
CHARACTERISTICS OF INFORMATION LANGUAGE STYLE IN ISKNEWS.COM MEDIA

Muhammad Nuris Syaikhoni

Sunan Kudus State University, Indonesia ; muhammadnuris515@gmail.com

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Abstract

Seeing the rapid transformation of information technology in the digital era which demands mass media to present information quickly, briefly and communicatively. Media must face challenges to maintain formal credibility that preserves emotional closeness with the audience. This research aims to analyze the characteristics of the information language style used by the digital news media platform ISKNEWS.Com and how the language style affects the effectiveness of message delivery to readers. The research method used is qualitative with a content analysis approach to published news articles. The research results show that ISKNEWS.Com consistently applies five characteristics of journalistic language namely : 1) communicative language that is familiar with the selection of words spoken by society 2) sentence specification through the use of numerical data and location that authenticity of facts 3) clarity of meaning sourced from authoritative source quotes 4) word economy with short sentence structure (S-P-K) 5) efforts to minimize the use of repeated words although still found in paragraph transitions. This linguistic strategy successfully combines formal journalism principles with everyday language, Academically, this study contributes to the development of digital communication theory, particularly in the effective use of language strategies for communicating with audiences. Theoretically, this research also contributes to the development of digital communication studies, especially regarding the use of journalistic language in local digital media. It explains how local media apply linguistic strategies to deliver information effectively, communicatively, and in accordance with the characteristics of digital audiences.

Keywords

Journalistic Language, Digital Media, Information Language Style, Local Digital Media, Message Effectiveness

Corresponding Author

Muhammad Nuris Syaikhoni

Sunan Kudus State University, Indonesia; Muhammadnuris515@gmail.com

INTRODUCTION

Communication is the main basic part in uniting relationships between individuals and social groups. Before the 15th century AD, print media had been discovered by Gutenberg in 1456 AD, Communication in the past, especially in the era of the Bani Bakr and Bani Taghlib tribes, was strongly influenced by customary habits and individual nature in conveying messages orally (Tabrani, 2023). Communication does not only function as a means of conveying information, but can also be used to



achieve group interests. As a result, communication is no longer a means of mutual understanding; instead, it turns into a stage for competing arguments that has the potential to trigger conflict. This caused a prolonged and protracted dispute between Bani Bakr and Bani Taghlib. This conflict was inevitable because it became increasingly widespread and prolonged. Allah SWT says in Q.S. Al-Isrā': 28

مَّيْسُورًا قَوْلًا لَهُمْ فَقُلْ تَرْجُوهَا رَبِّكَ مِنْ رَحْمَةِ أَيْتَعَاءَ عَلَيْهِمْ تُعْرَضُونَ وَإِنَّمَا

Meaning: *And if you turn away from them in pursuit of mercy from your Lord which you hope for, then speak to them with gentle and kind words.*

The digital age of information technology has drastically changed perspectives on human interaction, both on a global and local scale. The main challenge for the media today is how to present information that is efficient, concise, and communicative so that messages can be well received by audiences who have limited time. The speed of information distribution has now become the main indicator of the effectiveness of a media platform, and the transformation of information is highly dependent on the accuracy of technology (Illahi, 2025). Online media shows that in the digital era, media performance is determined by technological capability in delivering information quickly and accurately. In the context of Indonesia as part of the global community, the use of efficient, concise, and communicative language becomes an important foundation in conveying information so that messages can be well received by the audience. The use of language that is efficient, concise, and communicative becomes a very important foundation in the delivery of information so that messages can be well received by the audience. (Putri et al., 2021). The effectiveness of information delivery is influenced by the accuracy of language use. Language that is arranged efficiently, concisely, and communicatively allows messages to be conveyed in a way that is easily understood by the audience.

This study does not only focus on the scope of the local media platform ISKNEWS.Com, but is also relevant to the global discourse on digital journalism, namely journalism based on digital technology in the production and distribution of news. The speed of information distribution has become a key indicator of media effectiveness and is highly dependent on technological accuracy. The need to transfer information from one place to another now depends on the speed of technology. To strengthen interaction and communication at the local level as a country that exists within a global environment, the need for information transformation from one place to another now depends on the speed of technology (Abidin, 2025). Digital information transformation based on modern technology has the potential to facilitate access to local communication in sharing knowledge quickly and efficiently. This shows that digitalization has changed local communication patterns to become more dynamic and integrated. The ISKNEWS.Com media platform illustrates the transformation from traditional

journalism to digital journalism, which demands speed, interactivity, and adaptation to the characteristics of audiences on social media. Thus, this study shows that the global dynamics of digital journalism are clearly present at the level of local media.

Media ISKNEWS.Com is a news portal that presents local information from the Pati residency area, especially in Kudus Regency, delivering messages in a way that is easily accepted by the public and internet users. Based on the Press Law Number 40 of 1999 and bound by the journalistic code of ethics, ISKNEWS.Com media originated from a Facebook group and, over time, advanced into a broader media platform with the establishment of PT. Inti Selaksa Karya Media in 2012. This media provides the latest news on various social, religious, educational, and regional government events using language that is quite simple and can be understood by the local community.

