensational sentence, and deixis.

2. Describing

The researcher described the characteristics appeared in the headline and the types roles as trigger of the clickbait news in Flipboard Briefing based on rethoric's theory. So, the researcher described the part of the phrase or words that has been classified as a type of persuasive strategy. Then, the researcher also elaborated the journalist's style of Flipboard Briefing in making clickbait headline in each style.

3. Counting

The researcher calculated the frequency of the strategy that is being the first trigger in clickbait headline. By knowing the frequency of the most emerging strategies, the readers and journalists understood the title tactics used by each platform are different. The way of sum up the strategy mostly used as the first trigger in Flipboard Briefing is below:

Y : Total of data found in each types

N : Total of data found in all topics

$$\frac{y}{n}x100\%$$

CHAPTER IV

FINDING AND DISCUSSION

This chapter contains the discussion of research question number one and two. It shows the frequency of persuasive types that is being the first trigger in Flipboard Briefing clickbait headlines, next is the detail explanation about the characteristics of persuasive strategy types appeared in each headline, and also the way journalist in creating clickbait headlines news in Flipboard Briefing.

4.1 Finding

This section shows the research data. The researcher analyzed the data based on persuasive strategy theory by Aristotle. In this section, the researcher presented some findings. First, the table data of the number persuasive strategy types in each news topic. Second is the table of clickbait headlines with underlined phrases and with identification the trigger roles based on the structure of persuasive strategy types in each headlines. Then, followed by the description of the strategy's characteristics in clickbait headlines. The last is the explanation how the journalist's style in creating clickbait headline news based on Freeman, Vigjen, Bloom and Hansen theory.

The data found is 34 data of clickbait headlines in Flipboard Briefing. The total percentage in each strategy type is different because not all the strategy types become the first trigger on clickbait headlines. As in the data findings, almost in all topics ethos strategy appeared as the first trigger at the beginning of clickbait headlines' sentences. However, unlike the logos strategy, based on the structure of the clickbait headlines it appeared as the second trigger after ethos. Furthermore,

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in the pathos strategy, in contrast to the ethos strategy, the ethos strategy appeared

in the last trigger of clickbait headlines. The researcher found that the roles of the

speaker's statement or quotations greatly used as the first inducement in bringing

the reader's interest of clickbait headlines. Then for the strategy that displays

factual information and the role of depicting an event, it becomes a support trigger

for strengthen the persuasion of clickbait headlines. The table below presented the

frequency of persuasive strategies types which is being the first trigger of clickbait

headline news in Flipboard Briefing.

Table 4.1 The Persuasive Strategy Types as The First Trigger in Clickbait

Headlines

Types of Persuasive Strategy	Percentages
Ethos	55.8%
Logos	38.2%
Pathos	5.8%
Total	99.8%

Based on the structure of clickbait headlines, the researcher found a total of 55.8% of clickbait headline news data from ethos type as the first trigger. For logos type occupied the second position, there is a total of 38.2% data and 5.8% data from pathos type. In the ethos strategy, the quotation or statement of the important parties becomes the first persuasion words appeared in the clickbait headlines. Thus, ethos type has the highest frequency. However, the logos type occupied the second highest number and the pathos type appeared the least amount of initial triggers in clickbait headlines. These results indicated that clickbait headline news in Flipboard Briefing is more emphasized on the character roles of statement quoted on the headlines. Such as the exposure of the speaker's credibility related to the their experiences become the main strength of clickbait headlines in Flipboard Briefing to attract the readers' interest.

Then, the researcher also found that on the logos type, there are 38.2% of all the data. From the analyzed data, the logos type achieved the second highest

score which means the strategy of playing logical and factual information becomes support trigger to give more power to the ethos. Thereby the logos type appeared in order to gain the curiosity of readers to convince the target to click the news.

Lastly, in the pathos strategy, there are 5.8% of all the data found. A few of clickbait headlines are found with playing the reader's emotion by using figurative languages. Based on the findings, the pathos types play a role just to give additional trigger on the last sentences of clickbait headlines. Such as the support strength of the persuasion words, as well as the headline in Flipboard Briefing can be an effective clickbait form in the news world to attract readers to visit news pages.

