

Unveiling Clickbait: Analyzing SPOK Structure Errors in News Headlines

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Abstract

Clickbait has become a popular strategy for attracting readers' attention in the digital era, but it often disregards fundamental principles of clear and informative headline writing. This study aims to analyze errors in the Subject, Predicate, Object, and Adverbial (SPOK) structure of clickbait headlines frequently used by online media. The research focuses on identifying incompleteness or inaccuracies in SPOK elements within these headlines and their impact on readers' comprehension and perception. Using a qualitative descriptive analysis method with a linguistic approach, the study examines data from news headlines on various digital media platforms. The findings reveal that many clickbait headlines exhibit incomplete SPOK structures, such as the absence of an object or predicate, leading to ambiguous or unclear information. These errors can diminish media credibility as readers feel deprived of relevant or in-depth information from the presented headlines. Furthermore, incomplete SPOK elements create a gap between the news content and readers' expectations, disrupting the effectiveness of journalistic communication. This research underscores the importance of fostering more responsible journalistic practices, particularly in crafting news headlines. By improving the SPOK structure in clickbait, media outlets can enhance the quality of information delivered, strengthen readers' trust, and support media literacy in the digital era.

Keywords: *Clickbait, Online News, SPOK Structure*

INTRODUCTION

In the digital era, clickbait has become a common phenomenon across various media platforms. According to the agenda-setting theory, the media plays a crucial role in shaping public attention, and clickbait is utilized as a strategy to capture this attention through sensational or enticing headlines. The media not only functions as a means of communication, but also as a social agent that can influence the way people understand and interpret information. In the context of clickbait, sensational use of language reflects how the media harnesses the power of language to capture the audience's attention and shape their perception. Chaer and Agustina (2020) explain that language in the media is often used strategically to adapt to people's needs and expectations, as well as create a certain influence on their mindset. This is supported by research from

Bloom and Hansen (2015), which explains that clickbait is a response to the growing competition in the digital age, where online news must compete for clicks and user engagement. With digital platform algorithms prioritizing click counts and engagement duration, clickbait has become an effective means of increasing content visibility, often at the expense of accuracy and quality of information. In addition, clickbait can be understood through the social construction theory of reality, where the media shapes public perception through the narratives it creates. The sensational titles on clickbait are specifically geared towards highlighting certain aspects of an issue, creating an image that is sometimes disproportionate to the real reality (Bazaco, Redondo, & Sánchez-García, 2019).

This phenomenon illustrates how technological transformation in the digital era influences the way information is presented and received by society. In line with the opinion of Faridah (2024) who stated that digital media is not only a means of disseminating information but also a tool for shaping attention and public opinion. Social theories such as agenda-setting and discourse representation theories play an important role in understanding how information is constructed and received by society. Phenomena such as clickbait show how media adapt to the logic of the attention economy, where content is designed to attract clicks, often at the expense of depth of information and accuracy.

With its striking headline style, clickbait is designed to grab readers' attention and compel them to click on the provided links. According to Chesney and Citron (2018), clickbait is deliberately crafted to exploit readers' curiosity to boost traffic to specific websites. Furthermore, research by Potthast et al. (2016) highlights that clickbait leverages psychological mechanisms such as curiosity and limited information to ensure that as many people as possible click the headline, ultimately increasing readership of the news or content in question. This makes clickbait one of the primary strategies in content marketing during the digital age.

Clickbait strategies are often employed to boost website or media platform visits, yet they frequently compromise critical elements of writing, such as grammatical accuracy. One commonly overlooked aspect is the structure of Subject, Predicate, Object, and Complement (SPOK), which forms the basis of sentence construction in Indonesian. Research by Potthast et al. (2016) indicates that clickbait often disregards proper grammatical rules in favor of attracting readers' attention, resulting in poorly structured sentences that remain emotionally effective. While this strategy may succeed in capturing readers' attention, it often sacrifices language quality and message clarity for strategic goals. Zuhroh and Rakhmawati (2020) note that although online news portals serve as the fastest sources of information, their credibility is often questioned due to the use of clickbait, which overlooks grammatical correctness to garner more clicks.

