



Manifestation of Cocoa Commodity Issues: A Pragmatic Analysis of a Comparison of Newspaper Headlines between Malaysia and Indonesia

Noviatin Syarifuddin^{1*}, Asnarulkhadi Abu Samah², Nik Ahmad Sufian Burhan³, Jasmin Arif Shah⁴

Abstract

World Bank (2020) show a total of 570 million agro-commodity farms are managed by smallholder communities across the globe. The involvement of smallholder communities in the field of cocoa ventures in terms of productivity issues, challenges and constraints through pragmatic analysis of newspaper headlines to preserve cocoa commodities is very poorly explored. Meanwhile, the mass media through the role of the press in channeling information on agricultural development education is very significant to the smallholder community. Thus, this study aims to analyze a pragmatic comparison of the presentation of cocoa commodity issues through the type of speech act in newspaper headlines in Malaysia and Indonesia. Quantitative and qualitative research approach through content analysis were used to analyze the theme of cocoa commodities in selected newspaper headlines in Malaysia and Indonesia. Data related to cocoa commodity issues were gathered randomly covering 50 data from the Malaysian newspaper and 75 data from Indonesian newspaper. Newspaper headline data from 2017 to 2021 were analyzed using thematic analysis techniques through the framework of Speech Act Theory (Searle 1969). The results of the study found that a total of five types of speech act are often used in newspaper headlines related to cocoa commodities in Malaysia and Indonesia. The findings of the study in Malaysia showed that the type of assertive speech act (48.0%) was dominant compared to the type of speech act that is directive (10.0%), commissive (22.0%) and declarative (20.0%). Meanwhile, in Indonesia, the findings found that the type of assertive speech act (48.0%) was dominant compared to the type of speech act that is directive (13.3%), commissive (16.0%), expressive (10.7%) and directive (12.0%). Clearly, comparative study between the two countries shows that the type of assertive speech act is more dominant in the manifestation of cocoa commodity issues. It is in line with the function of the press to report on the development of the country's agricultural sector.

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Introduction

World Bank statistics (2020) show a total of 570 million agricultural commodity farms are cultivated by smallholder communities worldwide (World Bank, 2020). Assessing to the context of regional agriculture, Malaysia is the fourth cocoa grinding country in Asia (Malaysian Cocoa Board, 2021) meanwhile, Indonesia is the third largest exporter in

the world (<https://www.kakao-indonesia.com/,2021>). Despite having the best position in the world in cocoa commodity exports, Indonesia and Malaysia are no exception in facing various issues related to the productivity of smallholder communities who have not been able to achieve national targets.

Corresponding author: Noviatin Syarifuddin

Address: ^{1*}Faculty of Human Ecology, Universiti Putra Malaysia; ²Faculty of Human Ecology, Universiti Putra Malaysia; ³Faculty of Human Ecology, Universiti Putra Malaysia; ⁴Faculty of Agriculture, Universiti Putra Malaysia.

E-mail: ^{1*}noviatinbintisyarifuddin@gmail.com

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This can be proven through the coverage of Indonesian newspaper headlines in '*Produktivitas pertanian di Sultra Belum Optimal*' (Kendaripos.co.did, 30 August 2021).

The constraints of smallholders who are not ready for the world's cocoa demand are also Displayed in '*Permintaan Kakao Asal Jatim Tinggi, Pasokan Belum Optimal*' (Bisnes.com, 17 February 2021). There are also constraints in terms of exceeding European market standards that emphasize the best quality of cocoa beans through Bisnes.com's press release in '*Produk Halal Indonesia Sulit Tembus Pasar Eropa. Kenapa?*' (Bisnes.com, 24 September 2021). The situation of Displaying headlines on cocoa commodities in Malaysia leads to an industrial approach namely '*Industri koko Malaysia perlu pendekatan agresif*' (Berita Harian, 1 September 2019) and challenges in terms of producing quality cocoa beans namely '*Kontena bawa 24 tan koko ada serangga perosak*' (Harian Metro, 24 March 2021).

The involvement of smallholder communities in the field of cocoa business in terms of issues of productivity, challenges and constraints are very important to be analyzed. However, the pragmatic analysis of newspaper headlines featuring news on cocoa is much less explored by studies of an academic nature. Meanwhile, the mass media has an important role in the process of socialization of society through the Dissemination of various information (Akhter, Hussain, & Ahsan, 2021). In the 1920s, communication channels for the communities were formed with the knowledge acquired from radio channels, newspapers, magazines and television (James, 2008). However, newspapers still play a major role in influencing and shaping the way society thinks in order to interpret information well (Rogers, 2010). The development of mass media technology has seen the transformation of traditional newspapers have changed to conventional newspapers through newspapers that are accessed by the public online (Anik Nur Qomariyah 2019: 128). Newspapers that can be accessed online give journalists the advantage to Disseminate information quickly (Rustam, Rabiah & Mian Shah Bacha, 2021).