4.1.1 The Structure of Persuasive Strategy Types

The table of persuasive strategy types found in clickbait headlines shows the result of first question. The sentences in the table are the form of words or phrases that contain the characteristics of strategy types. The researcher underlined words or phrases that indicate the characteristics of strategy types in each headlines. These are the table data of persuasive types as the first trigger based on the order in which the trigger words appear in each clickbait headlines.

Table 4.1.1 The Structure of Persuasive Strategy in Clickbait Headlines

Clickbait Headlines	Structure of Persuasive strategy types
The latest: Germany Industry says US tariffs damage relations	Logos Ethos Pathos
Ruby Rose opens up about surgery from batwoman set injury: 'it was really terrifying'	Ethos Logos Pathos
How Lamar Jackson is 'dating close' to becoming the most dominant madden player ever	Ethos Logos Pathos
Bennet raises to $2.1 million in third quarter, trailing rivals	Ethos Logos Pathos
12 details and refrences you may have missed in 'Joker'	Logos Pathos Ethos
Rugby world cup: sportsmail answer 10 key questions at the half ways point of the pool stage	Ethos Logos Pathos
'Its criminal enterprise: calls to impeach Barr intensify after	Pathos Ethos

	Logos
Who is adele dating and when did she divorce her ex-husband?	Ethos Pathos Logos
'adrenaline is beyond normal': who will win nationals-brewers NL willcard game?	Pathos Ethos Logos
"Over 267M Faceebok users' information exposed: report"	Logos Ethos Pathos

The table above shows clickbait headline of three topics such as Business, Entertainment and Sports in FlipBoard Briefing. For each news topic, the data represented the structure of three types' characteristics in persuasive strategy. As the researcher has found, on all of the topics clickbait headlines, the structure showed that Ethos type was outstanding at the beginning of the sentences. It means that characteristic of ethos such as the someone's quotation or statement is striking at the first word of clickbait headlines. Likewise, in all topics of business, sports and entertainment have clickbait headlines that meet the characteristics of Ethos type at the very first line. The form of the phrase found is such as *"Ruby Rose opens up about..."*, *"Bennet raises to $2.1 million..."*, *"Rugby world cup: sportsmail answer 10 key questions..."* and so on. The following is a more detailed explanation of the strategy in clickbait headlines based on the structure of the

trigger in clickbait headlines. There are 5 description data of ethos as the first

trigger, and 2 data of pathos as the first trigger, the last is 1 pathos data as the first

trigger. From the number of each persuasive strategy types, ethos has the most

often types that appeared in the first words in headline. Then, logos and pathos

becomes support trigger after the appearance of ethos.

4.1.1.1 Ethos

Based on the place of the ethos' characteristics in the clickbait headlines

structure, the appearance of ethos types strategy most often appears as the first

trigger at the beginning of the sentence in clickbait headlines. The following is an

example of 5 data headlines that show triggers that are included in ethos, the

position ethos is at the beginning of the sentence.

Data 1
Clickbait headlines topic with characteristic:
Sharing relevant personal experiences, providing actual information and using
situational words.
The headline: Ruby Rose opens up about surgery from batwoman set injury: 'it
was really terrifying'

The headline has related with characteristic of ethos in sharing relevant

personal experiences of an actress. It is the first trigger since Ruby Rose is a

famous person in entertainment field. The first spotlight here is showed by Ruby

Rose as an actress, who is doing her job in acting film. Then, the logos type shows

in the line "*surgery from batwoman set"* where she told of an injury while

shooting a film. It becomes second trigger after ethos, she gives the factual

information about something in the process making the movie, so she revealed

that the experience was quite frightening for her. The headline contains the

quotation word from the actress *"It was really terrifying"* becomes the pathos type as the support trigger in the last of sentences in headline and it contains the adjective *"terrifying"* that shows the Ruby Rose's feelings and it is connected to the readers about the bad experience of Ruby Rose.