Errors in the SPOK (Subject, Predicate, Object, Complement) structure in clickbait can lead to confusion and ambiguity, lowering the overall quality of the content and increasing the potential for miscommunication. Dadan Suwarna (2022)

associates ambiguity with errors in the use of effective sentences, often caused by the incorrect placement of words or punctuation. Research by Krisita, A. A. (2024) demonstrates that applying proper SPOK structure, as taught through learning media like the Poli Card, can enhance comprehension and skills in writing clear sentences. This underscores the importance of correct SPOK structure in ensuring effective communication, which is also crucial in academic writing. Khamalin, E. N. (2015) found that ineffective sentences in theses, particularly those that deviate from the SPOK structure, diminish clarity and the quality of writing, a principle that applies equally to clickbait and other forms of scholarly work.

Titles that do not adhere to proper standards often confuse readers or create a manipulative impression, reducing trust in media outlets that employ clickbait strategies. The prevalence of sensational headlines online, which fail to accurately reflect the content of the articles, exacerbates this issue. Such media sacrifices the quality of writing in favor of attracting clicks, disadvantaging readers seeking credible and in-depth information. Research indicates that this phenomenon challenges digital literacy, as readers struggle to differentiate between accurate and distorted information, particularly on platforms that allow the unfiltered dissemination of content. Willen Brown (2018) notes that terms like "hoax," "propaganda," and "sponsored content" highlight how easily false information, including "fake news," spreads and confuses readers. This issue is further compounded by misleading headlines typical of clickbait, which erode trust in media and pose a significant challenge to digital literacy, where clear and accurate writing should be the priority.

This study is grounded in syntactic theory, a branch of linguistics that examines the arrangement and organization of words into larger units such as phrases, clauses, sentences, and discourse (Chaer, 2009). In this context, the SPOK structure (Subject, Predicate, Object, Complement) serves as a fundamental framework for organizing these elements to form meaningful sentences. Based on Chomsky's generative grammar theory (1957), a correct sentence structure plays a vital role in conveying meaning clearly. The subject functions as the actor, the predicate describes actions or states, the object receives the action, and the complement provides additional information. A logical and orderly arrangement of these elements enables sentences to be delivered clearly and effectively.

A well-constructed SPOK (Subject, Predicate, Object, Complement) structure directly influences the clarity and accuracy of a message. By placing sentence elements according to syntactic rules, the relationships between these elements become easier to understand, avoiding confusion in interpretation (Chomsky, 1957). Additionally, accurate messaging can be maintained by correctly arranging the SPOK elements, as improper structure can alter the meaning of a sentence, rendering the message imprecise. Logical sentence structures help recipients grasp the core information without obstacles, thereby enhancing the effectiveness of communication.

Errors in SPOK structure can significantly impact readers' perception. According to Levelt's (1989) Language Processing Theory, errors in the arrangement of SPOK

elements can disrupt readers' cognitive processing. Poorly organized elements force the brain to work harder to establish relationships between them, slowing comprehension and potentially leading to misinterpretation. These mistakes can cause readers to miss the intended message or even misunderstand the information, ultimately undermining trust in the source of the message.

Research on clickbait and its writing errors has been conducted by various scholars using diverse approaches. Mahendra, Rahmat, & Mumpuni (2024) applied the Multinomial Naive Bayes algorithm to classify news into clickbait and non-clickbait with 78% accuracy, offering insights into linguistic manipulation patterns in clickbait. Saputri et al. (2023) analyzed clickbait usage in the headlines of *Fixpekanbaru.com*, discovering that while the site employed clickbait, it adhered to journalistic principles, highlighting a balance between reader engagement and ethics. Annisa & Junaidi (2022) examined stylistic devices and writing errors in *Okezone.com* news, underscoring the importance of linguistic norms in maintaining the credibility of digital media.

Mutharoh & Rukiyah (2022) explored students' perceptions of clickbait on news portals, discussing its impact on reader trust due to frequent discrepancies between headlines and article content. Meanwhile, Ananda & Mulyadi (2020) investigated linguistic strategies in YouTube clickbait, focusing on the use of interjections to capture audience attention. These studies collectively contribute to a deeper understanding of how clickbait manipulates language and its effects on perception and media credibility.

The research titled *Unveiling Clickbait: An Analysis of Writing Errors in the SPOK Structure* holds significant novelty, distinguishing it from previous studies. The focus of this research lies in the analysis of writing errors within the Subject-Predicate-Object-Complement (SPOK) structure, offering a new perspective on how clickbait manipulates linguistic rules to attract readers' attention, a topic that has not been extensively discussed in prior research. This study also connects the phenomenon of clickbait to grammatical aspects, providing a deeper understanding of its impact on digital literacy and the credibility of the information presented.

