MEANING REPRESENTATION OF CORONA AND COVID-19 IN ONLINE NEWSPAPER

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ARTICLE INFO	ABSTRACT
	Corona and COVID-19 become the headline of almost all newspaper articles. It leads to a curiosity of its accordance to World Health Organization naming policy since those terms are relatively new for Indonesian people. Reading the newspaper becomes the solution for updating the condition of the pandemic. Unfortunately, some of the most-frequently-read newspaper seems inconsistent in giving the name that makes them have different references. This research is aimed to see the use of corona and COVID-19 in news articles to see its accordance with WHO naming policy. The analysis was done using AntCont software to see the collocation of corona and covid; besides that, the theory of discourse pragmatic is used to interpret each term's meaning. The analysis reveals that the meaning interpreted in those newspapers is inconsistent for its collocation, conjunction, and writing style. The analysis and its result are expected to evaluate the newsmaker or news writer about giving the reader accurate information. It is also expected to give the reader understanding of the proper meaning of corona and covid.

1. INTRODUCTION

The presence of the internet and the development of technology affects the way of exchanging information. Internet connects people from around the world as long as they have a connection. By applying and collaborating with technology, people can do many things on the internet as a user. People can search and find information by having an internet connection and sophisticated technology like gadgets or laptops. With the internet, information indeed can be distributed faster than convey orally from people to people. One of the implementations is shown by the practice of online newspapers.

The online newspaper is another form of a newspaper as a picture of modern life that information can be access for unlimited as long as we have a stable connection of internet. Different from its printed counterpart, the online newspaper gives information to the reader in a worldwide scope. People can read the news coming from another country in a matter of seconds.

Hence, the information exchange is unlimited given its time and scope, as seen on nowadays booming news, about the coronavirus.

Wuhan Municipal Health Commission reports the coronavirus report on December 31, 2020 (WHO Timeline-COVID-19, 2020). They inform a cluster of pneumonia cases in Wuhan, and a virus was identified as its cause. At the beginning of this phenomenon, that virus has no name. After doing an investigation, World Health Organization (WHO) labels the virus in the name of severe acute respiratory syndrome coronavirus 2 or SARS-CoV-2, and the disease is named coronavirus disease or COVID-19 (Naming the Coronavirus Disease (COVID-19) and the Virus That Causes It, 2020). It is considered following the naming rules issued by WHO that the name of a new infectious disease should not include geographic location, people's name, species of animal or food, cultural population, industry or occupational references and terms that incite fear (e.g., unknown, fatal, epidemic) (WHO, 2015). However, the names are not always practically implemented according to this naming. As a result, news of this phenomenon is rebroadcasted by many media worldwide and it makes a shift in its meaning, as seen in several Indonesian online newspapers.

Indonesia is one of the countries that got impacted by the COVID-19 pandemic. As it is new for Indonesian people, media like a newspaper is regarded as the source of information related to this pandemic. Moreover, the amount of its sufferer continuously increases from time to time. Hence, coronavirus and COVID-19 still the uttermost attention of almost all of the newspapers.

Unfortunately, the media's information is inconsistent for mentioning the name of the virus and the disease. Still, some online newspaper does not mention the name according to WHO policy.

*(1) Wabah masal **virus Wuhan** telah tumbuh semakin mengkhawatirkan.*

Published by Viva on January 27, 2020, an article entitled *China Klaim Satu Pasien Wuhan Sembuh dari Virus Corona* mentioning the name of the virus by stating the name of a city, Wuhan. This naming might be understandable considering that the virus's official name has not been released, but it does not correspond to the WHO naming policy that should not mention its geographic location.

> *(2)* *Tak hanya di China, teror wabah **Virus Corona COVID-19** telah menjalar ke*
> *puluhan negara di dunia.*

Another article published by Viva News with the title of *Teror Virus Corona COVID-19, Singapura Negara Terparah di Luar China* still shows the inappropriate naming. The news is broadcasted on February 14, three days after WHO announced the virus's official name and the disease. Hence the consecutive mention is presumably bothered the reader in their way of understanding the information. Another discrepancy is seen in the sentence below.