Data 2
Clickbait headlines with characteristic:
Sharing relevant personal experiences, factual information, and delivering the achievements.
The headline: How Lamar Jackson is 'dating close' to becoming the most dominant madden player ever

The headline has related with characteristic of ethos as the first trigger at the beginning of sentence. The headline provides relevant personal experience by giving the title about how Lamar Jackson as NFL player, who has good skill in certain sports competition. It is showed the ethos because Lamar Jackson is has credibility in his field. The information that he is almost becoming the most dominant in a competition is included in logos as the second trigger. The media shared the actual information in the words *"dating close"* about the position of Lamar Jackson in the game. Then, for the word *"becoming the most dominant madden player"* is the pathos, since the achievement he got is something unusual, not all players can dominate when competing, so the story of Lamar Jackson who managed to approach a dominant player is an interesting thing for sports fans to know. Pathos strengthen the trigger in the last sentence.

Data 3
Clickbait Headlines with characteristic:
Sharing relevant personal experience, providing a number to support the argument, and giving the competitive statement.
The headline: Bennet raises to $2.1 million in third quarter, trailing rivals

The headline has related with characteristic of ethos. Ethos appears in the very first line in the headline, thus ethos here is as the first trigger. It is because the first word of headline *"Bennet raises"* shows that Bennet is a famous person and has certain roles as political parties. In logos type, it contains the number of Bennet achieved. The headline contains support information number of *"$2.1 million"* for Bennet's presidental bid in fundraising his campaign. It gives the continuity of information desire in about Bennet. Meanwhile, the pathos here as the last trigger which is appeared to play the reader's emotion from the words *"trailing rivals"* since the number of $2.1 million leads to the acquisition of Bennet, which is very close to its competitors, with the amount stated that Bennet has a chance of overtaking his competitors.

Data 4
Clickbait headline with characteristic:
Sharing the quotation of certain parties, providing number of factual information, and giving the setting of competition.
The headline: Rugby world cup: sportsmail answer 10 key questions at the half ways point of the pool stage

The headline has related with characteristic of ethos which is showed the quotation of championship competition namely *"Rugby World Cup"* as the parties. Ethos here the first strategy appeared. Then, followed up by the logos as the next information, the logos shows the fact in the words *"sportsmail answer 10 key questions"* that means there are 10 most important questions for the Rugby world cup rangking. Iin the rugby world cup there are facts about key questions from the pool stage. In the las sentence pathos appeared, this type shows at the words *"the halfways points of the pool stage"* since this is a world-class competition, the media follows up the ongoing process of the championship.

Data 5
Clickbait headline with characteristic:
Telling personal stories or other people of a famous parties, the leaked
information of Adele's love story, and also the sad stories of Adele's breakup
The headline: Who is adele dating and when did she divorce her ex-husband?

The headline has related with characteristic of ethos first as the trigger in
the whole headline. Because Adele is a singer, so the news from Adele's personal
life such as the marked word *"dating"* in this the support spotlight included in
logos. The headline shows that the media wants to make reader feels curiousity
about Adele's love story and it provides sad information telling about Adele's
personal life with her ex-husband and new boyfriend, including a common
inducement in the entertainment world. While, pathos type here in the words *"she
divorce her ex husband"* as the persuasion which is appeared in the last sentence.
The pathos here builds the informatian gap about Adele's breakup which is
included in feeling sad or questioning how long Adele has been deciding her
divorce.

4.1.1.2 Logos

Based on the place of the logos characteristics in the clickbait headline
structure, the appearance of the types is logos strategy is ranked as the number
two trigger for the first sentence at the beginning of the headlines. The following
is an example of headline data that shows a trigger included in the logos, the
position of the logos structure at the beginning of the sentence is less frequent
than ethos.

Data 6
Clickbait headlines with characteristic:
Providing the actual information, displaying the impression of being competent and trustworthy, and showing the bad realtion between two countries.
The headline: "The latest: Germany Industry says US tariffs damage relations."

The headline above has characteristic of logos as the first trigger because it appears in the first word of the headline. Logos here marked with the word *"The latest"* which means the latest update of business news between US and Germany. The second is ethos type because the media quotates the statement of German industry which is as the one of parties involved in that terms. The competent parties here refers to the word *"German industry"*, there is a representative from the German industry side who has the authority to talk about the relation problems caused by US. Then, the last is pathos type about *"damage relations"* with U.S. It shows that the statement comes from the bad relations between those two countries. It provides a problem that connected to bad things.