The novelty of this research lies in its distinct linguistic-structural approach, differing from Mahendra, Rahmat, & Mumpuni (2024), who used computational algorithms, and Saputri et al. (2023), who focused on the editorial process. Additionally, this research identifies violations of SPOK rules, unlike Annisa & Junaidi (2022), who broadly discussed language style. This study also goes deeper than Mutharoh & Rukiyah (2022), as it links writing errors in clickbait to their impact on readers' literacy, both cognitively and perceptually. Finally, while Ananda & Mulyadi (2020) studied interjections in clickbait, this research integrates structural and semantic analysis to understand the linguistic strategies used in clickbait. Through this comprehensive approach, the research contributes to a deeper understanding of the relationship between writing rules, language manipulation, and clickbait appeal, as well as offering contributions to improving writing quality in digital media.

This research aims to analyze writing errors in clickbait, specifically related to the SPOK (Subject-Predicate-Object-Complement) structure. By identifying and

evaluating these errors, this study is expected to contribute to enhancing digital literacy and grammar in media. Furthermore, this research also aims to raise awareness about the importance of adhering to writing norms, which not only attract readers' attention but also preserve the credibility and accuracy of the information presented.

Moreover, this study aims to identify and analyze errors in the structure of the subject, predicate, object, and complement in clickbait, and to explain how these errors affect the clarity and meaning of the message being conveyed. The study will also evaluate the impact of errors in the SPOK structure on readers' perceptions of the content. Through comprehensive analysis, this research is expected to provide deeper insights into the importance of language structure accuracy in the increasingly evolving digital media landscape.

Theoretically, this research contributes to the development of linguistic studies, particularly in grammar analysis in the context of digital media, which is becoming increasingly relevant in the information age. Practically, this study is expected to help content creators and digital media editors understand the importance of applying correct SPOK structure, thereby enhancing the quality of the content presented and strengthening readers' trust in the information provided. In this way, the research not only offers academic benefits but also practical value for the media industry and journalism.

MATERIALS AND METHODS

This study uses a qualitative approach with a descriptive-analytical method to analyze errors in the Subject-Predicate-Object-Complement (SPOK) structure in clickbait. A qualitative approach is chosen to explore the clickbait phenomenon from a linguistic and communication perspective, while the descriptive-analytical method allows the researcher to deeply describe and analyze the patterns of errors found in the SPOK structure. The primary data source for this study consists of examples of clickbait taken from various online media platforms, such as news sites, social media portals, and blogs, which are known for frequently using clickbait to attract readers' attention. Secondary data includes articles, books, and journals that discuss theories of grammar, pragmatics, and digital media phenomena, which are used to support theoretical understanding related to language structure and language manipulation in clickbait.

Data collection techniques are conducted through two methods: literature review and content analysis. The literature review is used to identify relevant theories, such as the SPOK rules in Indonesian, pragmatics theory, and the concepts of digital media and clickbait. Content analysis is carried out by collecting examples of clickbait found on online media, then identifying the errors in the SPOK structure, such as deviations in the order of subject, predicate, object, or complement. The collected data is then analyzed by identifying and classifying the types of errors and evaluating them based on the applicable grammar rules. This process aims to gain a deeper understanding of the error patterns in clickbait and their impact on the clarity of the message conveyed.

Once the data is collected and analyzed, the next step is to evaluate the impact of SPOK structure errors on the effectiveness of communication in clickbait. The researcher analyzes how errors in the SPOK structure affect readers' perceptions of the quality and credibility of the information presented and how this influences digital literacy levels in society. Through this analysis, the study aims to provide comprehensive findings regarding the relationship between SPOK structure errors and clickbait's ability to attract readers' attention, as well as its implications for readers' understanding and trust in the presented content.

RESULTS

There are several forms of language errors found in news headlines in the form of incomplete sentence functions. The form of error in this study is presented in the form of a table as a mapping of these errors. Here are some of the forms of language errors found in the headlines

