

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

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To Link this Article: <http://dx.doi.org/10.6007/IJARPED/v11-i3/13055>

DOI:10.6007/IJARPED/v11-i3/13055

Published Online: 10 August 2022

Abstract

World Bank (2021) shows a total of 570 million agricultural commodity farms are managed by smallholder communities across the globe. The involvement of smallholder communities in the field of cocoa ventures in terms of cocoa beans productivity, quality and quantity production issues through pragmatic analysis of newspaper headlines are 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 Searle's (1969) Speech Act Theory. The results 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%). In conclusion, 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.

Keywords: Cocoa Commodity, Pragmatic Analysis, Newspaper, Malaysia and Indonesia

Introduction

World Bank statistics (2021) shows 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. This can be proven through the coverage of Indonesian newspaper headlines in *Hows are the Cocoa Production in Indonesia?* (Kompas.com, 2021).

The constraints of smallholders who are not ready for the world's cocoa demand are also displayed in *Indonesia Enters List of 5 Largest Cocoa Producing Countries, Only one in Asia* (Liputan6.com, 2020). There are also constraints in terms of exceeding European market standards that emphasize the best quality of cocoa beans through Liputan6.com's press release in *Anticipating Climate Change Towards Cocoa Productivity* (Liputan6.com, 2020). The situation of newspaper headlines on cocoa commodities in Malaysia leads to an cocoa industrial issues namely *Asia's top chocolate producers, including Malaysia, can't meet growing demand* (The Star, 2019) and challenges in terms of producing quality cocoa beans namely *Container carrying 24 tons of cocoa contain pests* (Metro, 2021).

The involvement of smallholder communities in the field of cocoa business in terms of issues of cocoa beans productivity, quality and quantity of cocoa beans production 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 et al., 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 (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 (Qomariyah, 2019: 128). Newspapers that can be accessed online give journalists the advantage to disseminated information quickly (Rustam et al., 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 (Hassan et al., 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); Crystal and Davy (1969), that newspaper headlines serve to highlight events, inform readers, provide services to readers and to entertain. 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 (Al Hindawi & Ali, 2018:43). In general, pragmatic research is a study related to human methods of using language to communicate and conduct discussions (2001: 6). In a

study of newspaper headlines, Fowler (1991) 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 Wiana and 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 (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 Decasters. In Deccussing the issue of oil palm sustainability, the study of Yusof, Jalaluddin et al (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, Jambor et al (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 Yusof and 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 Al Hindawi and Ali (2018: 44) that headlines play a significant role in news transmitting. The qualitative research method, namely comprehensive descriptive qualitative (Rustam et al.,

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.

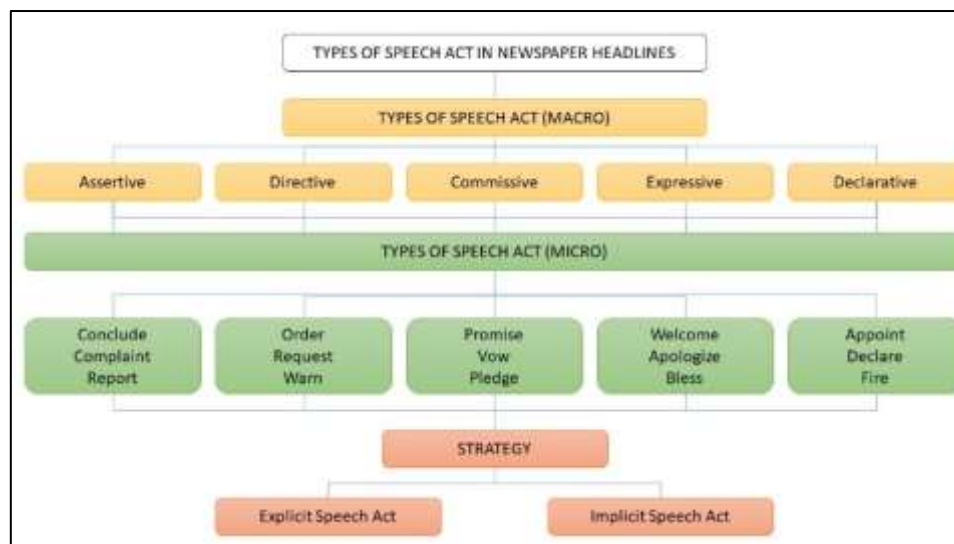


Figure 1. Searle's Speech Act Theory (1969;1979)