> *(3)* *Dokter Djoko dikabarkan meninggal Sabtu 21 Maret 2020, dokter senior dari*
> *Universitas Indonesia ini meninggal dunia akibat terinfeksi **Virus Corona atau***
> ***COVID-19.***

Both terms are stated and refer to the same thing as written in the article entitled *Kabar Duka, Dokter Djoko Judodjoko Meninggal Dunia Akibat COVID-19*. Viva published it on March 21, 2020, a month after WHO announced the virus's official name and the disease. Unlike sentence (2), the third sentence states those terms connected with conjunction atau which means the terms refer to the same thing. This is peculiar after seeing the article's title that only mentions COVID-19 as the disease that caused Dokter Djoko to pass away. The statement seems like the writer has known about the term and its meaning. Unfortunately, the understanding is inconstantly applied throughout the entire text.

> *(4)* *Erick akan melakukan koordinasi antara satuan tugas penanganan **virus covid-19***
> *yang diketuai oleh Doni dan satuan tugas baru terkait pemulihan ekonomi nasional*
> *yang dipimpin Wamen BUMN Budi Gunadi Sadikin.*

Taken from CNN Indonesia, the keyword covid-19 is found as stated by the sentence above. The sentence is the news article published on July 20, 2020, entitled *Jokowi Bubarkan Gugus Percepatan Penanganan Covid-19*. Its collocation to *virus* makes covid-19 seem like a name of virus. This naming could create confusion between the name of the virus and the disease. The same error is also found in a news article published by Okezone on March 31 2020.

> *(5)* *Sejauh ini, bukti menunjukkan bahwa penyakit **virus COVID-19** ditularkan dari*
> *satu orabng ke orang lainnya melalui droplet pernafasan (respiratory droplets)*
> *dan jalur kontak.*

Sentences above representatively show that there are different meaning representations as to the different way of stating information. It is supposed that various represented meanings of corona and covid-19 would be found more in more in-depth analysis. Therefore, the present research focused on answering the way of mentioning the name of the virus and the disease and the variety of meaning represented by conveying the information in Indonesian online newspaper. The findings are expected to explain how media is delivering information about corona and covid-19 so that the proper meaning and information can be delivered clearly and reliable to the reader according to WHO policy.

Corona and Covid-19 recently become the most talkative topics among people around the world by any medium. Online and printed news daily reports the up-to-date information about Corona and Covid-19. An article posted by Radar Bali entitles *Pandemi Covid-19 dari Perspektif Linguistik* (Sanap, 2020). It talks about the term created and used during this pandemic, like PDP, PSBB, APD, physical distancing, and lockdown. Although some terms come from English, Indonesian people have familiar with them since their repetition while talking about this topic. It shows that there is a shift in linguistics labels. In sociolinguistic, social labels are seen from the language they are used. The technical term of Covid-19 theoretically should only be understood by those related to the medical world. However, as the media widely use the terms, every people are starting to understand it.

An article also takes up a similar topic entitle *Fenomena Bahasa di Tengah Pandemi Korona dan Masalah yang Muncul di Antaranya* (Taher, 2020). It not only talks about the creation of new terms in Bahasa dealing with Corona Pandemic and the re-use of the old term. It also talks about the fear of direct communication and negative stereotype caused by it. People tend to communicate using telephone or video conference. Besides, the name of the disease mentioned with a particular name of a place, like the Wuhan virus and China virus, makes negative stereotypes of its place.

Besides mass media, Corona and Covid-19 become the current research topic in any field, including linguistics. Research entitle Sumbangan *Bahasa Indonesia terhadap Pengendalian Covid-19* (Pranowo, 2020) is conducted using pragmasemantic and speech act theory (Pranowo,

2020). The research focuses on the language function, vocabulary with touch power, language slogan, and persuasive language that can be used to campaign for Covid-19 deployment control. It is revealed that the right diction can give a contribution to the control by the three functions of language; representational, expressive, and imaginative. Those can be the function to appeal to the reader of minimizing the spread of Covid-19 and its sufferer.

Research conducted by Oktavia and Nurhayati is *Pola Karakteristik Ragam Bahasa Istilah Pada Masa Covid-19* (Octavia & Hayati, 2020). The study is aimed at describing the characteristic patterns of various language terms during the Covid-19 pandemic. The result shows that several terms come from the English language, and the variety of forms are synonym, abbreviation, and acronym.

Another research uses a semiotic approach. The title *is Semiotika Karikatur Pandemi Covid-19 melalui Media Daring (On line) di Perancis* (Armin & Amalia, 2020). The analysis reveals that the caricature conveys meanings from several views. French government gives critics to the happening pandemic and to the Chinese government for their questionable explanation of the virus. Some citizens tend to be optimistic, while some of them are pessimistic.