Table 1
Errors in the SPOK Structure

No	Data	SPOK Elements
1	“Gerakan Coblos Semua Paslon Bergaung di Pilkada 2024”	No object
2	“Debat Perdana Pilgub Jakarta Dimulai”.	No object
3	“RK-Suswono, Dharma Kun, dan Pramono-Rano, Tiba di JIExpo Buat Debat Pilgub”.	No object
4	“Kabinet Merah putih Prabowo-Gibran tergemuk sejak Orde Baru hingga reformasi-Apa saja kementerian yang dipecah?”	No object
5	“Usai Pelantikan Menteri dan Wamen Prabowo, IHSB Ditutup Menguat”.	No object
6	“Dua kematian pelajar dalam sebulan di tengah ‘gunung es’ kekerasan terhadap anak di sekolah”.	No predicate
7	“Pesan Prof Danisworo kepada Ridwan Kamil soal Membangun Jakarta”.	No predicate
8	“Kapan sidang Diddy dimulai dan apa yang perlu diketahui tentang perkembangan kasusnya”.	No complement
9	“Cerita Anggito Abimanyu soal Prabowo Panggil Jaksa Agung dan Kepolisian, Minta Jangan Asal Ciduk”.	No complement

Table 2
The Impact of SPOK Structure Errors on Clarity and Accuracy of the Message:

No	Data	Kejelasan dan Keakuratan Pesan
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1	“Gerakan Coblos Semua Paslon Bergaung di Pilkada 2024”	This title is unclear and lacks an explicit object, which may affect the understanding of the message being conveyed
2	“Debat Perdana Pilgub Jakarta Dimulai”.	This title provides a clear general idea about the start of a debate but lacks depth
3	“RK-Suswono, Dharma Kun, dan Pramono-Rano, Tiba di JIExpo Buat Debat Pilgub”.	This title mentions the people involved but does not explain their activities or objectives at JIExpo
4	“Kabinet Merah putih Prabowo-Gibran tergemuk sejak Orde Baru hingga reformasi-Apa saja kementerian yang dipecah?”	This title is too long and unclear about the context of the ministry being divided
5	“Usai Pelantikan Menteri dan Wamen Prabowo, IHSG Ditutup Menguat”.	This title provides information about the IHSG Composite, but it is unclear why its movement is directly related to the inauguration
6	“Dua kematian pelajar dalam sebulan di tengah ‘gunung es’ kekerasan terhadap anak di sekolah”.	This title offers a fairly clear overview, but it does not provide further details on the causes or impact
7	“Pesan Prof Danisworo kepada Ridwan Kamil soal Membangun Jakarta”.	This title does not mention the message concretely or why the message is relevant
8	“Kapan sidang Diddy dimulai dan apa yang perlu diketahui tentang perkembangan kasusnya”.	This title informs about the trial time but does not sufficiently clarify the significance of the case or what needs to be known in more detail.
9	“Cerita Anggito Abimanyu soal Prabowo Panggil Jaksa Agung dan Kepolisian, Minta Jangan Asal Ciduk”.	This title mentions who is speaking, but does not provide context or the impact of the statement

Table 3
The Impact of Errors in SPOK Structure on Readers' Perception

No	Data	Errors in SPOK Structure
1	“Gerakan Coblos Semua Paslon Bergaung di Pilkada 2024”	The title is incomplete or ambiguous

2	“Debat Perdana Pilgub Jakarta Dimulai”.	There is no clear object, only a subject and predicate
3	“RK-Suswono, Dharma Kun, dan Pramono-Rano, Tiba di JIExpo Buat Debat Pilgub”.	There is no object or description clarifying their activities
4	“Kabinet Merah putih Prabowo-Gibran tergemuk sejak Orde Baru hingga reformasi-Apa saja kementerian yang dipecah?”	There is no clear object, and too many questions without adequate explanations
5	“Usai Pelantikan Menteri dan Wamen Prabowo, IHSB Ditutup Menguat”.	There is no description explaining the cause-and-effect relationship
6	“Dua kematian pelajar dalam sebulan di tengah ‘gunung es’ kekerasan terhadap anak di sekolah”.	There is no predicate or further explanation regarding the relationship between the subject and the object
7	“Pesan Prof Danisworo kepada Ridwan Kamil soal Membangun Jakarta”.	There is no predicate or description clarifying the message
8	“Kapan sidang Diddy dimulai dan apa yang perlu diketahui tentang perkembangan kasusnya”.	There is no description explaining the important details that need to be known
9	“Cerita Anggito Abimanyu soal Prabowo Panggil Jaksa Agung dan Kepolisian, Minta Jangan Asal Ciduk”.	There is no description explaining the background or purpose of the statement

DISCUSSION

1. Errors in SPOK Structure:

a. “Gerakan Coblos Semua Paslon Bergaung di Pilkada 2024”