Descriptive text describes an object in detail, allowing readers to directly feel, see, and hear what is being conveyed (Fatimah et al., 2026). This study explores how the language style of ISKNEWS.Com influences perspectives in strengthening news presentation through word choice, sentence structure, rhetoric, and the strategies used on the ISKNEWS.Com platform. Descriptive text has social value because it narrates and conveys a message about a particular object by describing its physical characteristics (Fauziyyah, 2026). This shows that descriptive text does not merely describe the physical appearance of an object. It can also explain the condition of the object more clearly, allowing readers to understand the message being conveyed.

This research is important because it has a strategic impact on shaping understanding and how the audience receives the information conveyed. The uniqueness of the language used in ISKNEWS.Com news is interesting to analyze because it reflects the journalistic language style of local internet-based media. The selection of ISKNEWS.Com as the research subject is based on its role as a local media that is active and consistent in delivering information to the public, especially in the city of Kudus.

This study discusses how language style in ISKNEWS.Com influences the presentation of news through word choice, sentence structure, rhetoric, and communication strategies. This research is important because it has a strategic impact on shaping understanding and influencing how audiences receive the information conveyed. The distinctive use of language in ISKNEWS.Com news articles is interesting to analyze because it reflects the journalistic language style of a local internet-based media outlet. The selection of ISKNEWS.Com as the subject of this study is based on its role as a local media platform that is active and consistent in delivering information to the public in the Pati Residency area. This study can also be positioned within the global debate on digital journalism, in which the transformation of internet-based media demands language clarity, communication effectiveness, and rhetorical strategies capable of attracting audience attention amid the flood of digital information. This

research is related to the discussion of audience engagement, namely how language style functions not only as a means of conveying information but also as a tool for building audience involvement and response. This study shows that local journalism practices, such as those carried out by ISKNEWS.Com, cannot be separated from the global dynamics of digital journalism, which emphasize communication efficiency, language appeal, and interaction with readers in an increasingly competitive online media ecosystem.

This study uses Gorys Keraf's theory, which states that the way of conveying ideas is carried out by approaching the writer's soul and personality or by aligning the language with the readers' everyday speech (Harvard, 2019). The use of everyday language in message writing enables readers to easily understand the content being conveyed, without requiring extensive interpretation or repeated reading, so that it can be accepted by the general public. The Shannon-Weaver information theory views the process of writing and delivering messages as their dissemination through a media channel, focusing on the clarity of the core information so that the message conveyed can be received in full by the receiver (Richard, 2020). The approach of using written text in message delivery minimizes interference or miscommunication, so that the facts conveyed are received in full without any alteration.

To achieve the objectives of this study, a qualitative research method was used. This approach aims to examine in depth the characteristics of language style contained in news articles published by ISKNEWS.Com Kudus and how these characteristics influence the delivery of information to audiences. Qualitative research was chosen because the focus of this study is on the analysis of language and meaning, rather than on statistical calculation. The collected data, in the form of news article texts, were analyzed using text and discourse analysis techniques to reveal the influence of journalistic language style on the effectiveness, readability, and clarity of information delivery to audiences. This study is expected to explain the relationship between language strategies and the effectiveness of news communication, thereby providing theoretical contributions to the study of media message analysis and practical contributions to the development of local digital journalism practices.

This study focuses on the characteristics of language style used in delivering information on ISKNEWS.Com, particularly in the presentation of news articles. Elements such as word choice, sentence structure, rhetorical style, and language strategies play a role in influencing readers' perspectives and shaping the distinctive identity of the media compared to other online media platforms. This research is important because linguistic strategies have a significant role in influencing audience understanding and acceptance of the information conveyed. Based on the research focus, this study examines the characteristics of language style used in ISKNEWS.Com Kudus news articles and how these language styles influence the effectiveness of information delivery to readers. The purpose of this study is to analyze the characteristics of language style in ISKNEWS.Com Kudus news articles

and to understand its role in delivering information clearly, effectively, and communicatively. The results of this study are expected to provide benefits in the form of a deeper understanding of the application of digital journalistic language style and to serve as a reference for improving the quality of language in local media so that it better suits the characteristics of its audience.

Through this study, it is expected to serve as a guideline for developing more efficient communication strategies that can improve journalistic quality in an era of rapid and highly competitive information flow. This research is important because it has uniqueness in the way this media platform uses language style to deliver information to its readers. The strength of this study lies in its in-depth focus on the characteristics of language style in information delivery, thereby showing the distinctive characteristics and effectiveness of message communication on the ISKNEWS.Com media platform. Based on the description of the problems above, the researcher is interested in conducting a study entitled "Characteristics of Informative Language Style in ISKNEWS.Com Media".

LITERATURE REVIEW

This study uses Gorys Keraf's theory, which states that thoughts can be conveyed through an approach that reflects the writer's soul and personality or by adjusting the language to the readers' everyday language (Fadilla et al., 2023). The use of everyday language in message writing can make it easier for readers to understand the content being conveyed, without requiring repeated reading, so that the message can be accepted by the general public. Shannon and Weaver's informative theory explains that the process of writing and delivering messages is a form of dissemination through media channels, focusing on the clarity of the core information so that the message can be received completely by the audience (Mukhyar & Puspita, 2022). The approach of using written text helps minimize disturbances or miscommunication in the message being delivered, so that the facts conveyed can be received fully without alteration. Keraf emphasizes the importance of accuracy and appropriateness in word choice so that the ideas intended by the writer can be understood correctly by readers or listeners. Word accuracy is related to the ability of words to evoke ideas or mental images that align with the writer's intention, allowing the perceptions of the writer and the reader to be consistent. Therefore, both the media and journalists have a significant responsibility to convey information accurately and effectively, because language choice determines how readers understand and interpret news (Y. Sari, 2022). Accurate word choice is important to ensure that information is delivered clearly and precisely, without causing different interpretations between the writer and the reader.