Assessing the importance of the role of newspapers to readers, especially in the agricultural sector, journalists as those who report on current issues should use the correct language structure in writing newspaper headlines to attract the attention of readers (Mohd Hazreen Shah Hassan, Sharil Nizam Sha'ri, & Nor Azuwan Yaakob, 2019). Research studies that use pragmatic analysis in the mass

media mostly use the Speech Act Theory (Searle 1969; 1979) as the basis for understanding the function of language structure used as newspaper headlines. This is in line with the statements of Conboy (2007: 13) and Crystal and Davy (1969: 146), that newspaper headlines serve to provide news summaries, draw attention and early indicators of news value. To examine newspaper headlines on an event, pragmatic analysis serves to explain the types of speech act found in the language structure of the news (Fareed Hameed Al Hindawi Abid Hmood Ali, 2018:43). In general, pragmatic research is a study related to human methods of using language to communicate and conduct Discussions (May 2001: 6). In a study of newspaper headlines, Fowler (1991: 12) explained that content analysis of newspaper headlines is considered a systematic study that organizes and selects events and topics according to a group of socially constructed categories.

In Indonesia, there are several newspapers that have been analyzed pragmatically. The study of Desri Wiana and Ade Irma Khairani (2020) has analyzed the Medan, Indonesia newspaper through the publication of newspaper headlines in the May to July 2020 edition of Waspada newspaper. The findings of a qualitative study of a total of 2830 newspapers found that the type of newspaper speech act during the Covid 19 pandemic era was dominated by three types of speech act namely assertive (36.4%), directive (32.1%) and expressive (26.6%). In the following year, a study in the political context through a pragmatic analysis of the types of speech act of Indonesian newspaper news post -2019 general election in 2019 was reviewed by Anik Nur Qomariyah (2019). A total of 70 newspapers consisting of 20 *Jakarta Globe* headlines and 50 *Jakarta Post* headlines were analyzed. The results of a descriptive statistical study found that the types of assertive (34.6%) and declarative (30.8%) speech act were more dominant than other types of speech act.

The phenomenon of pragmatic studies in Indonesia, in contrast to pragmatic studies in Malaysia which focuses on environmental issues covering Palm oil commodities and speech situations during natural Disasters. In Discussing the issue of oil palm sustainability, the study of Maslida Yusof, Nor Hashimah Jalaluddin, Harishon Radzi and Karim Harun (2021) has analyzed a total of 70 data from three online newspapers namely *Malaysiakini*, *Berita Harian* and *Harian Metro*. Newspaper headlines involving oil palm issues were collected



randomly starting from 2017 to 2020. The results showed that assertive behavior of 70% was most frequently used as headlines. The study on palm oil commodities was also analyzed by Liu, Ganesan and Smith (2020) who analyzed the media image through press coverage related to the sustainability of palm oil farming involving three countries namely Indonesia, Malaysia and Singapore.

In conclusion, based on the analysis of previous research highlights, there are few studies that touch on newspaper headlines among researchers in Malaysia and Indonesia specifically for cocoa agriculture issues. Most recently, Jámbor, Czine and Balogh (2020) analyzed the impact of the Covid-19 pandemic on the agricultural sector through analysis of newspaper headlines in *CNN*, *NBC News*, *Huffington Post*, *Fox News*, *Daily Mail*, *The Guardian*, *ABC News*, *BBC News* dan *USA Today*. The results of the study reported that the newspaper's analysis featured issues of food supply assurance, food security, demand and supply and labor during the Covid-19 pandemic. Accordingly, the study fills the gap of pragmatic analysis on the issue of cocoa commodities. In other words, this study focuses on pragmatic analysis using Searle's Speech Act Theory (1979) on newspaper headlines in Malaysia and Indonesia. This is in line with the view by Maslida Yusof and Karim Harun (2015) who explained that language has various functions to analyze developments or events that occur in the country.

Research Methodology

Research on local newspaper headlines was conducted through two research methods, namely qualitative and quantitative. Newspaper headlines are an important subject to be analyzed pragmatically in conveying the meaning of writing in the mass media based on the view by Bell (1991: 189) that 'headlines have different functions'. Similarly, the view of Fareed Hameed Al Hindawi and Abid Hmood Ali (2018: 44) that 'headlines play a significant role in news transmitting'. The qualitative research method, namely 'comprehensive descriptive qualitative' (Rustam, Rabiah & Mian Shah Bacha, 2021) aims to pragmatically analyze the general themes related to the issue of agricultural sustainability of cocoa commodities in Malaysia and Indonesia. The method of quantitative research is to identify the frequency of speech act of a total of 50 Malaysian newspapers and 75 Indonesian newspapers related to the issue of agricultural sustainability of cocoa commodities.

Data Collection Procedure

The qualitative research method, namely 'comprehensive descriptive qualitative' aims to pragmatically analyze general themes related to the issue of sustainability of cocoa commodity agriculture in Malaysia and Indonesia. The method of quantitative research is to identify the frequency of speech act of a total of 50 Malaysian newspapers and 75 Indonesian newspapers related to the issue of agricultural sustainability of cocoa commodities. Organic traffic data in a month for four most visited local Malaysian newspapers that are selected, namely The Star (thestar.com.my) = 2,623,734/month, Malaysiakini (malaysiakini.com) = 2,165,695/month, Berita Harian (bharian.com.my) = 1,242,536/month, Harian Metro (hmetro.com.my) = 1,207,104/month and Utusan (utusan.com.my) = 1,028,230/month. For Indonesian newspapers, a total of three newspapers were selected based on the highest search results on cocoa commodity issues, namely Liputan.com, Kompas.com and Republik.com. Thematic data analysis technique uses pragmatic analysis using Searle Speech Act Theory based on five types of speech act that are Macro and micro in nature as shown in Figure 1

After the pragmatic analysis was categorized based on the study theory, descriptive statistical analysis was performed to identify the frequency and percentage of types of speech act in local newspapers using IBM Statistical Package for Social Science (SPSS) version 28 software.