This title mentions "gerakan" (movement) as the subject but does not explain the object involved or the purpose of the movement. Without a clear object, readers will be confused about who is involved in this movement or what is meant by "coblos semua paslon" (vote for all candidates). Additionally, there is no additional description linking this event to Pilkada 2024 in more detail. To clarify, this title could be changed to: "Gerakan Coblos Semua Paslon Tertuang dalam Kampanye Pilkada 2024."

b. "Debat Perdana Pilgub Jakarta Dimulai"

Although this title informs that the first debate of the Jakarta gubernatorial election has started, it does not provide further explanation about who is involved in the debate or what topics are being discussed. This title is more of a general statement that lacks a complete picture of the debate's content. It would be better to add a description about who is involved or what is important in the debate, such as: "Debat Perdana Pilgub Jakarta Dimulai: Kandidat Membahas Isu-isu Krusial."

c. "Debat Perdana Pilgub Jakarta Dimulai"

Although this title informs that the first debate of the Jakarta gubernatorial election has started, it lacks further explanation about who is involved in the debate or what topics are being discussed. This title is more of a general statement that doesn't provide a complete picture of the debate's content. It would be better to add a description of who is involved or what is important in the debate, such as: "Debat Perdana Pilgub Jakarta Dimulai: Kandidat Membahas Isu-isu Krusial."

d. "RK-Suswono, Dharma Kun, dan Pramono-Rano, Tiba di JIExpo Buat Debat Pilgub"

This title mentions the names of individuals involved in an event at JIExpo, but it does not explain their purpose or the activities they are engaging in there. Without an object explaining what is happening, the title feels vague. It would be better to provide more detailed information about their activities, such as: "RK-Suswono, Dharma Kun, dan Pramono-Rano Tiba di JIExpo untuk Mengikuti Debat Pilgub Jakarta."

e. "Kabinet Merah Putih Prabowo-Gibran Tergemuk Sejak Orde Baru hingga Reformasi-Apa Saja Kementerian yang Dipecah?"

Although this title informs about the Prabowo-Gibran cabinet being the largest, it does not further explain what "tergemuk" (largest) means or its impact on the ministries being split. There is no object that clarifies the important part of this statement. The title could be clearer by specifying which ministries are being referred to and linking the two parts of the sentence more effectively. A revision could be: "Kabinet Merah Putih Prabowo-Gibran Paling Besar Sejak Orde Baru hingga Reformasi: Apa Saja Kementerian yang Dipecah?"

f. "Usai Pelantikan Menteri dan Wamen Prabowo, IHSG Ditutup Menguat"

This title states that the IHSG (Indonesian Stock Exchange Composite Index) strengthened after the inauguration, but it does not explain if there were other factors influencing the IHSG's gain aside from the inauguration. Without an object clarifying the impact of the inauguration, the information provided feels incomplete. This title could be clearer by explaining the context of the inauguration or other factors influencing the IHSG, such as: "Usai Pelantikan Menteri dan Wamen Prabowo, IHSG Ditutup Menguat Berkat Stabilitas Ekonomi."

g. "Dua Kematian Pelajar dalam Sebulan di Tengah ‘Gunung Es’ Kekerasan terhadap Anak di Sekolah"

This title provides a fact about two student deaths, but there is no verb explaining what happened afterward or as a result of the event. It lacks a predicate that connects the sentence to further context. To make it clearer, a predicate that describes the impact or response to the event can be added, such as: "Dua Kematian Pelajar dalam Sebulan Menjadi Sorotan di Tengah ‘Gunung Es’ Kekerasan terhadap Anak di Sekolah."

h. "Pesan Prof Danisworo kepada Ridwan Kamil soal Membangun Jakarta"

This title mentions who is giving the message and to whom, but there is no predicate explaining the content of the message or what happened with it. Without a predicate, the message becomes unclear and lacks complete information. The title should include a predicate to clarify the content of the message, such as: "Pesan Prof Danisworo kepada Ridwan Kamil soal Membangun Jakarta: Fokus pada Infrastruktur dan Kesejahteraan Warga."

i. "Kapan Sidang Diddy Dimulai dan Apa yang Perlu Diketahui tentang Perkembangan Kasusnya"

This title provides information about the time the trial of Diddy starts, but it doesn't provide further details about what needs to be observed in the development of the case. Without more context, the reader doesn't get an idea of the key points in the case. It would be clearer to add information about the case's development, such as: "Kapan Sidang Diddy Dimulai dan Apa yang Perlu Diketahui tentang Perkembangan Kasusnya: Implikasi Hukum dan Politik."

j. "Cerita Anggito Abimanyu soal Prabowo Panggil Jaksa Agung dan Kepolisian, Minta Jangan Asal Ciduk"

This title mentions Anggito Abimanyu's story but doesn't explain why this story is important or relevant. Without additional context or background information, the title feels lacking in informativeness. Adding a clarification of the story's relevance would make it clearer, such as: "Cerita Anggito Abimanyu soal Prabowo Panggil Jaksa Agung dan Kepolisian, Minta Jangan Asal Ciduk: Menyoroti Praktik Hukum yang Tidak Adil." By correcting these issues, the titles can become clearer, more informative, and effective in conveying their messages to readers.