In the context of online media, the language style used by journalists or news writers does not only reflect the individual personality of the writer, but also the identity, values, and ideology of the media concerned. Each media outlet, even when reporting on the same topic, tends to present different

framing, adjusted to the motivations, interests, and ideals of their editorial team. The use of language, including text structure, sentence arrangement, and word choice, is very important because it can influence the attitudes and opinions of readers or viewers. Therefore, language functions not only as a communication tool, but also as a means of shaping public perception (Wacana et al., 2022). The language used in news articles not only conveys information but can also influence how readers understand an event and shape their perspectives on the issues being reported.

According to the research findings by Siregar and Rahman entitled “The Role of Multimedia Media in Delivering Journalistic Information on the Online Media Okezone.com,” the analysis shows that Okezone.com has successfully used multimedia elements effectively in its journalistic narratives. The use of multimedia media strengthens the dissemination of information. (Siregar & Saragih, 2024). This concept also includes the presentation of data in real time, which shows that the distribution of information can change rapidly based on current conditions.

In contrast, the research conducted by Ine Fitrianiingsih and her team entitled “A Comparative Study of Advertorial Journalistic Language in the Online Media Detik.com and Kompas.com” found that Detik.com tends to present information that is longer, more detailed, and contextual, while Kompas.com is more concise, direct, and easy to understand. Both media emphasize the 5W+1H elements, with a focus on Who, What, and How; however, they do not explore When, Where, and Why in sufficient depth. (Fitiraningsih, 2022). The language style of Detik.com shows variation through the use of technical terms and everyday language, while Kompas.com consistently uses neutral and informative language, in accordance with the characteristics of its audience and the nature of each platform. The study by Ine Fitrianiingsih focuses more on the distinctive features of language style and structure in advertorial journalism, where Detik.com tends to provide longer, more detailed, and contextual information with varied language. Meanwhile, Kompas.com is more concise, direct, and consistently uses neutral and informative language. Therefore, these two studies complement each other in explaining online media strategies, both in terms of presentation technology and journalistic language style.

Compared with previous studies, this research has a different focus because its emphasis is not only on news content, but also on how ISKNEWS.com adjusts the delivery of information to its target readers. This study provides a deeper understanding of how journalistic language techniques affect the effectiveness of news communication, especially in simplifying messages packaged in news so that they can be easily understood and accepted by the general public.

METHOD

This study uses a qualitative method, which aims to reveal and interpret the characteristics of the language style used in the selection of news texts on ISKNEWS.Com Kudus and its influence on the delivery of information to readers (Sugiyono, 2022). The object of this research consists of news articles published on the online media ISKNEWS.Com Kudus, while the subject of the research focuses on the use of journalistic language style in these articles, including word choice, sentence structure, use of figurative language, and the level of clarity and effectiveness of the language. The sources of research data are obtained through three methods, namely the document method, the observation method, and the interview method (Dedy Mulyana, 2008). The research process analyzes the data using a process tracing approach, which is carried out by gradually seeking information from the beginning to the end in order to understand how a particular outcome occurs.

Table 1 Informants

Name	Position	Purpose
Initials HNF	Administration Team and Reporter	Provide a perspective on the history and main focus of the media.
Initials KN	Writing and editing team	Provide a perspective on writing strategies, SEO, and word limits.
Initials A	Creative Team	Provide a perspective on managing social media content and reader interaction.

The data sources consist of primary data in the form of ISKNEWS.Com Kudus news texts selected based on the research focus, such as relevant and current news articles, supported by secondary data in the form of books, journal articles, and previous research related to the study of journalistic language style and online media communication. Documents are records of past events. They may take the form of written texts, images, or monumental works created by an individual (Sugiyono, 2022). Documents can be used as data sources containing information about events that have occurred. In this study, the documents analyzed are news articles published on online media platforms. These articles are used to examine how the media convey information to readers. The data collection technique is carried out through documentation, namely collecting and archiving news article texts that become the objects of the research. The research instrument in this study is the researcher as the main instrument, assisted by a language style analysis sheet containing indicators of word choice, sentence structure, clarity of information, persuasive strength toward readers, and text readability. Data analysis uses a content analysis model through the stages of data reduction, data presentation, and conclusion drawing, focusing on the clarity of information, the persuasive power of messages, and the readability of news

texts in the context of journalistic communication (Samsu, 2017). This approach has proven effective in cases of viral news, where a single emotional message can capture attention with a reach of millions of users within a matter of hours, reinforcing the role of the media as a provider of fast and accurate information.