This research departs from linguistic theory, that is, meaning representation. This topic has been used to analyze Abstract Meaning Representation (Tosik, 2015). The research deals with language programming and computation in the application. Using semantic representation language, the study focuses on the structure and the sequence of words used as a key while searching for some information related to the keywords in several applications.

Prieto-Ramos et al. (2020) recently chose a similar topic, which is corona and covid-19 naming policy. They correlate the naming of corona and covid-19 to its policies and politics. The analysis shows a sentimental issue since corona and covid-19 initially emerge in Wuhan, a city in China. Wuhan became a country that seemed to be blamed for this pandemic. It also seems that the media tried to build a stigmatizing image of corona and covid-19. The is the focus of the studies, to explain how media are using such stigmatizing names.

Furthermore, the collocation to build such an image is considered inappropriate since adjectives have specific rules in their collocation with the noun. This case was dominantly found

during the analysis. Thus, the result indicates that corona's image building correlates to political sentiment between countries since corona causes a downtrend down in almost all aspects, especially in the people's economy aspect.

From the explanation above, the present research would have a similar topic but different topics. The policy violation deals not with politics, but the meaning and the effect would be not in sentimental and emotional issues but the reader's understanding of the names, which could create a misconception.

2. LITERATURE REVIEW

Along with the development of studies on linguistics phenomena, there is a need to collaborate basic branch theory of linguistics. It leads to a rise of mixed-approaches, like pragmatic discourse, to make an in-depth but thorough analysis.

Pragmatic discourse is a collaboration between two fundamental linguistic theories. Both theories have the same shared-concern on the study of linguistics phenomenon, that is, context-dependent (Al-hindawi & Mariam, 2017). Pragmatics concerns about the message delivered through utterance than its meaning in isolation. Thus, the meaning of an utterance is dynamic. It is created by considering the context. This perspective is needed by discourse to see the meaning of linguistics expression beyond its function and structure. Pragmatics can account for meaning and supply it into components that discourse analysis portrays. Hence, they can collaborate to see the meaning representation of a particular expression.

A particular expression's meaning can be interpreted through context-variable and the location where the words are embedded. It deals with the further concern of pragmatics that is intended meaning. The meaning that is expressed is the result or the effect of the speaker's knowledge. Therefore, it displays speakers meaning and sentence meaning. To be explained, speakers have an informative intention to understand what they want to transmit, and they recognize this kind of intention (Cruz, 2017).

The theory of meaning representation has been involved in much previous research. The translation studies use it to see how the meaning is translated and represented in the target language. Using the same view with translation studies, another research is conducted using

meaning representation to see the abstract meaning representation. The discourse is used to make an analysis entitle *Representasi Ideologi dalam Sturktur Wacana Kata Hari ini* (Yaqin, 2017).

The previous studies mentioned above show that the meaning representation has not been used to see a particular expression's real meaning. Therefore, this research would give different views that are expected to be useful for the reader and news writer.

3. RESEARCH METHOD

Qualitative and quantitative methods were collaborated to conduct this research. Qualitative data is used as the primary analysis method in this research. Meanwhile, the quantitative method is used to support qualitative analysis. Primary data in this research are the sentence that contains keywords corona and covid-19. Thus to analyze the sentences, qualitative analysis is necessary.

Meanwhile, to measure how many keywords were misused by the media, quantitative analysis is used. By combining both means of analysis, we can justify what kind of misuse occurred in the data and how many of it occurred. Thus, this can be translated into how much media participation creating a misused concept of the names.

The research took data from five online newspaper sources. They are Kompas, CNN Indonesia, Okezone, Viva, and Detik.com. Those are online newspapers with a rating of the most-visited online newspaper and the higher reader in Indonesia based on the Alexa.com statistics (Alexa, 2020).

Using Google search engine, keywords corona, covid 19, and covid-19 are used to search the news article from each source. The chosen articles are news that is published, ranging from January 2020 to September 2020.

The first step of the analysis was conducted using AntCont 3.5.8 software to see the highest frequent collocation put after and before the keywords (corona, coronavirus, covid and SARS-Co-V-2). Using the feature of collocation, the accompanying words give some variety of meaning to the keywords. Hence, a more in-depth analysis is conducted to prove and strengthen the hypothesis that meaning shift has already happened during the news article's publication about the coronavirus and the disease COVID-19. The data was displayed in the form of concordance. From this

concordance, we can pinpoint each sentence of the articles that contain the keyword. Thus, the sentence context could be obtained to ease the analysis while representing the keywords' meaning.