Data 7
Clickbait headlines with characteristic:
Providing a number of relevant examples to support the argument, provoke curiosity with the possibility of missing something in the film, and mentioning an hype movie.
The headline: 12 details and refrences you may have missed in 'Joker'

The headline has related with characteristic of logos appeared first in the beginning of the sentence. The media provides the number of details missed in Joker. It is shown that there are 12 details may have missed by audiences in the movie. The phrase *"12 details"* here denotes the symbol of logos. In the Joker movie, there are 12 movie details and references that the audience may not know, it is showed at the words *"you have missed"*. This headline gives a clue that most viewers have missed 12 unnotified details. It is included in pathos because for

people who have watched the joker movie, they might be interested in finding out about the 12 details that they missed. Also the last is ethos type showed with the words *"in Joker"*. Since Joker is a hype movie recently, people especially the movie addict may notice the news about Joker.

Data 8
Clickbait headline with characteristic:
Providing the number of case, mention the victim of the case, and state the problem of the case.
The headline: "Over 267M Faceebok users' information exposed: report"

The headline has characteristic of logos in providing the number of the case as the first trigger in clickbait headline. The headline contains the number of facebook users' information that has been exposed as shows in the words *"Over 267M"*. Then, the ethos type play roles by giving the victim of the case in the words *"Facebook users' information"*. While, the pathos shows in the words *"exposed"* because the journalist wrote there are over 276M data privacy of facebook users was reportedly exposed in this platform. It means the data privacy of facebook users is the victim experienced danger or loss in this case since the user's information is the important things to keep secretly.

4.1.1.3 Pathos

Based on the place of the pathos characteristics in the clickbait headline structure, the frequency of pathos occurrence strategy becomes the last rank as the first trigger at the beginning headline sentence. The following is an example of headline data that shows a trigger that is included in pathos, the position of the pathos structure is at the end of the sentence, it is oftentimes to have appeared as support trigger after logos. This type is the opposite of ethos.

Data 9
Clickbait headline with characteristic:
Using figurative language such as imagery words, providing a curiousity related to the character in the games, and giving information of the game's name.
The headline: 'adrenaline is beyond normal': who will win nationals-brewers NL willcard game?

The headline has related with characteristic of pathos in the first sentence of clickbait headline. The headline contains imagery that is shown in the words *"adrenaline is beyond normal"*of Major League Baseball games. The phrase in the headline shows the imagery of how tense the adrenaline because a fierce portrayal of the game. For the ethos it is showed as the words *"who will win"* which refers to the candidate who will win the national NL willcard game. It is included in ethos related to the athletes. While, the logos is showed from the words *"NL willcard game"* which means the information of competition name.

Data 10
Clickbait headline with characteristic:
Providing the trigger about the severity of a criminal case, giving the subject of the case, state about the progress of the case.
The headline: 'Its criminal enterprise: calls to impeach Barr intensify after

The headline has characteristic of pathos in the first phrases. This headline used figurative language *"criminal enterprise"* which means how much criminal things happened. Then the ethos type shows in the words *"impeach Barr"* it gives the subject charged in the criminal case. Also in logos type shows in the words *"intensify after"* states about an increase in charges against criminals. This headline comes with an emotional provocation first to the reader. Then to support and strengthen the inducement, Flipboard Briefing media provides types of cases and clues from the development of the case.

4.1.2 The Journalist's Style of Flipboard Briefing in Creating Clickbait Headlines

In this section, the researcher focuses on presenting the results of journalist style data of Flipboard Briefing in making clickbait headlines based on Bloom's theory. The researcher describes the journalistic style used in clickbait headlines with various signs. In Bloom's theory, there are several journalistic styles used for clickbait headlines, including the use of interrogative sentences, using exciting sentences or interjections, using numbers or sensational sentences, using discourse deixis or cataphora phrases. The explanation of the journalist styles of Flipboard Briefing in clickbait headlines is below:

Style 1 The Usage of Question Sentence

There are two headlines including in question sentence. In Entertainment, the researcher found one headline using question sentence, the headline is *"Who is adel dating and when did she divorce her ex-husband?"*. Then, in Sports topic, the researcher found one headline using question sentence, the headline is *'adrenaline is beyond normal': who will win nationals-brewers NL willcard game?"*. In the headline above, it is included in style 1 because the journalist used interrogative word such as "who and when". So this headline showed a question sentence.