The data analysis technique in this study is carried out using a descriptive Content Analysis approach to examine news texts on ISKNEWS.Com. The analysis process is conducted in stages, starting with data reduction, in which the researcher rigorously filters units of analysis in the form of words, repeated words, and sentences that contain the characteristics of informational language style. At this stage, the researcher identifies linguistic elements that reflect a communicative nature, such as the use of simple language that is easily understood by local communities. Data that are not relevant to the focus on journalistic characteristics are then eliminated so that the analysis remains sharp and focused on the research objectives (Sugiyono, 2022). The elimination process strengthens the validation of the findings by filtering out irrelevant data, so that the results of the analysis become more focused and in-depth, while at the same time making the approach more time-efficient.

The next step is Data Display, in which the selected findings are organized and structured into grouped tables. The researcher explains the data findings based on specific indicators such as the authenticity of facts in the field (use of numbers and place names), the actualization of messages (use of time markers), and a language style that tends to employ storytelling techniques. This presentation aims to make it easier for the researcher to observe communication patterns that emerge as a result of the background of ISKNEWS.Com as a media platform that grew from a social media community (Sugiyono, 2022). The media focuses on emotional closeness through description by mentioning familiar elements such as unique phenomena or everyday experiences, allowing the news text to create a subtle bond that indirectly draws the readers' empathy.

The final stage is Conclusion Drawing and Verification. At this stage, the researcher conducts an in-depth analysis of the relationship between word-choice strategies and the effectiveness of message delivery to audiences in the Karesidenan Pati region. The results of the analysis are validated by comparing field findings with theories of journalistic language style and previous research in order to ensure data objectivity. Through this series of techniques, the study is expected to comprehensively reveal how digital journalistic language style in ISKNEWS.Com can improve the readability and clarity of information for the public.

Tahap terakhir adalah Penarikan Kesimpulan dan Verifikasi. Pada tahap ini peneliti melakukan analisis mendalam terhadap hubungan antara strategi pemilihan kata dengan efektivitas penyampaian pesan, kepada audiens di wilayah Karesidenan Pati. Hasil analisis dipilih melalui teknik validasi, menggunakan cara membandingkan temuan lapangan terhadap teori gaya bahasa jurnalistik serta hasil

penelitian terdahulu untuk menjamin objektivitas (Sugiyono, 2022). This situation demonstrates how the use of everyday or frequently heard language increases clarity, enabling the public to understand the content of news information more quickly. The choice of this strategy positions ISKNEWS.Com as a form of digital journalism that becomes a mainstay news source in packaging trending news messages in the Karesidenan Pati region.

This condition proves how the use of everyday or frequently heard language increases clarity, enabling the public to more quickly understand the content of news information messages. The choice of this strategy positions ISKNEWS.Com as a form of digital journalism that becomes a reliable news source in packaging trending news information in the Karesidenan Pati region.

FINDINGS AND DISCUSSION

Writing is an activity that aims to express ideas or thoughts by using written language as the primary medium of communication (Tarigan, 2018). This view indicates that writing news articles serves as a means of conveying ideas and information to readers through written language. ISKNEWS.Com is a digital-based mass media outlet with an unintended historical background, beginning as a social media community that showcased the daily activities of Kudus residents and eventually developing into a professional press institution. Under PT Inti Selaksa Karya Media, it began to establish itself as an online news portal starting in 2015. Originating from the Facebook group “Info Seputar Kudus” (ISK), ISKNEWS.Com carries the spirit of journalism into the formal sphere. This makes the outlet distinctive not only as a one-way message provider, but also as a space for community engagement that reflects a sense of closeness between the news-writing team and the readers. Geographically, ISKNEWS.Com focuses its news coverage on the Karesidenan Pati region, with Kudus Regency as its main axis. The platform presents various types of information ranging from crime events and local government dynamics to the potential of the micro economy (MSMEs). This specific coverage focus enables ISKNEWS.Com to capture grassroots issues that are often overlooked by national media. Upholding the tagline “Bersama Berbagi Informasi” (“Sharing Information Together”), the outlet positions itself as a credible information bridge for communities in the Muria region and its surroundings.



Figure 1
 News Portal ISKNEWS.Com Media

Table 2 Data Findings

Characteristics	Data Findings	Communication Function
Communicative	<p>Article 1 "The SPPG party finally spoke up..."</p> <p>Article 2 "These aspirations emerged in the meeting..."</p>	Using word choices that are familiar to the community's spoken language (such as "angkat bicara" and "mengemuka") to create closeness and ease of understanding for the local audience.
Sentence Specification	<p>Article 1 "Satuan Pelayanan Pemenuhan Gizi (SPPG)..."</p> <p>Article 2 "Getaspejaten Village, Jati Subdistrict... with an area of 6,000 square meters."</p>	Consistently providing the full form of abbreviations and highly specific details of locations/numbers to ensure information accuracy and avoid ambiguity.
Clarity of Meaning	<p>Artikel 1 "'Laporan kami terima pagi hari...' ujar N."</p>	Information is conveyed objectively through direct quotations from sources (the Head of SPPG and the Head of BPPKAD) to persuade without involving