After making the more in-depth interpretation about the meaning created in the whole text, it is revealed that almost all sources still have the error of mentioning the name of viruses. This is outlined in the form of a description, as seen in the result and discussion section. It is expected that the explanation can help the writer and the reader to have an accurate and absolute understanding of the coronavirus and COVID-19.

4. RESULTS AND DISCUSSION

After data from the newspapers was taken, this research reveals that the information of Coronavirus and COVID-19 varies and the meaning represented by the news. Considering the collected articles, the analysis is conducted using the keywords corona and covid. Other keywords, which are the variance form of them: korona, coronavirus, and SARS-CoV-2, are also involved to see the collocation that precedes and follows the keywords. This involvement was done to interpret the meaning of keywords and find the meaning interpreted by the keywords affected by the collocate word.

As stated in the previous session, the analysis is firstly undertaken by using AntCont 3.5.8 software. Data were compiled to make a concordance list of the keywords. From the software, we collected top occurrences data from the article database. The following table shows the percentage of meaning references for each keyword based on the total article's database.

Meaning reference percentage based on the keywords.

Keyword	virus	disease
Corona	48.5 %	7.1 %
Coronavirus	4.2 %	0.3 %
Covid	7.3 %	27.4 %
Sars-cov-2	4.7%	0 %

Besides the percentage above, the most-frequently-occurred collocate word for corona and its related terms (coronavirus, Sars-cov-2, and Korona) is virus. This kind of collocation dominates the data. Based on the table above, it is related to virus meaning reference. However, it is also

collocated *by covid, kasus, positif, pasien, infeksi and penyakit*. This collocation is related to the disease reference.

On the other hand, the keyword of covid is most frequently collocated with, in order: *virus, kasus, corona, pasien, positif, gejala, penanganan and pandemi*. Generally, this keyword refers to the disease. However, that is not the only case. There is some part of the data that states the covid keyword refers to a virus. The collocation of both words considerably seems alike, and it could be a hint of the variously interpreted meaning to do a thorough analysis.

The news attempted to build an image of very infectious disease and virus. In fact, in its report, the meaning of covid and corona is diverse. In this section, the data will be explained into the categorization of proper and improper meaning references. This valuation is carried out according to WHO naming policy in 2015 about Coronavirus and COVID-19. Take it into consideration; proper meaning reference means that the keywords appropriately refer to the expected meaning; that is corona, it refers to the name of virus, and COVID refers to the disease.

> *(1) Uni Eropa dalam pernyataan yang mereka keluarkan Kamis (24/9) memperingatkan **penyebaran virus corona** yang terjadi belakangan ini lebih buruk dan mengkhawatirkan.*

Taken from an article published by CNN Indonesia on September 24, 2020, the sentence above contains the keyword of corona that collocates with the word of *penyebaran virus*. It means that corona refers to the name of the virus as stated WHO naming policy.

> *(2) "Potensi penularan via air banjir itu kecil. **COVID-19 ini bukan water-borne disease**," kata epidemiolog Dicky Budiman, saat ditanyai detikcom, Selasa (22/9/2020).*

The clause that contains the COVID-19 keyword in the sentence above is proper. Meaning reference based on Dicky Budiman as an epidemiologist refers to the disease. If we compare this to sentence (1), there is a word *penularan* which identical to disease as stated on Kamus Besar Bahasa Indonesia. Thus, diction possibly affects readers' interpretation of certain information.

> *(3) Penelitian dari Johns Hopkins Bloomberg School of Public Health memperkirakan periode rata-rata **inkubasi virus corona yang menyebabkan Covid-19** pada manusia terjadi selama 5 hari.*

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The sentence above has two keywords written by CNN Indonesia on March 20, 2020: corona and Covid-19. Corona is preceded by virus and Covid-19 by none. By reading the whole sentence, it is understood that corona refers to a virus, and Covid-19 refers to the disease. Even if no collocation, the statement *menyebabkan* before Covid-19 and virus corona have shown the precise meaning of Covid-19.

> *(4) Australia mencatat hari paling mematikan dari **pandemi COVID-19** pada Rabu (12/8) ini, juga kenaikan harian terbesar jumlah infeksi virus Corona dalam tiga hari.*

Dealing with the aim of description and meaning interpretation, placing particular words could give a different meaning. Sentence (4) shows that the collocation between *pandemi* (pandemic) describes COVID-19. Placing *pandemi* before COVID-19 makes it could be understood as a disease, and placing *infeksi* virus could make the reader understand it as a virus. Differ it from another sentence that contains *infeksi* but put together with COVID-19.