2. The Impact of SPOK Structure Errors on Message Clarity and Accuracy:

a. "Gerakan Coblos Semua Paslon Bergaung di Pilkada 2024"

This title is unclear because it does not mention who is driving the movement or its specific purpose. Without an explicit object and further explanation, the message becomes ambiguous. Readers may wonder who is behind the movement and why "coblos semua paslon" (vote for all candidates) is important. To improve clarity, this

title needs to be changed to be more explicit and provide information on who is driving the movement and what its purpose is. For example, “Gerakan Pemilih Muda Serukan Coblos Semua Paslon di Pilkada 2024,” which provides further explanation on who is involved in the movement.

b. “Debat Perdana Pilgub Jakarta Dimulai”

This title is clear in conveying that the first debate of the Jakarta gubernatorial election has begun. However, it lacks depth because it does not explain who is involved in the debate or why the debate is important. To enhance the readers' understanding, this title could be expanded with more detailed information, such as "Debat Perdana Pilgub Jakarta Dimulai: Apa yang Perlu Diketahui Tentang Kandidat dan Isu Utama" (The First Jakarta Gubernatorial Debate Begins: What You Need to Know About the Candidates and Key Issues). This would provide more context for the readers regarding who is involved and why the debate is relevant.

c. “RK-Suswono, Dharma Kun, dan Pramono-Rano, Tiba di JIExpo Buat Debat Pilgub”

This title mentions several names involved but does not provide further explanation regarding their activities at JIExpo or how these activities relate to the gubernatorial debate. Readers might be confused about what is actually happening at JIExpo. The title could be clarified by further explaining the activities taking place at JIExpo. For example, "RK-Suswono, Dharma Kun, dan Pramono-Rano Tiba di JIExpo untuk Persiapan Debat Pilgub Jakarta" (RK-Suswono, Dharma Kun, and Pramono-Rano Arrive at JIExpo for Jakarta Gubernatorial Debate Preparations). This addition gives readers an understanding of their purpose at JIExpo and the context of the event taking place.

d. “Kabinet Merah Putih Prabowo-Gibran Tergemuk Sejak Orde Baru hingga Reformasi-Apa saja kementerian yang dipecah?”

This title is too long and does not clearly convey the context of the divided ministries. While it raises the question of which ministries have been divided, it doesn't adequately explain what "tergemuk" (overinflated) means or why it's relevant. To improve clarity, this title should be shortened and made more focused. For example: "Kabinet Merah Putih Prabowo-Gibran Paling Besar Sejak Orde Baru hingga Reformasi: Apa Saja Kementerian yang Dipecah?" (The Prabowo-Gibran Red and White Cabinet is the Largest Since the New Order to Reformasi: Which Ministries Have Been Split?). This revision focuses on the size of the cabinet and explicitly mentions the question of divided ministries, making it easier for readers to understand.

e. “Usai Pelantikan Menteri dan Wamen Prabowo, IHSG Ditutup Menguat”

This title provides information that the IHSG strengthened after the inauguration, but it doesn't explain why the inauguration of Prabowo's ministers and deputy ministers would impact the IHSG. Readers might not understand the cause-and-

effect relationship between these two events. The title could be clarified by indicating the connection between the inauguration and the movement of the IHSG, such as: "Usai Pelantikan Menteri dan Wamen Prabowo, IHSG Ditutup Menguat: Apa Hubungannya dengan Stabilitas Pemerintahan?" (After the Inauguration of Prabowo's Ministers and Deputy Ministers, IHSG Closed Higher: How Does It Relate to Government Stability?). This addition provides further explanation regarding the reason behind the movement of the IHSG.

f. "Dua Kematian Pelajar dalam Sebulan di Tengah 'Gunung Es' Kekerasan Terhadap Anak di Sekolah"