(Source: Adapted from Al Hindawi & 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, challenge 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 Speech Act in Malaysian Newspaper
Related to Cocoa Commodity 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 study that the three types of speech behaviors that have the highest frequency in the display 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 (Yusof et al., 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), *Cocoa contributes RM1.64 billion to Malaysia's GDP* (Harian, 2021), *Container carrying 24 tons of cocoa contain pests* (Metro, 2021) and *Cocoa diagnostic kit aid high quality breeding* (Utusan, 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 Al Hindawi

and 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 (2018), LKM plans to set up a subsidiary company to market cocoa products (Harian, 2020), Government ready to aid B40 to venture into the chocolate field (Metro, 2020) and 4 focus to empower the plantation and commodity sector (Utusan, 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, 2017), 'Malaysia perlu manfaat potensi besar industri koko global' (Harian, 2021), 'MAQIS rampas koko import' (Metro, 2019) and '4 fokus perkasa sektor perladangan dan komoditi' (Utusan, 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 Mohamad and Hamzah (2018). 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' (Harian, 2019) and 'Produk koko tempatan perlu berani teroka pasaran e-dagang' (Utusan, 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 Speech Act in Indonesian Newspaper
Related to Cocoa Commodity Issues*

Types of Speech Act in Indonesian Newspaper	Frequency	Percentage (%)	Score
Assertive	36	48.0	1
Directive	10	13.3	3
Commissive	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 (Qamariyah, 2019; Wiana and Khairani, 2020; 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, 2020) and *Bagaimana Produksi Kakao Indonesia?* (Kompas.com, 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 *Director General of Plantations Affirms Cocoa Remains Attention to Grasida Program* (Liputan6.com, 2020) and *Cocoa Exports Believed To Rise This Year* (Republika.co.id, 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); Khairani (2020) in their respective research. The exhibition of directive speech act were found in titles including *Improving the Quality of Mojokerto Cocoa, OJK Invites Farmers to Manage Finance* (Liputan6.com, 2019) and *The Government of Sulbar Encourages Cocoa Exports to Build the Economy* (Republika.co.id, 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 Wiana and 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 *Cocoa Farmers Confused After Getting Bikes from Jokowi* (Liputan6.com, 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 Qamariyah (2019). In example, the declarative speech act features were expressed in titles including *Ditjen Agriculture Keep Making Efforts to Overcome Cocoa Problems* (Republika.co.id, 2019) and *Government Invites Farmers to Work on Cocoa Downstream* (Republika.co.id, 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 shown 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 display 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 Cocoa Commodity Issues News Headlines Between Malaysia and Indonesia from Year 2017 to Year 2021

Newspaper	Assertive		Directive		Commissive		Expressive		Declarative	
	F	%	F	%	F	%	F	%	F	%
Malaysia N=50										
<i>The Star</i>	10	20.0	0	0	5	10.0	0	0	2	4.0
<i>Berita Harian</i>	6	12.0	3	6.0	0	0	0	0	5	10.0
<i>Harian Metro</i>	6	12.0	0	0	3	6.0	0	0	2	4.0
<i>Utusan</i>	2	4.0	2	4.0	2	4.0	0	0	1	2.0
Indonesia N=75										
<i>Liputan.com</i>	13	17.3	2	2.67	3	4.0	4	5.3	4	5.3
<i>Kompas.com</i>	8	10.7	0	0	0	0	0	0	1	1.3
<i>Republik.com</i>	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 display 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 disseminating 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 behaviour 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 are 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 billion 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	Commisive
35	30 Oct 2020	RM300 'one-off' aid RM300 for agricultural sectors industrial players	Commisive
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	Commisive
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	Commisive
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	Commisive

N=50

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	Commisive
6	18 Sept 2020	Director General of Plantations Affirms Cocoa Remains Attention to Grasida Program	Commisive
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	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	Commisive
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	How's 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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