> *(5) Hingga kini belum diketahui bagaimana Hammar, dapat **terinfeksi COVID-19**.*

According to Kamus Besar Bahasa Indonesia, *terinfeksi* (infected) as a verb has a meaning of *terkena hama* (infected by pest); *kemasukan bibit penyakit* (infected by seed of a disease); *ketularan penyakit* (infected by disease); *peradangan* (inflammation). Based on the meaning, *infeksi* in the context of the sentence means infected by a disease's seed or infected by a disease. It means that *infeksi* is possible to collocate with Coronavirus and COVID-19.

> *(6) Beberapa minggu sebelum pemerintah China mengakui bahwa virus Corona dapat ditularkan ke manusia dan hampir satu bulan sebelum kasus pertama, di Eropa seorang warga Prancis diduga sudah **terinfeksi virus COVID-19** tersebut.*

Unlike the previous keyword corona, the virus's collocation to COVID-19 in the data above makes it have a different interpretation of meaning. It interprets the meaning that COVID-19 into the name of the virus. Thus, the collocation of the virus and COVID-19 gives it improper meaning. According to WHO naming policy, COVID-19 is the name of disease, not virus. Another violation of the policy is shown below.

(7) *Gejala paling umum yang ditunjukkan **pasien positif corona** adalah demam di atas 38 derajat.*

Placing *positif* (positive) word next to corona might cause a misinterpretation. It is because positive or negative could have a significant effect on the meaning interpreted for its collocation. Nevertheless, the word *pasien* (patient)*,* which precede *positif* makes the word is understood as a virus, not as a disease. On KBBI, *pasien* means *orang yang sakit atau menderita sakit* (a sick person or a person who suffers from a disease). It means that the *pasien* is not suited to *corona* for it gives an impact of improper meaning to the keyword. Pasien is more suited to be collocated with COVID-19.

Another problem found during the analysis is the meaning and its concordance to WHO naming policy. In this research, the only inappropriate term that refers to a location is found in the data. Based on our hundreds of collected article databases, the proportion of the term is around 0.6%. It is not a significant number, yet it can be denied that this is not following the naming policy. This sentence from Kompas.com entitles *Pertama Kali Ditemukan, Kasus Virus Corona Menular Sebelum Gejalanya Muncul* is a sample of the data:

(8) *Untuk pertama kali, para ahli menemukan kasus dimana **virus corona Wuhan** ditularkan oleh orang yang tidak menunjukkan gejala pneumonia Wuhan.*

Word corona written in sentence (8) has inappropriate meaning and gives more information about the virus, but it signifies that the news infringes WHO naming policy by adding the name of a geographic location: Wuhan. Besides the existence of clauses such as *virus corona Wuhan* (Wuhan corona virus) as in the sentence above, another variation such as virus Wuhan (Wuhan virus) also appears in our data. Wuhan is the only location name that appeared to be stigmatized in our data. However, recent studies (Mutua and Ong'ong'a, 2020; Prieto Ramos et al., 2020) have proven this infringement also happened in international online newspapers. Their studies prove that there is variation such as China virus also exists in English spoken media.

Furthermore, giving collocation for the keywords not only affects violation but also meaning. A more in-depth analysis of the data proves the meaning shift is happened because of its collocation to the other keywords.

(9) *Studi baru mengungkapkan urutan gejala **virus Corona COVID-19** yang umumnya dialami pasien.*

The sentence above shows how the names are placed side by side and creates ambiguity. The chunk is on *urutan gejala virus Corona COVID-19* (sequence of symptoms corona virus COVID-19). Even it precedes by the word *gejala* (symtoms) and *virus*; this kind of chunk could not help interpret the meaning. Based on KBBI, *gejala* means *tanda-tanda akan timbulnya (terjangkit) sesuatu* (signs of appearance or infected by something). It means that *gejala* is identical with the disease, not the virus. Another data shows the different types of a chunk.

(10) *China mendadak jadi sorotan dunia setelah dokumen rahasia besar tentang **Virus Corona atau COVID-19** bocor.*

Linked by *atau* (or) makes corona and COVID-19 seem to have similar meanings. This type of connection means that the meaning interpreted by the sentence (10) is inappropriate. It would be better if the sentence only contains only one term since corona has a proper collocation, that is, virus. The keyword's meaning is proper, but the conjunction *atau* makes the virus's name could also be interpreted as the disease COVID-19. Another way of saying *atau* is by using parentheses.