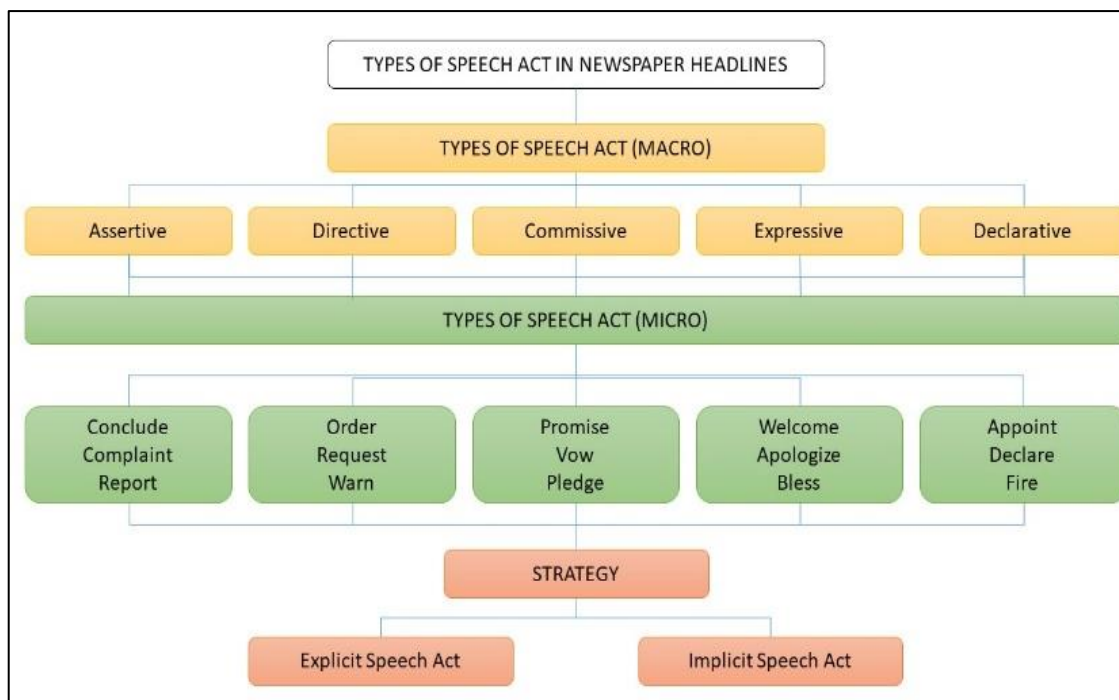


Figure 1. Searle’s Speech Act Theory (1969; 1979)

(Source: Adapted from Fared Hameed Al Hindawi Abid Hmood Ali 2018)

The basic idea of the theory is to assume that spoken speech has its own Dectinctive speech act. Language structure has meaning and speech. Searle (1979) in his theory proposed a total of five types of speech act namely i) assertive, ii) directive, iii) commissive, iv) expressive and v) declarative. i) Assertive speech act is a type of language speech behavior that serves to express, obtain information, deny, suggest, report and assume. ii) Directive speech act is a type of speech act language that gives birth to the speaker's desire for the listener to do something (Searle 1979: 11). iii) Commissive speech act is a speech act language that binds the speaker to an action in the future. iv) Expressive speech act is a speech act language that shows the psychological attitude or mood of the speaker that contains the function to show and reveal the feelings and attitudes of the speaker towards the listener. Finally, v) declarative or statement is a speech act of language that provides an immediate change in a current situation (Searle, 1979) (Refer to Figure 2.).

Results and Discussion

The study focuses on the coverage of news headlines from 2017 to 2021 in local newspapers in Malaysia and Indonesia related to the issue of cocoa commodities in the context of productivity,

challenges and constraints of the field of cocoa business. To fulfill the purpose of the study, pragmatic analysis using Searle’s Speech Act Theory (1969; 1979) was used as the basis for the study of newspaper headlines. Thematic analysis was performed on the headlines in the newspaper leading to five types of speech acts of an assertive nature, directive, commission, expressive and declarative.

Table 1. Types of Malaysian Press Speech Related to Cocoa Commodity Sustainability Issues

| Types of Speech Act in Malaysian Newspaper | Frequency | Percentage (%) | Score |
|--|-----------|----------------|----------|
| Assertive | 24 | 48.0 | 1 |
| Directive | 5 | 10.0 | 4 |
| Commissive | 11 | 22.0 | 2 |
| Expressive | 0 | 0 | 5 |
| Declarative | 10 | 20.0 | 3 |
| Total | 50 | 100 | - |

The findings of the study related to the issue of cocoa commodity in Malaysian newspaper headlines were analyzed randomly based on observations of four newspaper headlines consisting of The Star (N = 17), Berita Harian (N = 15), Harian Metro (N = 11) and