This title provides information about the deaths of two students and touches on the issue of violence against children in schools. However, it lacks depth in explaining the causes or impacts of these issues. The title could be developed to provide a broader narrative about violence against children in schools. For example: "Dua Kematian Pelajar dalam Sebulan: Kekerasan Terhadap Anak di Sekolah Masih Jadi Masalah Serius" (Two Student Deaths in One Month: Violence Against Children in Schools Remains a Serious Issue). This would give the reader more context about the problem and its urgency.

g. "Pesan Prof. Danisworo kepada Ridwan Kamil soal Membangun Jakarta"

This title doesn't specify the content of the message or explain why it is relevant. Readers might not understand what exactly Prof. Danisworo conveyed or how it relates to Ridwan Kamil and the development of Jakarta. The title can be clarified by adding more details about the substance of the message. For example: "Pesan Prof. Danisworo kepada Ridwan Kamil: Pentingnya Rencana Pembangunan yang Berkelanjutan untuk Jakarta" (Prof. Danisworo's Message to Ridwan Kamil: The Importance of Sustainable Development Plans for Jakarta). This would provide a more complete understanding of what was said and why it matters.

h. "Kapan Sidang Diddy Dimulai dan Apa yang Perlu Diketahui Tentang Perkembangan Kasusnya"

This title mentions the timing of the trial and poses a question about what should be known, but it doesn't provide further explanation about the context or relevance of the case. The title could be clearer by mentioning the significance of the case or offering more in-depth information about its developments. For example: "Sidang Diddy Dimulai: Apa yang Perlu Diketahui tentang Kasus Terkait Kejahatan Seksual?" (Diddy's Trial Begins: What You Need to Know About the Sexual Assault Case). This addition helps readers understand the context and urgency of the case.

i. "Cerita Anggito Abimanyu soal Prabowo Panggil Jaksa Agung dan Kepolisian, Minta Jangan Asal Ciduk"

This title mentions the speaker but lacks enough context or explanation regarding the statement's impact or relevance. The reader is not provided with a clear

understanding of the significance or intent of Anggito Abimanyu's statement. To clarify, the title could be revised to: "Cerita Anggito Abimanyu: Prabowo Panggil Jaksa Agung dan Kepolisian, Tegaskan Jangan Asal Ciduk Tersangka" (Anggito Abimanyu's Story: Prabowo Calls for the Attorney General and Police, Emphasizing Not to Arbitrarily Arrest Suspects). This version provides clearer context about Anggito's statement and explains why it is relevant to the current situation.

With a deeper explanation and additional contextual information, these clickbait titles can be presented more effectively, delivering a clearer and more accurate message to the reader.

3. The Impact of Errors in SPOK Structure on Reader Perception:

a. "Gerakan Coblos Semua Paslon Bergaung di Pilkada 2024"

This title has an unclear subject (who is leading this movement?) and an ambiguous object (what is meant by "coblos semua paslon"?). The predicate "bergaung" gives an unspecific impression of the activity in question. The lack of clarity in the subject and object causes confusion for the reader about who is involved in the movement and what its purpose is. This diminishes the reader's trust in the media, as it gives the impression that the information presented is unclear or half-hearted, and lacks professionalism in delivering objective news.

b. "The First Jakarta Gubernatorial Debate Begins"

This title only mentions the subject (The First Jakarta Gubernatorial Debate) and the predicate (Begins), but lacks a clear object. The reader is not given information about who is involved in the debate or what topics are being discussed. The lack of a clear object in this title diminishes the clarity of the message intended to be conveyed. Readers cannot understand what is happening in the debate or who is involved, leading to a decrease in the quality of the information received and negatively affecting the perception of the credibility of the media presenting the news.

c. "RK-Suswono, Dharma Kun, and Pramono-Rano Arrive at JIExpo for the Gubernatorial Debate"

This title does not mention a clear object, and there is no explanation regarding the activities of those mentioned at JIExpo. The sentence feels incomplete, offering only limited information about who is involved without clarifying what exactly is happening. Without an object or further explanation about the activities taking place, readers may feel confused and unsure about what the figures are doing at JIExpo. This lack of information reduces the credibility of the news and decreases the readers' understanding of the topic being discussed.

d. "Kabinet Merah Putih Prabowo-Gibran Tergemuk Sejak Orde Baru hingga Reformasi-Apa saja kementerian yang dipecah?"