Style 2. The Usage of Exciting Sentence or Interjections

There is one headline including in exciting or interjection sentence. The headline is from Sports topic, such *"'adrenaline is beyond normal': who will win nationals-brewers NL willcard game?"*. It is included in exciting words because of the words *"beyond normal"*, the words describes how adrenaline is played by game competition. The word "*beyond normal"* here is a description of the adrenaline feeling while waiting for the winner of an NL willcard game competition.

Style 3. The Usage of Number and Sensational Sentence

There are two headlines including in number and sensational sentence. Both of headlines are from Business topic, such *"Bennet raises to $2.1 million in third quarter, trailing rivals"*. The second headline is *"Over 267M Faceebok users' information exposed: report"*. Both headlines use the words "$2.1 million" and "Over 276M", that's a big number in the case of a news. Therefore, the word gives a sensational effect when placed in the headline.

Style 4. The Usage of Discourse Deixis or Cataphora Phrases

There are three haedlines including in deixis sentence. Two headlines are from Entertainment topic, and the last on is from Business topic. The first headline is *"Hidden in Tom Hanks' emotional golden globe speech was the best career advice you'll hear today. Here it is in 1 sentence"* and the second is *"Halloween's coming so here's 7 movies to scream... uh stream in honor of the holiday"*. The last one is *"Our only known 'asteroid shower' peaks this weekend*

under a near-full moon. Here's how to watch". The three headlines are included

in deixis. Taken from the word *"Here's"*, it shows the style of using space deixis

in clickbait headlines. The word "Here's" means the location or direction refers to

the context of the news being published. Journalists use deixis style to lead

readers to be directed to read the full news content.

The total number of headlines that represent a journalist's style is eight

headlines. Each of them has two headlines on the use of question sentences, one

headline on the use of exciting sentences, two on the use of number and

sensational sentences, and three headlines on the use of deixis. The eight

headlines describe the overall style of journalists on the three news topics raised

by the researcher in this study. The journalists used the most styles in style 4,

namely the use of deixis, especially spatial deixis. Directive words such as "Here

it is", "Here is.." and etc. This makes clickbait even more powerful because

readers seem to be invited to click on the news.

4.2 Discussion

This chapter focuses on the discussion of the data results in the previous

sub-chapter. Persuasive strategy has been widely used in the current era. One of

the persuasive strategies is the use of clickbait headlines in the news. In clickbait

headlines, there are characteristics that classify the type of strategy. The subject of

this research is FlipBoard Briefing, which is a special application for news from

around the world that uses a lot of clickbait headlines. The researcher uses phrases

that meet the characteristics of persuasive strategy types. Analysis of this

persuasion types relates with the answer of what strategy types are used as the

first trigger in Flipboard Briefing clickbait headlines. The researcher analyzed the types that is being the first trigger based on the structure of the sentences in clickbait headlines. This study also describes the style of journalists in writing clickbait headlines. The researcher uses several keywords or signs that can describe certain styles used by journalists.

Clickbait as persuasive way has various types that playing roles by the way of analyzing. There are two types of analysis, first is analyzing through the structure of the headlines, and the second is analyzing the correlation between the headline and the whole content . In this study, the researcher analyzed the persuasive characteristics of clickbait headlines on the Flipboard Briefing platform based on the structure of the strategy type's appearance in the headline's sentence. From the analysis, the researcher determined the characteristics of clickbait headlines in Flipboard Briefing using rhetorical theory, namely ethos, logos, and pathos. Related to research from Anaya (2015), that forms of persuasive communication in terms of written or spoken, they both contain the potential to influence the reader. Anaya stated that the main trigger used to attract the audience's attention was different between persuasive in written and spoken forms. As in Anaya's (2015) research on persuasion carried out in the ISIS organization, her research used propaganda videos where persuasive communication is included in spoken form. In Anaya's research, she found results that ethos and pathos were the main triggers used in propaganda videos to attract targets to join ISIS. Anaya said in her research results, propaganda videos used for ISIS' interests often convey psychological messages, such as delivery by including

elements of personal sacrifice, fearless, and masculinity. All these elements are included in the role of ethos and pathos.