Utusan (N = 7) online. Table 1 depicted the results of the stud that the three types of speech behaviors that have the highest frequency in the Decplay of 50 newspaper headlines about cocoa in Malaysia. The assertive speech act recorded the highest frequency with a total percentage of 48 %. The results of this study are similar to the findings of a study by Maslida Yusof, Nor Hashimah Jalaluddin, Harishon Radzi and Karim Harun (2021). Comprehensive content analysis in Malaysian newspaper shows that 24 newspaper headlines exhibit the assertive characteristic in newspaper headline 1, 2, 3, 5, 6, 10, 11, 12, 13, 17, 18, 19, 26, 29, 32, 33, 36, 37 and 39 (Newspaper Headlines Appendix A, 2021). This is reinforced by the evidence of several newspapers that show assertive characteristics in reporting cocoa commodity issues such as *'Lower export earnings from cocoa seen due to virus'* (The Star, 12 May 2020), *'Koko sumbang RM1.64 bilion KDNK Malaysia'* (Berita Harian, 12 September 2021), *'Kontena bawa 24 tan koko ada serangga perosak'* (Harian Metro, 24 March 2021) dan *'Kit diagnostik koko bantu pembiakan baka bermutu tinggi'* (Utusan, 24 September 2020).

Commissive speech act type ranked the second highest score by showing a frequency of 11 data with a total percentage of 22 %. These findings are in line with the study of Fareed Hameed Al Hindawi and Abid Hmood Ali (2018). It includes newspaper headline data 4, 7, 8, 9, 14, 23, 34, 35, 38, 47 and 50 (Newspaper Headlines Appendix A, 2021). The commissive feature that binds the speaker to a promise is featured in newspaper headlines such as *'Indonesia keeps palm oil, cocoa beans export tax unchanged for Sept (27 Aug 2018), LKM rancang tubuh anak syarikat pasaran produk koko'* (Berita Harian, 24 September 2020), *'Kerajaan sedia bantu B40 ceburi bidang coklat'* (Harian Metro, 10 Julai 2020) and *'Empat komoditi utama Kelantan diberi tumpuan'* (Utusan, 15 Aug 2020).

Declarative speech act showed the third highest score with a frequency of 10 data points leading to 20 %. This is evident by the release of newspaper headlines 15, 16, 20, 22, 24, 28, 31, 40, 41 and 48 (Newspaper Headlines Appendix A, 2021). Declarative speech act characteristics were found in several newspaper headlines such as *'Cocoa board targets higher export value this year'* (The Star, 13 Sep 2017), *'Malaysia perlu manfaat potensi besar industri koko global'* (Berita Harian, 26 Apr 2021), *'MAQIS rampas koko import'* (Harian Metro, 7 November 2019) and *'4 fokus perkasa sektor perladangan dan komoditi'* (Utusan, 4 November

2020). The findings of the study are in line with Jámbor, Attila, Czine, and Balogh (2020). The directive speech act recorded a total frequency of 5 data with the lowest total percentage of only 10 %. The findings of the study are in line with Aswadi Mohamad and Zaitul Azma Zaiton Hamzah (2018). in theory It is shown in newspaper headlines 21, 25, 30, 44 and 45. The nature of the directive nature is found in newspaper headlines such as *'Industri koko Malaysia perlu pendekatan agresif'* (Berita Harian, 1 September 2019) and *'Produk koko tempatan perlu berani teroka pasaran e-dagang'* (Utusan, 26 Julai 2021).

Assessing the development of cocoa commodities in regional countries, Indonesia was selected as one of the relevant countries analyzed because of the country's position as the world's third largest producer of cocoa (cocoa) (FAO, 2021). Indonesian newspaper headlines were analyzed from 2017 to 2021 involving three major newspapers, namely Liputan.com (N = 40), Kompas.com (N = 26) and Republik.com (N = 9). The deliberate selection due to the frequency of the three newspapers featuring cocoa commodity issues (domestic and foreign), the challenges of the cocoa industry and the constraints experienced by Indonesian farmers.

Table 2. Types of Indonesian Press Speech Act Related to Cocoa Commodity Sustainability Issues

| Types of Speech Act in Indonesian Newspaper | Frequency | Percentage (%) | Score |
|---|-----------|----------------|-------|
| Assertive | 36 | 48.0 | 1 |
| Directive | 10 | 13.3 | 3 |
| Commisive | 12 | 16.0 | 2 |
| Expressive | 8 | 10.7 | 5 |
| Declarative | 9 | 12.0 | 4 |
| Total | 75 | 100 | - |

The results of the study depicted in Table 2 have found that a total of five types of speech behaviors dominate 75 online newspaper headline data in Indonesia which is in line with the findings of Anik Nur Qamariyah (2019), Desri Wiana and Ade Irma Khairani, (2020) and Rustam et al. (2021). Among them, assertive speech act recorded a frequency of 36 data with a total percentage of 48%. It is found in newspaper headlines 1, 2, 3, 4, 10, 14, 16, 17, 18, 20, 21, 23, 25, 27, 28, 29, 30, 32, 33, 34, 35, 36, 37, 40, 41, 44, 46, 49, 50, 51, 54, 55, 69, 73 and 74 (Newspaper Headlines Appendix B, 2021). Detailed assertive speech act characteristics are detected in titles *'Indonesia Masuk Daftar 5 Negara Produksi*



Kakao Terbesar Sedunia, Asia Satu-Satunya (Liputan6.com, 06 November 2020) and *Bagaimana Produksi Kakao Indonesia?* (Kompas.com, 16 February 2021).