	<p>Artikel 2 "Kepala BPPKAD... menjelaskan bahwa kontrak kerja sama..."</p>	<p>the writer's opinion.</p>
Word Economy	<p>Article 1 "We have already taken the food samples..."</p> <p>Article 2 "The meeting took place in the BPPKAD meeting room on Wednesday..."</p>	<p>Using short and concise SPK (Subject, Predicate, and adverbial) sentence structures. This supports efficient delivery of information in digital media that demands speed.</p>
Non-repetition of words	<p>Article 1 "Meanwhile, the SPPG party conveyed..."</p> <p>Article 2 "Actually, the arrival of the traders..."</p>	<p>Maximizing effective presentation, there is still repeated use of conjunctions such as "Meanwhile" or "Actually". Their use remains functional in linking the chronology.</p>

Information presentation characteristics in ISKNEWS.Com media are strongly influenced by the digital environment where everything is interconnected and by the community background. The language style used easily adapts by combining the principles of formal journalism with the everyday spoken language of the local community. This creates an effective communication style for audiences in Central Java, especially in the delivery of breaking news that demands speed. Through a communicative approach and a strong local identity, ISKNEWS.Com media has succeeded in maintaining its relevance as one of the main information references in the Pati residency area amid increasingly tight competition in the digital media industry.

News 1



News 2



The presentation of the descriptive analysis of language style characteristics in ISKNEWS.Com

news articles, particularly those entitled 'SPPG Purwosari Buka Suara Soal Dugaan Keracunan MBG di SMA 2 Kudus' and 'Ratusan Pedagang Pasar Bitingan Kudus Ingin Pindah, Ini Lokasi yang Mereka Minta', is carried out based on five characteristics of journalistic language, namely communicative language, sentence specification, clarity of meaning, word economy, and effectiveness in word choice (K. I. Sari et al., 2021). this approach measures how communicative language, word efficiency and effectiveness can simplify the delivery of concise information messages, media platforms such as ISKNEWS.Com are more superior in meeting the needs of society for digital information in increasingly competitive competition.

1. COMMUNICATIVE LANGUAGE

Communicative language seeks to make it easier for readers to understand the content of the news and is informative in nature (Chaer, 2023). the message to be conveyed provides an overview that focuses the facts clearly, the use of short sentences and the choice of everyday words, so that it is effective in reaching a wide audience and makes it easy to receive the message conveyed on current topics. "the nutritional fulfillment service unit (sppg) purwosari finally spoke up regarding the alleged food poisoning that befell hundreds of students of sma negeri 2 kudus". the use of the sentence "spoke up" shows a communicative and fluid language style, typical of digital media that grows from local communities. this sentence immediately provides the core information without being convoluted, making it easy to understand for local audiences as well as among social media users in general. the choice of familiar words feels very strong in this news through the repeated use of the phrase "finally spoke up" in the first paragraph. this repetition gives a communicative and fluid impression, creating a more relaxed atmosphere and easily accessible to readers. this style is very typical of digital media, which often develops through community interaction, where the language used is more dialogical and directly targets the audience.

The Straightforward delivery is felt in the use of terms that are easy to understand, such as "health problems in the form of diarrhea" rather than using more complicated medical terms. the use of this familiar language ensures that the message conveyed is quickly understood by the local audience and social media users, without requiring special knowledge of medical terminology. this shows that the writer really pays attention to the audience's understanding, especially in the context of digital media which prioritizes the speed and affordability of information. a lively narrative is also created with the use of words such as "pungkasnya" (he/she concluded) and "tegas n" (n stated firmly) at the end of the quote. this expression gives a strong and active closing impression, creating a more lively and engaging atmosphere. this narrative does not seem rigid, but rather as if the reader is listening to a story delivered with full conviction, making the news more touching to the readers' hearts.

Communicative language is characterized by the use of word styles that are familiar to the public and informative without seeming patronizing (Suryawati, 2022). the use of simple words determines the delivery of the content of the message conveyed, such as "residents panicked" instead of "residents anxious", creating an emotional closeness with the audience, short sentences speed up the grasp of the message without reducing the content of the news. "these aspirations emerged in a meeting between representatives of night vegetable traders..." the use of the words "emerged" and "night vegetable traders" shows an adaptation of journalistic language that is close to the social reality of the kodus community. this choice of words makes it easier for readers to immediately grasp the core of the economic problems occurring in the local market.

The use of oral word choices such as the word "emerged" to describe aspirations that arise in a meeting gives a lively impression, as if the reader is listening to a story being shared. this word invites a more natural and evocative narrative nuance, giving the impression that the ideas or thoughts conveyed come in a spontaneous and touching way. the word "pungkasnya" used at the end of the quote gives a strong and dramatic final impression, like closing a chapter in a conversation or discussion, which makes the narrative feel more unified and prominent.

The repetition of the phrase "night vegetable traders" has a deep emotional closeness because of the use of a very specific identity, which is already well known by the local community in kodus. this repetition makes readers not only understand who is meant, but also immediately connect with the relevant social context. this creates a sense of attachment between the readers and the subject being discussed. meanwhile, the "sat set" style is seen in straightforward sentences that go directly to the core of the problem, as in the sentence "the desire to move locations was expressed by hundreds of traders..." which clearly describes the problem without beating around the bush, making the narrative feel efficient and easy to understand.