Meanwhile, in this study, the researcher found differences in the main triggers for clickbait headlines which are persuasive communication included in written form. The researcher found that the characteristics of clickbait headlines on the Flipboard Briefing platform involved a lot of ethos strategies as the main trigger and logos as a supporting trigger. Without looking at the correlation of headlines and news content, analysis based on sentence structure of clickbait headlines in Flipboard Briefing, ethos most often appears at the beginning of sentences and is followed by logos. The emergence of pathos as the initial trigger is very rare. Clickbait headlines in Flipboard Briefing used the involvement or appearance of many important and influential parties at the beginning of the headlines. Such as quotations or statements of certain characters, followed by factual information about the news. This makes the appeals of ethos becomes the initial trigger of the clickbait headline structure in the Flipboard Briefing, and followed by a supporting trigger, namely logos.

This study also discussed the style of journalists on Flipboard Briefing in making clickbait headlines. The journalist's style in Flipboard Briefing is characterized by certain words and certain punctuation marks based on the theory of Freeman, Vigjen, Blom and Hansen. The theory contains 4 styles, namely the use of question words 5W 1H and question tags, the second is the use of exclamation points and exciting words, the third is the use of listicle which means fantastic numbers and sensational statements, and the last is the use of various

deixis. Related to research by Kartanegara (2018), which used the advertising headlines in Facebook platform to analyze the clickbait style of headlines. In his research, he mentioned that in Facebook journalists many use headlines with exclamation punctuation and also deixis to get engagement from readers.

However, in this study, the researcher found a difference that clickbait headlines news on the Flipboard Briefing platform used a lot of deixis, especially spatial deixis. In the object used by Kartanegara, namely advertising headlines on Facebook, the results show that the most data is the use of exclamation because in the advertising headlines as an invitation is needed to attract buyers to use the services or products displayed. However, in this study, the researcher used clickbait headline news on Flipboard Briefing which has different result. The results of the data show that news headlines in Flipboard Briefing tend to use spatial deixis such as certain directives words to persuade readers to click on the news.

In connection with the use of clickbait in news headlines, this is one of the persuasive efforts in conveying information. In the case of conveying information through any ways, it is strongly cautioned to be fully aware of that information. Despite it all, clickbait can be a medium for sharing information or to preach. In the Islam's teaching has been warned in the Qur'an surah Al-Hujurat: 6 about transmitting and receiving information. As the verse of the Qur'an about the awareness in delivering and receiving information in (QS. Al-Hujurat: 6):

يٰٓاَيُّهَاالَّذِيْنَاٰمَنُوْٓا اِنْ جَاۤءَ كُمْ فَاسِقٌ بِنَبَإٍ فَتَبَيَّنُوْٓا اَنْ تُصِيْبُوْا قَوْمًابِجَهَالَةٍ فَتُصْبِحُوْا عَلٰى مَا فَعَلْتُمْ نٰدِمِيْنَ

O ye who believe! If an evil-liver bring you tidings, verify it, lest ye smite

some folk in ignorance and afterward repent of what ye did. (QS. Al-Hujurat: 6).

CHAPTER V

CONCLUSION AND SUGGESTION

There are two sub-headings in this chapter. The first is containing the conclusions from the results of this study. The second is a suggestion for further researchers who will conduct similar studies in the future.