Followed by the type of commissive speech act with a data frequency of 12 data representing 16%. The news nature of the commissioned newspaper is found in headings 5, 6, 22, 57, 58, 61, 62, 63, 64, 65 and 75 (Newspaper Headlines Appendix B, 2021). In detail, the Indonesian newspapers that apply the commission feature are *'Dirjen Perkebunan Tegaskan Kakao Tetap Jadi Perhatian di Program Grasida'* (Liputan6.com, 18 September 2020) and *'Ekspor Kakao Diyakini Naik Tahun Ini'* (Republika.co.id, 03 March 2019). The research also found that directive speech act shown frequency of 10 data which is 13.3%. Characteristics of directive speech act were found in headlines 11, 13, 38, 42, 45, 60, 68, 70, 71 and 72 (Newspaper Headlines Appendix B, 2021) which were also reported by Widodo (2016) and Desri Wiana dan Ade Irma Khairani (2020) in their respective research. The exhibition of directive speech act were found in titles including *'Tingkatkan Kualitas Kakao Mojokerto, OJK Ajak Petani Kelola Keuangan'* (Liputan6.com, 2 November 2019) and *'Pemerintah Sulbar Dorong Ekspor Kakao untuk Bangun Ekonomi'* (Republika.co.id, 23 June 2021).

The type of expressive speech behavior showed a total of 8 data representing 10.7 % of Indonesian newspapers as also found in the study of Widodo (2016) and Desri Wiana and Ade Irma Khairani (2020). It appears in newspaper titles 12, 19, 24, 26, 39, 43, 56 and 59 (Newspaper Headlines Appendix B, 2021). For example, the expressive was shown in the newspaper *'Bingungnya Petani Kakao Usai Dapat Sepeda dari Jokowi'* (Liputan6.com, 07 May 2017). Declarative speech act showed a total of 9 data representing 12.0 % of Indonesian newspapers. The study found that declarative features were found in newspapers headlines 7, 8, 9, 15, 31, 47, 52, 53 and 67 (Newspaper Headlines Appendix B, 2021) which were also reported by Anik Nur Qamariyah (2019). In example, the declarative speech act features were expressed in titles including *'Ditjen Perkebunan Terus Lakukan Upaya Atasi Masalah Kakao'* (Republika.co.id, 06 October 2019) and *'Pemerintah Ajak Petani Garap Hilirisasi Kakao'* (Republika.co.id, 13 October 2019).

Examining the pragmatic analysis of Malaysian and Indonesian newspaper headlines related to the issue of cocoa commodities, it is found that both countries are dominated by the type of assertive speech act.

The findings of the study on pragmatic analysis from 2017 to 2021 involving two newspapers in Malaysia and Indonesia have significant differences in terms of the type of speech act used. As depicted in Figure 3, investigation on the newspapers, The Star (N = 17), Berita Harian (N = 15), Harian Metro (N = 11) and Utusan (N = 7), found that none of the newspapers used Searle's speech act type (1969) which showed expressive characteristic features to Decplay cocoa productivity issues, challenges and constraints related to cocoa commodities in Malaysia. The findings of the study cumulatively show that all four Malaysian newspapers use the type of speech behavior Searle (1969) which characterizes the characteristics of assertive and declarative.

Table 3. Comparison of Types of Speech Behavior through Declosure of Cocoa Commodity Issues Press News Headlines Between Malaysia and Indonesia Year 2017 to Year 2021

| Akhhbar | Assertive | | Directive | | Commissive | | Expressive | | Declarative | |
|-----------------------|-----------|------|-----------|------|------------|------|------------|-----|-------------|------|
| | F | % | F | % | F | % | F | % | F | % |
| Malaysia N=50 | | | | | | | | | | |
| The Star | 10 | 20.0 | 0 | 0 | 5 | 10.0 | 0 | 0 | 2 | 4.0 |
| Berita Harian | 6 | 12.0 | 3 | 6.0 | 0 | 0 | 0 | 0 | 5 | 10.0 |
| Harian Metro | 6 | 12.0 | 0 | 0 | 3 | 6.0 | 0 | 0 | 2 | 4.0 |
| Utusan | 2 | 4.0 | 2 | 4.0 | 2 | 4.0 | 0 | 0 | 1 | 2.0 |
| Indonesia N=75 | | | | | | | | | | |
| Liputan.com | 13 | 17.3 | 2 | 2.7 | 3 | 4.0 | 4 | 5.3 | 4 | 5.3 |
| Kompas.com | 8 | 10.7 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1.3 |
| Republik.com | 15 | 20.0 | 8 | 10.7 | 9 | 12.0 | 4 | 5.3 | 4 | 5.3 |

The study also found that newspaper headlines in Indonesia mostly apply to all five types of speech behaviors devised by Searle (1969) in his theory. The findings of a study on Liputan.com (N = 26) and Republik.com (N = 40) newspaper headlines were found to have used five types of Searle's (1969) speech behaviors to Decplay issues, challenges and constraints in cocoa commodities in Indonesia. It coincides with the role of the mass media through



the Display of newspaper headlines that should be able to channel information that is reporting (assertive), expressing desire (directive), giving pledges (commission), showing psychological nature (expressive) and driving immediate change (directive). In contrast to the headline of the newspaper Kompas.com (N = 9) which only uses two Searle's speech act type (1969) namely assertive and declarative

Conclusion

The mass media especially newspapers play a significant role in channeling agricultural information directly to cocoa farmers. Overall, it was found that Malaysian newspapers use only four types of speech, namely assertive, directive, commission and declarative. Compared to Indonesian newspapers, which were found to apply to all the characteristic features of speech behavior in reporting on cocoa commodities. This indicates that there are significant differences between Malaysian and Indonesian newspaper headlines in the context of information dissemination of the agricultural sector, especially cocoa commodities. This study indirectly has implications for readers who are audiences to newspapers. Finally, the study of cocoa commodity issues through pragmatic analysis by identifying the types of speech act of Malaysian and Indonesian newspaper headlines is able to expand the corpus of knowledge through the use of Searle's Theory (1969; 1979) in the study.