This title lacks a clear object, and the question posed is not supported by sufficient explanation. The separation between the information about the cabinet and the question regarding the ministries being split also feels disorganized. Because there is no clear object, readers may become confused about the actual topic being discussed. This incomplete title can undermine readers' understanding of the substance of the news, which ultimately diminishes their trust in the quality of the content presented by the media.

e. “Usai Pelantikan Menteri dan Wamen Prabowo, IHSI Ditutup Menguat”

This title does not provide any information explaining the cause-and-effect relationship between the ministerial appointment and the movement of the IHSI (Jakarta Composite Index). Without further explanation regarding the connection between the two, readers may feel confused. The lack of clarity regarding the cause-and-effect relationship diminishes the quality of the information being presented. Readers may not understand why the IHSI strengthened after the appointment, leading them to view the information as shallow. This can decrease readers' trust in the media due to the impression that the information provided is incomplete or unclear.

f. “Dua kematian pelajar dalam sebulan di tengah ‘gunung es’ kekerasan terhadap anak di sekolah”

This title lacks a clear predicate or a deeper explanation regarding the relationship between the subject (the two student deaths) and its object (violence against children in schools). The sentence feels too vague in connecting the facts presented. Without a clear predicate and an explanation of the relationship between the subject and the object, readers may struggle to understand the actual context of the event. This incomplete title could lead readers to question the credibility of the news and perceive the information as inaccurate and lacking depth.

g. “Pesan Prof Danisworo kepada Ridwan Kamil soal Membangun Jakarta”

This title only mentions the subject (Prof. Danisworo's message) and the object (Ridwan Kamil about building Jakarta), but lacks a predicate that explains the content or context of the message. Since there is no predicate or additional information clarifying the message, readers may not understand what Prof. Danisworo actually conveyed or why the message is important. This lack of clarity could diminish readers' trust in the media and make them less inclined to read further.

h. “Kapan sidang Diddy dimulai dan apa yang perlu diketahui tentang perkembangan kasusnya”

This title does not provide detailed information about the important things readers need to know. Although a question is posed, the information required to answer that question is not provided within the title. The lack of additional details leaves the title unclear, making it less informative for the readers. Readers may feel that they

haven't received enough information from the title, which could potentially decrease their trust in and interest in the news.

i. “Cerita Anggito Abimanyu soal Prabowo Panggil Jaksa Agung dan Kepolisian, Minta Jangan Asal Ciduk”

This title lacks further details explaining the background or purpose behind Anggito Abimanyu's statement. Without sufficient clarification, readers may feel confused about the reasons or context behind the statement. The absence of information regarding the context of the statement can diminish the readers' understanding and cause them to question the credibility and accuracy of the news. Readers may feel that the news is insufficiently informative or does not properly explain the necessary background.

From this discussion, it can be understood that errors in the SPOK (subject-predicate-object) structure can lead to confusion, lack of clarity, and a decrease in the quality of information received by the readers, ultimately potentially damaging the credibility of the media and diminishing readers' trust in the content presented.

CONCLUSION

This study shows that errors in the SPOK structure in clickbait can significantly impact readers' understanding and perception. The incompleteness of elements such as subject, predicate, object, and complement makes the information in the headline ambiguous or unclear. As a result, the message conveyed is not fully understood by readers, which can ultimately decrease the credibility of the media presenting it.

The mismatch in the SPOK structure creates a gap between the information presented in the clickbait and readers' expectations for clarity and relevance. Incomplete or ambiguous headlines tend to cause confusion, reduce readers' interest in the content, and can even damage the media's reputation. These errors also highlight the media's lack of responsibility in delivering accurate and high-quality information.

To improve journalistic communication quality, media outlets need to ensure that the SPOK structure in news headlines is well-organized, complete, and clear. Clickbait should not only capture readers' attention but also provide a relevant and trustworthy summary of the information. Presenting clear, accurate, and transparent information not only meets readers' needs for quality news but also supports the long-term credibility of the media.

From an academic perspective, this study provides insight into the importance of linguistic analysis in evaluating the quality of media communication. Further research is needed to explore the relationship between the use of clickbait and reader behavior, including how clickbait influences readers' decisions to access or share news. Additionally, an in-depth study of the differences in reader perceptions of clickbait with complete and incomplete SPOK structures could enrich the literature in this field.

Future research is also recommended to involve cross-cultural analysis to understand the reception of clickbait, as reader perceptions may vary based on social,

cultural, and educational backgrounds. Thus, the findings could serve as a basis for developing more inclusive, accurate, and responsible journalistic guidelines, strengthening the role of media as a provider of quality information in the digital era.

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