5.1 CONCLUSIONS

This research is focused about clickbait in the headline news in the flipboard briefing application. The researcher analyzed the persuasive strategy types as the first trigger of clickbait headlines and described the journalist's style in writing clickbait headlines in Flipboard Briefing. Clickbait is a type of headlines that presents incomplete news content so that, it provokes the curiosity gap of readers. The researcher answered two research questions through the analysis of phrases or sentences in the news clickbait headlines. The researcher took 34 data headlines included in clickbait from Flipboard Briefing platform. The researcher presented the description of 10 data that are analyzed based on Aristotle's theory about the type of persuasive strategy, and there are 8 data found based on the analysis of journalists' style in writing clickbait headlines according to Freeman, Vigjen, Blom and Hansen's theory.

The researcher analyzed persuasive strategy types as the first trigger based on the structure of headline's sentence. The analysis classified through the phrases or sentences that meet the characteristics of persuasive strategy types. On each platform, the role of triggers in headlines based on their structure is different. In

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this study, on the Flipboard Briefing platform, clickbait headline news heavily involves the role of ethos and logos strategy at the beginning of the headline as a trigger. The appearance of ethos data at the beginning of the headline sentence is the initial persuasion to build a clickbait impression on the headline. As in the headlines *"Ruby Rose opens up about surgery from batwoman set injury: 'it was really terrifying'"*, and *"Rugby world cup: sportsmail answer 10 key questions at the half ways point of the pool stage",* and "*Bennet raises to $2.1 million in third quarter, trailing rivals"* from the example headline shows the emergence of ethos as a trigger at the beginning of a sentence in the form of a quotation of influential parties or characters in the words *"Rugby Rose" ,* *"Rugby world cup"* and *"Bennet raises"*. Then followed by information or actual evidence about the news as a support trigger mentioned in the words *"surgery from batwoman set injur",* *"sportsmail answer 10 key questions",* and *" $2.1 million"*. The researcher concluded that the role of the ethos strategy in the headlines data most often appeared as the first trigger at the beginning of the headline sentence. Meanwhile, logos becomes a support trigger that appeared after ethos. For the emergence of pathos as the initial trigger is so rare that pathos can be said as an additional role in the clickbait headlines in Flipboard Briefing.

Whereas the journalist's style of Flipboard Briefing in making clickbait headlines, the researchers analyzed based on four styles, namely the use of interrogative sentences, excitement and exclamations punctuation, listicle or sensational sentences, and sentences with deixis or cartaphora. From the four styles, the researcher found that journalists style commonly used in Flipboard

Briefing is using deixis espexially spatial deixis style. These are three headlines that used deixis. One of them is "*Hidden in Tom Hanks' emotional golden globe speech was the best career advice you'll hear today*. *Here it is in 1 sentence*". The headline shows the deixis for the word "here it is in 1 sentence". The word "here it is..." refers to the word of place. The journalist directed the readers as if they want to show career advice from Tom Hanks in the Golden Globe. In addition, there are other example of headline using spatial deixis such as "*Halloween's coming so here's 7 movies to scream... uh stream in honor of the holiday*". The last one is "*Our only known 'asteroid shower' peaks this weekend under a near-full moon. Here's how to watch*". Both of these headlines use spatial deixis at the end of the sentence, which looks like it aims to invite the reader to click on the news.

The researcher concluded that persuasive strategies types as the first trigger of clickbait headlines in Flipboard Briefing is ethos. In each platform, the persuasive strategy types has different trigger roles based on structure of the headline's sentences. Clickbait news headlines are very important for the initial inducement to attract readers. The researcher also concluded that the journalist's style of Flipboard Briefing in making clickbait headlines meets four styles. But the commonly used is the style with spatial deixis.

5.2 SUGGESTION

This thesis shows a persuasive strategy on clickbait headlines in the Flipboard Briefing application by using the theory of Aristotle (1994-1998, p.8-10) which related to the characteristics of phrases or words as a sign of the persuasive type of headlines. The researcher also described the journalist's style in

making clickbait headlines based on the theory of Blom and Hansen (2015, p.92-93) related to certain word symbols. Considering that online news is now rife and digital strategies are increasingly developing, the researcher suggests to future researchers to conduct research using different platforms and combining them with other theories. The next researcher can take objects from certain news websites or other objects other than news titles such as Instagram captions or thread titles on Twitter. The researcher in this study provides suggestions for various objects that can be reached and investigated more deeply to develop previous research.

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S U R A B A Y A

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