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Appendix

A. Manifestation of Headlines in Malaysian Local Press Related to Cocoa Commodity Issues

| No. | Date | Newspaper and Newspaper Headlines in Malaysian Local Press | Speech Act |
|---------------------------------------|--------------|--|-------------|
| The Star (thestar.com.my) | | | |
| 1 | 20 Sept 2021 | Guan Chong finds its sweet spot in Ivory Coast | Assertive |
| 2 | 13 Sept 2021 | Cocoa contribution to GDP increases | Assertive |
| 3 | 23 Aug 2021 | Guan Chong Q2 net profit falls 36% on weaker cocoa demand and lower margin | Assertive |
| 4 | 24 Apr 2021 | Chocolate academy to be set up in Tanjung Piai | Commissive |
| 5 | 15 Apr 2021 | Johor MAQIS seizes 26 tonnes of maggot-infested cocoa beans | Assertive |
| 6 | 14 Dec 2020 | Malaysia is Asia's second-largest cocoa producer | Assertive |
| 7 | 6 Oct 2020 | Sukuk to raise RM800 mil for cocoa grinder | Commissive |
| 8 | 21 Jul 2020 | Pact to aid poor cocoa farmers in peril | Commissive |
| 9 | 30 Mar 2020 | Exclusive: U.S. investigates child labour in Ivory Coast cocoa supply chains | Commissive |
| 10 | 12 May 2020 | Lower export earnings from cocoa seen due to virus | Assertive |
| 11 | 14 Oct 2019 | Chocolate makers face ultimatum overpay for poor cocoa farmers | Assertive |
| 12 | 9 Sept 2019 | Can cocoa regain its shine? | Assertive |
| 13 | 28 May 2019 | Asia's top chocolate producers, including Malaysia, can't meet growing demand | Assertive |
| 14 | 27 Aug 2018 | Indonesia keeps palm oil, cocoa beans export tax unchanged for Sept | Commissive |
| 15 | 12 Apr 2018 | Chocolate forests - Can cocoa help save the Amazon? | Declarative |
| 16 | 13 Sept 2017 | Cocoa board targets higher export value this year | Declarative |
| 17 | 13 Nov 2015 | Cocoa industry gets RM37.8mil under 11MP | Assertive |
| Berita Harian (bharian.com.my) | | | |
| 18 | 12 Sept 2021 | Cocoa contributes RM1.64 bilion to Malaysia's GDP | Assertive |
| 19 | 26 Jul 2021 | R&D Ecosystem produce high quality cocoa products | Assertive |
| 20 | 26 Apr 2021 | Malaysia needs to benefit from huge potential of the global cocoa industry | Declarative |
| 21 | 24 Mar 2021 | MAQIS holds a container with wormy cocoa from Uganda | Directive |
| 22 | 23 Apr 2021 | Malaysia aims to be 'Asian Chocolate King' | Declarative |
| 23 | 24 Sept 2020 | LKM plans to set up a subsidiary company to market cocoa products | Commissive |
| 24 | 20 Jan 2020 | Agricultural sector needs new direction | Declarative |
| 25 | 1 Sept 2019 | Malaysian cocoa industry needs aggressive approach | Directive |
| 26 | 19 Aug 2019 | Pahang, Perak and Selangor cocoa produce good quality chocolate | Assertive |
| 27 | 18 Jul 2019 | Cocoa is a potentially great commodity crop | Assertive |
| 28 | 18 Apr 2019 | Malaysia is Asian chocolate hub | Declarative |
| 29 | 24 Sept 2018 | Melaka built a cocoa industry in Pulau Besar | Assertive |
| 30 | 25 Mar 2018 | Smallholders are encouraged to grow cocoa, pepper to generate income | Directive |
| 31 | 23 Nov 2017 | Rebranding cocoa , pepper ala Swiss | Declarative |
| 32 | 7 Oct 2016 | Country's Cocoa export value RM2.7b until June this year | Assertive |
| Harian Metro (hmetro.com.my) | | | |
| 33 | 24 Mar 2021 | Container carrying 24 tons of cocoa contain pests | Assertive |
| 34 | 21 Dec 2020 | RM23.85 million to increase delivery system to the people | Commissive |
| 35 | 30 Oct 2020 | RM300 'one-off' aid RM300 for agricultural sectors industrial players | Commissive |
| 36 | 17 Aug 2020 | Langkawi become National Hub | Assertive |
| 37 | 16 Aug 2020 | Langkawi announced as chocolate hub | Assertive |
| 38 | 10 Jul 2020 | Government ready to aid B40 to venture into the chocolate field | Commissive |
| 39 | 3 Jan 2020 | Dark chocolate is the best choice | Assertive |
| 40 | 7 Nov 2019 | MAQIS confiscated imported cocoa | Declarative |
| 41 | 28 Aug 2019 | Smuggled cocoa beans confiscated | Declarative |
| 42 | 1 Aug 2017 | Portable dryer | Assertive |
| 43 | 5 Julai 2017 | Enjot chocolate exploration of different countries | Assertive |
| Utusan (utusan.com.my) | | | |
| 44 | 26 Jul 2021 | Local cocoa products need to dare to venture into the e-commerce mark | Directive |
| 45 | 2 Apr 2021 | Industrial cooperation aid commercialisation of new cocoa products | Directive |
| 46 | 10 Mar 2021 | 10 cocoa products commercialized last year | Assertive |
| 47 | 12 Mar 2021 | Cocoa village in Lipis this year | Commissive |
| 48 | 4 Nov 2020 | 4 focus to empower the plantation and commodity sector | Declarative |
| 49 | 24 Sept 2020 | Cocoa diagnostic kit aid high quality breeding | Assertive |
| 50 | 15 Aug 2020 | Four main commodity in Kelantan given focus | Commissive |