Target and Speed each journalist is targeted to upload at least 6 news per day to pursue the speed of breaking news. if the results of field interviews are too long, the team splits them into two different news stories so that they are not boring. Said KN

This case is related to the theory that digital audiences have a short reading concentration span. the use of communicative language is also influenced by differences in distribution platforms. according to a (creative team), there is a distinction in language style between websites and social media. on social media the narrative is made more straightforward and 'ready to serve', while on the website the script is made slightly more detailed to avoid misunderstandings. the 'sat set' (fast and direct) characteristic becomes a deliberate identity to get closer to the psychology of the local community of kodus and its

surroundings.

2. SENTENCE SPECIFICATION

Sentence specification explains the content of the news in terms of the originality of the facts with information that can be analyzed, including the explanation of acronyms (Y. Sari, 2022). Information messages without any interference of personal interest bias, in accordance with the facts in the field that can be seen, heard, or from the testimony of sources at the location, make the information remain objective without the reporter's fabricated opinion or assumption. "Satuan Pelayanan Pemenuhan Gizi (SPPG) Purwosari..." and "Makan Bergizi Gratis (MBG)". ISKNEWS.Com media consistently provides the full form of each abbreviation (SPPG and MBG) when it is first mentioned. This shows the characteristics of sentence specification that help readers understand technical terms in regional government programs. The quantitative data included in this news provides a clear picture of the scale of the incident, by mentioning the exact figure of "121 students" who reported health complaints. The use of numerical factual authenticity helps readers to better understand how big the impact of the incident is, providing information that is more measurable and trustworthy. This improves the quality of the news, making it more informative and fact-based.

The writer carefully specifies the exact time of the incident, namely "Thursday morning, January 29, 2026," which provides temporal clarity about when the event occurred. This clear time information makes it easier for readers to place the incident in the correct context. The identity of the source mentioned, namely "N Umam," avoids confusion by giving credibility to the source of information. This clarity regarding time and subject helps the news become more detailed and reduces the potential for misunderstanding.

The writer explains in a ****specific**** way the details of location, numbers, and subjects so that there is no obscurity. "The land in the area of Getaspejaten Village, Jati Subdistrict... with an area of 6,000 square meters to accommodate around 400 to 500 traders." ISKNEWS.Com media is very strong in presenting the specification of location and quantitative data (numbers). This is very important in news with the theme of public policy because it provides clarity for traders (the main audience) regarding the main content of the proposal being discussed. The precision of the location shown in the use of sentences such as "Getaspejaten Village, Jati Subdistrict" provides a more detailed description and factual authenticity of the place of the incident, rather than merely mentioning "village" in general. This not only clarifies where the event or activity takes place, but also gives readers a deeper understanding of the related geographical context. The information delivered provides a more tangible sense of closeness to the location being discussed.

The clarity of the source's identity is greatly reinforced by writing the names "Kunarto" and "Djati

Solechah" in bold. The use of bold letters provides a clear emphasis on who serves as the authority source in the news narrative. Readers can immediately recognize who plays an important role in delivering the information, thereby increasing the credibility and clarity of the source. This makes the identity of the sources stand out more, thus reducing the potential for confusion. Adaptation of "spoken language" into written text explains that the use of word choices such as "angkat bicara" or "mengemuka" is a deliberate effort so that the news does not feel rigid for the people of Kudus.

Language selection strategies are applied by the news writer to create transitional links between paragraphs, particularly when shifting perspectives, events, or different sources. The choice of words is used as a smooth connector, so that the shift from one idea to the next is not abruptly cut off. The structuring of the news script flow makes it more coherent, logical, and easy for readers to follow from beginning to end. Communication gives an active effect to the presentation of the news; terms such as "angkat bicara" are able to emphasize that there is an important statement from the source, while "mengemuka" indicates the emergence of an issue or fact that is relevant for meaning emphasis.

3. CLARITY OF MEANING

This characteristic emphasizes the delivery of information based on facts and quotations from relevant parties without the writer's personal opinion (Siregar & Saragih, 2024). An approach based on actual facts and direct quotations from sources, without interference from the writer's opinion, preserves the authenticity of the news information. As a result, readers are more likely to trust the message because it is delivered in a neutral, unbiased manner, which in turn gives the platform its own distinct credibility.

"Our report was received in the morning. At that time, it was informed that there were students who had diarrhea, and even one student had to be taken to the ER," said N.

This news report prioritizes facts through direct quotations from the Head of SPPG Purwosari. The clarity of meaning is established because the information delivered is objective, accountable, and reflects adherence to the journalistic code of ethics. The direct quotation used in the news, such as the sentence "Laporan kami terima pagi hari...," emphasizes the authenticity of the information source. The use of quotation marks ensures that readers understand the information comes directly from the competent authority, without any additional interpretation or opinion from the writer. By using this method, the news maintains trust and affirms that the facts presented can be relied upon.

Fact verification is also clearly evident in the detailed explanation of the food menu, such as "soto ayam suwir, tempe goreng, sayur tauge dan sambal kecap." Presenting details like this shows the

media's commitment to conveying complete and transparent on-site facts, without omitting related elements. This helps readers better understand the context comprehensively, rather than only receiving general information that may be insufficient. The objectivity of the information regarding the laboratory process that "requires time" is delivered straightforwardly, without the writer's opinion or subjective judgment. This statement shows that the media prioritizes procedural truth and ensures that readers receive factual and measurable information, rather than rushing to conclusions or prioritizing speculation. The news thus remains objective and prioritizes accuracy in every focus it raises.