(11) *Daya tular **virus Corona (COVID-19)** berjenis SARS-CoV-2 ternyata 20 kali lebih kuat daripada virus SARS berjenis SARS-CoV-1.*

The terms are put together, and one of them is written using parentheses. The use of parentheses gives a meaning of putting another keyword. Parentheses are used to present extraneous element of the text as inessential material that can be omitted without affecting the well-formedness and without any severe loss of information (Huddleston & Pullum, 2016). In spoken discourse, the information in the parentheses could be omitted by the speaker. In written discourse, as in the above sentence, the reader is exposed to the writing regardless of it is omittable information or not. Such style of writing is indicated having relation with how online newspaper targets their readers.

An online newspaper is different from an offline or printed newspaper, especially how they are gaining readers. The offline newspaper could gain the readers by subscription, so the readers

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could get the newspaper by paying for it monthly or buy the newspaper for one time. On the other hand, the online version of the newspaper has different ways of gaining the reader. Although it could gain the reader by using the same way, most readers prefer to choose the free version. Without paying for the news, they could read and search for the topic of news they want or are interested in by writing the keywords on the internet search engine anytime and anywhere. The related news appears as the search result, but the reader is predicted to read the news that appears on the search engine's first page top result. Thus, the newsmaker should "tune in" their news text by optimizing it for the search engine.

Search Engine Optimization (SEO) is a technique that could make the news appear to the top result by using Keyword Density. It is defined as the percentage of keywords in web pages that search engines used to determine their relevance (Fuxue Wang et al., 2011). This unique feature could be taken as an advantage of an online newspaper. Newsmakers should be able to see what is the most interesting news that readers want to know. One of the clues is most of the time; the readers are more interested in what happens close than far away and what is more relevant to their daily life and interest (Van Dijk, 2014). As the pandemic spread worldwide, corona and covid recently become the most discussed topic. The newspaper could sell those to gain the reader. Besides, it also creates profit since the newsmaker is paid for the number of clicks on their website. In 2010, Google claimed that they send more than four billion clicks per month via Google Search, Google News, and other products to the news publishers (Jeon and Nasr, 2016). Thus, making their news as the top result of a search engine could benefit the news publisher, affecting the number of clicks and getting profit to sustain their work.

Dealing with those unique features of an online newspaper, the news writer put the keywords together as much as possible to gain clicks and profit. One more aspect of a successful internet article is timing. It could be said that those are keywords that people are mostly talking about in this recent time, and they continue talking about it since the end of this pandemic could not be predicted. Thus, this is a relevant and readable topic based on time and the condition. Besides that, these online media made their article free to read without a subscription. In essence, this is a business model that is sustained by profit from clicks.

Variety of represented meaning about corona and covid-19 related to its collocation seems still the problem related to the reader's understanding of information. Nevertheless, it could not be accused since how they mentioned the name of corona and covid-19 is done to sustain the business model. This kind of violation of naming that could be considered as an exclusion. Differ it from another violation that is mentioned in the policies issued by WHO. Analysis conducted by Prieto-Ramos et al. (2020) found that the violation deals with using the frightening expression to describe the virus and its diseases, such as a deadly virus or lethal virus. Besides that, the violation is written in the form of mentioning a particular geographical location. We also found this issue in this research based on the news in Bahasa Indonesia. Other than such violation, this research also found that the collocation could change each names meaning. Therefore, the collocated words should be considered to give the reader an understanding of each term's appropriate meaning. The media must not only think about how to make their news get a high view and clicks. They also need to think about how not to confuse the reader with inconsistent naming.

5. CONCLUSION

The result and discussion lead to bring in some conclusion. It is found that the meaning could be proper or improper. The propriety of the interpreted meaning is affected by the collocate word. If the collocation is matched in terms of meaning reference with the keyword, it will give the proper meaning. On the contrary, if the collocation has a different meaning with the keyword or does not have any identical relation to the keyword, it would give improper meaning. Besides collocation, the conjunction usage also gives a similar reference. This kind of naming could make the names change their meaning. Putting them together in one phrase leads to ambiguity. Another case deals with the description of the keywords. The use of geographic location makes it not in line with the WHO naming policy.

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