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B. Manifestation of Headlines in Indonesian Local Press Related to Cocoa Commodity Issues

| No. | Date | Newspaper and Newspaper Headlines in Indonesian Local Press | Speech Act |
|---------------------|--------------|---|-------------|
| Liputan6.com | | | |
| 1 | 6 Nov 2020 | Indonesia Enters List of 5 Largest Cocoa Producing Countries , Only one in Asia | Assertive |
| 2 | 7 Oct 2020 | Reduce in Productivity , RI is no longer in the top 3 largest cocoa producing countries in the world | Assertive |
| 3 | 7 Oct 2020 | Cocoa and Coconut beans from Sulteng Laris Manis in other Countries | Assertive |
| 4 | 29 Sept 2020 | 6 Benefit of Cocoa Powder for Health, Overcome Depression to Improve Brain Function | Assertive |
| 5 | 22 Sept 2020 | Improve Cocoa Quality, Farmers Farmers Give Special Protective Masks | Commissive |
| 6 | 18 Sept 2020 | Director General of Plantations Affirms Cocoa Remains Attention to Grasida Program | Commissive |
| 7 | 9 Sept 2020 | Facing Climate Change, Cocoa Farmers Can Apply These 6 Strategies | Declarative |
| 8 | 9 Sept 2020 | Impact of Climate Change, Ministry of Agriculture Asks Cocoa Farmers to Beware of OPT Attacks | Declarative |
| 9 | 26 Aug 2020 | Anticipating Climate Change Towards Cocoa Productivity | Declarative |
| 10 | 15 Apr 2020 | 6 Benefit of cocoa Powder for health, The main ingredient of Chocolate Making. | Assertive |
| 11 | 2 Nov 2019 | Tingkatkan Kualitas Kakao Mojokerto, OJK Ajak Petani Kelola Keuangan | Directive |
| 12 | 29 Oct 2019 | Cocoa Farmers Life as sweet as the Product thanks to Cacao Life | Expressive |
| 13 | 5 Sept 2019 | Differences between Cocoa and Cacao are often misunderstood, don't be mistaken | Directive |
| 14 | 27 Aug 2019 | Cocoa and Coffee from Indonesia become Superstar in Egypt | Assertive |
| 15 | 9 Aug 2019 | Boosting Indonesian Cocoa Exports in the European Union | Declarative |
| 16 | 27 Jun 2019 | Increase Added Value, Blitar Cocoa Farmers Raise Rp 4.8 Billion in Turnover | Assertive |
| 17 | 8 Jun 2019 | Cooperative in Jembrana Brings Cocoa Farmers to the World Chocolate Market | Assertive |
| 18 | 4 Jun 2019 | RI Expands Cocoa Exports to European Market | Assertive |
| 19 | 17 Feb 2019 | Excitement of Rini Minister and Bos BUMN Running Across the Best Cocoa Farms in the World | Expressive |
| 20 | 16 Jan 2019 | Reasons for RI Still Dependent on Cocoa Imports | Assertive |
| 21 | 27 Dec 2018 | Allocation for Rejuvenation of Coconut and Cocoa Commodities Decreases in 2019 | Assertive |
| 22 | 29 Aug 2018 | Salim Ivomas to Build Cocoa Processing Factory in Purwakarta | Commissive |
| 23 | 11 Aug 2018 | Gunungkidul People Thought to make Soap from Cocoa Fruits. This is How | Assertive |
| 24 | 11 Jun 2018 | Stories of Retirees in Sumba who Fall in Love with Cocoa | Expressive |
| 25 | 7 Aug 2017 | Cocoa Farmers in Mamuju Face Many Problems | Assertive |
| 26 | 7 May 2017 | Confused Cocoa Farmers After Getting Bikes from Jokowi | Expressive |
| Kompas.com | | | |
| 27 | 16 Feb 2021 | Hows are the Cocoa Production in Indonesia? | Assertive |
| 28 | 9 Oct 2020 | How is The Journey of Chocolate from farm to food? | Assertive |
| 29 | 14 Feb 2020 | Chocolate's Long Journey from Seed to Edible | Assertive |
| 30 | 13 Feb 2020 | Chocolate's Long Journey in the World , from Aztec Drinks to Snacks | Assertive |
| 31 | 12 Feb 2020 | What is the Difference Between Compound and Couverture Chocolate? Chocolate Lovers Must Know | Declarative |
| 32 | 13 Feb 2020 | Chocolate can be processed into savory dishes, here are the tips | Assertive |
| 33 | 12 Feb 2020 | How to Melt Chocolate at Home to Make it Shiny and Tasty | Assertive |
| 34 | 12 Feb 2020 | 8 Typical Indonesian Chocolate Brands , Suitable for Souvenirs | Assertive |
| 35 | 28 Apr 2017 | Yogyakarta A Sneak Peek at the Villagers' Chocolate "Factory" in Gunungkidul, Yogyakarta | Assertive |