The delivery of information supported by the source's statements is convincing in ensuring the truth of the news. "In response to this, the Head of BPPKAD of Kudus Regency, Djati Solechah, explained that the cooperation contract..." The writing of the full name along with the position of the source (Head of BPPKAD) ensures the clarity of meaning that this news comes from a reliable source. The fact regarding the contract being extended until February 2026 is conveyed straightforwardly without additional opinion from the writer. The authoritative quotations used in this news provide greater strength to the information delivered, as seen in the statement about the status of the land contract obtained directly from the "Head of BPPKAD of Kudus Regency." Information originating from a source with such authority gives readers direct access to valid primary facts, ensuring that the information received is valid and guaranteed in its accuracy. Thus, the credibility of the news is increasingly maintained and readers can feel confident about the truth of the data presented.

The use of consistent attribution, such as including the full form of the agency acronym "Badan Pengelolaan Pendapatan, Keuangan dan Aset Daerah (BPPKAD)," helps readers who may not be familiar with the abbreviation to more easily understand the informational context. This demonstrates the writer's attention to a diverse audience and an effort to make the news more inclusive. Objective facts are presented clearly through a straightforward chronological flow, starting from the refusal to sign the contract to the agreement on the extension that is valid until "February 2026," without any added opinions or assumptions from the journalist, indicating that this reporting is factual and not influenced by subjectivity that could obscure the information.

News that is uploaded must be based on facts and not hoaxes. To ensure data validation, the team usually goes directly to the scene and seeks information from witnesses. Strengthening of information by ISKNews media reinforces the news by seeking confirmation from the authorities or relevant agencies (such as the police, village or sub-district officials) so that the information is more valid and to avoid legal problems (defamation). Said KNF.

Mr. A emphasized that for sensitive news (such as mugging or corruption), they are required to

include statements from expert witnesses or official authorities (Police/Corruption Eradication Commission). This guarantees the component of clarity of meaning through source quotations that provide statements of the facts that occurred. "The characteristics of clarity of the core facts are supported by strict verification procedures. Based on the interview results, each news item must be supported by at least two sources and direct observation in the field. This is done to maintain the media's commitment as a trusted source of information and to avoid hoaxes, as emphasized by KNF that objectivity remains a priority even though they are required to move quickly (breaking news).

4. WORD EFFICIENCY

Word efficiency prioritizes the use of short and efficient sentences so they do not become boring (Ameliola, 2021). Economy of word usage in news employs short and efficient sentences so that readers remain focused on the content of the message being delivered, preventing the audience from quickly becoming bored when reading the news text. "Sampel makanan sudah kami ambil dan dikirim ke laboratorium untuk diuji," said N. Sentences in this article tend to be short and directly address the main point (such as the act of taking samples). This strategy is very effective for online media that demands speed in delivering breaking news. S-P-A structure: Most sentences use a clear and efficient Subject-Predicate-Adverbial (S-P-A) pattern. This pattern helps readers understand information quickly without having to reinterpret the meaning of the sentence. For example: "Sampel makanan sudah kami ambil dan dikirim ke laboratorium untuk diuji." Such a structure places the action as the main focus, so the flow of information feels straightforward and systematic. The writer avoids the use of excessive and unnecessary adjectives. This concise language style keeps the reader's focus on the core information, namely the handling process, the actions taken, and the evaluation by SPPG. The message conveyed becomes firmer, more objective, and does not seem long-winded. Each paragraph is composed of only 2 to 3 sentences. This strategy is very effective for news consumption on digital devices, especially mobile phones, which demand speed and ease of reading. Short paragraphs also help readers scan information quickly without feeling tired.

The sentences in the paragraph are well connected through the use of conjunctions and a logical order of information. This makes the text feel fluent and easy to follow from beginning to end without causing confusion. The choice of words used tends to be formal, neutral, and free from personal opinion. This style is important in news writing because it maintains credibility and reader trust in the information conveyed. The writing emphasizes facts and concrete actions rather than opinions or speculation. Information is presented based on what was done, who was involved, and how the process took place. Sentences are structured not too long and avoid repetition of the same ideas. Each sentence has a clear function in conveying new information or strengthening the context. Globally, this writing

style is in accordance with the basic principles of journalism, namely brief, concise, clear, and accurate. This approach makes it easier for readers from various backgrounds to quickly understand the content of the news.

Using an efficient sentence structure to maintain reader focus on digital news. "The meeting took place in the BPPKAD meeting room on Wednesday, January 28, 2026." This sentence shows the characteristic of good word economy with a compact S-V-O (Subject-Predicate-Object) pattern. No excessive adjectives are found, so the focus remains on the details of the time and place of the event. The efficiency of word repetition in this news is clearly reflected through the use of sentences such as "he added" or "responding to this," which serve as effective connectors between paragraphs without the need to repeat explanations that have been previously conveyed. The use of these word repetitions helps maintain the smooth flow of the narrative, avoid unnecessary repetition, and focus the reader's attention on the new information being conveyed. It shows the writer's ability to manage language so that it remains concise and straight to the point.