| Republika.co.id | | | |
|-----------------|--------------|---|-------------|
| 36 | 3 Sept 2021 | Cocoa from Bali Enters the Japanese Market | Assertive |
| 37 | 27 Aug 2021 | Ngurah Rai Customs Facilitates the Export of 1 Ton of Bali Cocoa | Assertive |
| 38 | 23 Jun 2021 | The Government of Sulbar Encourages Cocoa Exports to Build the Economy | Directive |
| 39 | 10 Jun 2021 | Cocoa in Agam Attract Observers from Sulawesi and Japan | Expressive |
| 40 | 25 Apr 2021 | Jember Develops Agribusiness Cluster based on Coffee and Cocoa | Assertive |
| 41 | 19 Apr 2021 | Study Found Cocoa Benefit to Body Weight | Assertive |
| 42 | 12 Apr 2021 | Cocoa Farmers are Encouraged to Take Advantage of Agricultural KUR | Directive |
| 43 | 10 Apr 2021 | Farmers in Gunung Kidul Want to Develop Cocoa Crops | Expressive |
| 44 | 10 Mar 2021 | Benefit of adding Cocoa Powder into Coffee | Assertive |
| 45 | 12 Feb 2021 | Baznas Forms Local Cocoa Farmers Group | Directive |
| 46 | 8 Oct 2020 | Export of Cocoa Products Increase 5,13% during Pandemic | Assertive |
| 47 | 30 Aug 2020 | This is the difference between cocoa and cacao that is often considered the same | Declarative |
| 48 | 29 Apr 2020 | Balitbangtan Technology Brings Cocoa Farmers to Continue Harvesting | Commisive |
| 49 | 9 Jan 2020 | West Papua Returns Cocoa Beans Exports to Europe | Assertive |
| 50 | 18 Oct 2019 | Kementan Introduces Cocoa Processing Technology at HPS 2019 | Assertive |
| 51 | 17 Oct 2019 | Kementan Records rises in Export Performance of Jabar Processed Cocoa | Assertive |
| 52 | 13 Oct 2019 | Government Invites Farmers to Work on Cocoa Downstream | Declarative |
| 53 | 6 Oct 2019 | Ditjen Agriculture Keep Making Efforts to Overcome Cocoa Problems | Declarative |
| 54 | 18 Sept 2019 | Cocoa Industry Contributes to Foreign Exchange 1.13 Million US Dollars | Assertive |
| 55 | 18 Sept 2019 | Indonesian Cocoa Exports to Europe Barred by Entry Tariffs | Assertive |
| 56 | 17 Sept 2019 | Trends in Indonesian Cocoa and Coffee Production Continues to be sluggish | Expressive |
| 57 | 8 Jun 2019 | Indonesia Committed to Increase Cocoa Export to European Union | Commisive |
| 58 | 7 Jun 2019 | Indonesia Expands Cocoa Market in European Union | Commisive |
| 59 | 12 Mar 2019 | Reviving Cocoa's Glory in Luwu | Expressive |
| 60 | 11 Mar 2019 | Mentan Wants Spices and Cocoa to Succeed Again | Directive |
| 61 | 3 Mar 2019 | Cocoa Exports Believed To Rise This Year | Commisive |
| 62 | 17 Jan 2019 | UGM Provides Assistance to Madiun Cocoa Farmers | Commisive |
| 63 | 12 Feb 2019 | Menperin Optimistic Cocoa Products Competitive in Export Market | Commisive |
| 64 | 3 Apr 2017 | Cocoa Fruit Driven by Integrated Pest Management Technology | Commisive |
| 65 | 25 Apr 2017 | New Superior Varieties of Cocoa BL50 Produce Premium Quality | Commisive |
| 67 | 27 Dec 2018 | Mentan Launches Cocoa Revitalization in North Kolaka | Declarative |
| 68 | 18 Sept 2018 | Expansion of Cocoa Exports at year end | Directive |
| 69 | 22 Feb 2018 | Pasaman, Biggest Cocoa Producer in Sumbar | Assertive |
| 70 | 4 Feb 2018 | Farmers Want National Cocoa Movement to Continue | Directive |
| 71 | 4 Feb 2018 | Farmers Ask for a Cocoa Fund Management Agency | Directive |
| 72 | 1 Aug 2017 | Three Hopes for Cacao Farmers West Sulawesi | Directive |
| 73 | 9 Aug 2016 | Cocoa Processing Factory Built in West Sulawesi | Assertive |
| 74 | 18 Jan 2016 | Synergy Towards the World's Number One Cocoa Producer Revision | Assertive |
| 75 | 30 Jul 2015 | Export Duty for Cocoa Beans to be Reviewed | Commisive |

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