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5. NON-REPETITION OF WORDS

This characteristic avoids the use of unnecessary words (redundant) or expressions that have been used too frequently (word repetition) (K. I. Sari et al., 2021). Word economy avoids excessive narration, is able to attract the reader's attention, and directly focuses on the main facts so that it does not make the audience quickly feel bored. (Pujiono, 2025). "Meanwhile, the SPPG party conveyed an apology." As found in other online media, there is still the use of words that are written too often such as "Meanwhile" as a connector between paragraphs. Efficient writing can be seen from the minimal repetition in the narrative, even though transitional words such as "In addition to medical treatment" are used. The writer immediately continues the sentence with new information about "a thorough evaluation of the distribution system," so the narrative continues to develop and does not get stuck in

boring repetition. This keeps readers interested and makes the information delivered feel fresher and more to the point. This arrangement creates a logical flow, helping readers follow the development of information clearly.

The use of functional transitions such as “By Thursday afternoon” provides important time context and updates data chronologically. This repetition functions as more than just a connector, but as an element that enriches the narrative and makes it more relevant to the reader. The focus on the main facts is also well maintained, where the narrative avoids the repetition of unnecessary poetic words. Readers can immediately grasp essential information about the responsibility for medical expenses and the commitment to system evaluation carried out by SPPG. This focused narrative ensures that the information remains sharp and is not disturbed by irrelevant elements.

Avoiding unnecessary repetition of words or expressions that are too common. “In fact, the arrival of the traders... was aimed at asking...” The use of the word “In fact” at the beginning of the paragraph still shows the frequency of spoken language style being carried over into the news text (slight word repetition). The subsequent sentences are very effective in elaborating the chronology of events so that there is no waste of word usage in conveying information.

If any factual inconsistencies are found after the news is uploaded, the team immediately deletes and replaces the draft with new information. This shows that although there are still elements of “non-repetition of words” that appear, the main focus remains on the truth of the information.

The analysis of the given text describes an effective linguistic strategy that combines the principles of formal journalism with elements of everyday spoken language that are familiar to the local audience in the Karesidenan Pati region. This evidence emphasizes a blend of clarity, accuracy, and emotional closeness with readers through the use of communicative word choices, concise S-P-K sentence structures, and the use of quotations from authoritative sources and expert witnesses to maintain objectivity. In line with journalistic language practices that prioritize clarity of meaning, data accuracy, as well as ethical appropriateness and language style, it is relevant for digital readers with limited time.

The emphasis on language efficiency for readers with limited time in the digital era, the compact S-P-K structure, and the use of direct quotations enhance readers’ ability to understand the core of the news without needing to reread it in depth, in accordance with findings from references on effective sentences and the principle of the inverted pyramid in news structure. The suitability to the local context (Karesidenan Pati) shows that the linguistic strategy is designed to build emotional closeness with the local audience through familiar everyday expressions without sacrificing accuracy and clarity. This is

consistent with the idea that mass media language can combine formal and informal varieties contextually to increase relevance for local readers. The avoidance of redundant words is clearly visible in this news, where the writer carefully avoids the use of excessive adjectives. This ensures that the narrative remains focused on the core issue of relocation without being distorted by unnecessary emphasis. The minimal use of nonessential words also reflects an efficient attitude in conveying information directly and relevantly, without complicating readers' understanding.

The overall writing of the news article prioritizes efficiency in word usage, but there are still some transitional words repeated, such as "In fact" which appears at the beginning of the last paragraph. Although it seems repetitive, the use of this word still has an important function to explain the background of the traders' arrival, which is different from the direction of the discussion that had previously developed. The use of the closing sentence stating that the market is "an asset belonging to the Kudus Regency Government" provides a firm and direct conclusion, without being long-winded. This sentence ends the news clearly, emphasizing the position and influence of the government in the context of the issues raised.

CONCLUSION

ISKNEWS.Com has a strong visual identity and narrative writing style, due to its historical background that developed organically and unintentionally from a social media community. Starting from the Facebook group "Info Seputar Kudus" (ISK), this media transformed into a professional press institution that still maintains close relationships with its audience. This closeness can be seen in communication interactions that are not only one-way, but also create a tight space of interaction between the information writing team and local readers in the Karesidenan Pati area.

The linguistic strategy applied by ISKNEWS.Com successfully combines the principles of formal journalism with elements of the everyday spoken language of the local community. The use of familiar and communicative word choices, such as the expressions "angkat bicara" or "mengemuka," gives an informative impression that the writing is in accordance with the information provided by the sources. This has proven effective in increasing readability, especially for audiences in Central Java who need information to be delivered quickly and easily accepted, particularly in the format of breaking news.

The packaging of data presentation in ISKNEWS.Com strongly emphasizes a focus on sentence specificity and clarity of meaning to ensure the accuracy of information. ISKNEWS.Com consistently provides the full form of every abbreviation or technical initial in presenting highly specific quantitative data regarding location and figures. The neutrality of the news is maintained through the use of direct

quotations from expert or trusted sources without involving the writer's personal opinions, so the information conveyed is factual and accountable.

This study also concludes that word efficiency is a key factor in supporting the success of digital journalism. By choosing to use short sentence structures with a Subject-Predicate-Complement (S-P-K) pattern, information can be delivered concisely to maintain the focus of digital readers who have limited time. Although there are still some transitional words that are frequently repeated, overall the language style in ISKNEWS.Com has successfully optimized the communication of trustworthy and relevant information for people in the Muria region and its surroundings.

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