

## INTRODUCTION

“Mass media of communication is communications that use medium or tool which can reach a lot of mass and a wide territory”. “Mass media communication will not separate by the mass, because in mass media communication, the delivery of the message is through the media”. (McQuail, 2005, p. 3). Mass media consist of two main forms, namely electronic media and printed media. Electronic media is the media that one can share on any electronic device for the audiences viewing, unlike static media (printed) electronic media is broadcasted to the wider community and it includes radio, TV, internet, and film. Printed media is one of the oldest basic forms of communication and it includes news paper and magazine.

Magazines are another type of popular culture print media. They usually cater to a specific type of audience who are looking for information of a more specific category of topic. Magazines cover a plethora of topics such as current affairs, business, finance, consumers, gadgets, self-help, luxury, lifestyle, beauty, entertainment, travel, fashion, and others.

In fashion industry, magazine is one of the most influential and crucial types of media. Fashion magazines are the essential component of the fashion industry. They are the medium that conveys and promote the design’s vision to the eventual purchaser. Balancing the priorities has led to the diversity of the modern periodical market. It creates the standard of fashion as an editorial and art as well as a medium for fashion enthusiasts to have an insight of the current trend and direction of fashion. In business point of view, magazine also serves as a medium to communicate and market product, especially fashion, to a more niche and

specific target market they are aiming. Most of the time, magazine will also have some fun writing that discuss the topics around fashion trends, tips and tricks, celebrity's fashion style and fashion news.

Harper's Bazaar magazine is relatively thick with fashion related information that consists of advertisement editorials and news. Currently, they have expanded their magazine format from just printed media and now they are available in both printed and digital form of magazine. It is one of the most bought and subscribed magazines.

There are two types of news. Soft news is one of that, which is defined as information that is primarily entertaining or personally useful. Soft news is often compared to hard news, which John Zaller (1992) defines as the "coverage of breaking events involving top leaders, major issues, or significant disruptions in the routines of daily life." Basically, the purpose of soft news and hard news is informing the public, the two differ from one another in both the information contained within them and the methods that are used to present the information. Communicated through forms of soft media, soft news is usually contained in outlets that primarily serve as sources of entertainment, such as television programs, magazines, or print articles.

News has some structures; one of the important structures in news is lead. Lead or Lede has an important role in news. Lead becomes key in news, because it could take people's attention when they read the news. Lead is also important, because by reading the lead of the news the readers could easily understand what the writer means. The use of leads is also saving the time of the readers. If the writers used leads with a very good way, the article will be very good and the

reader will enjoy reading the articles.

This study is to provide insight about the leads. Because lead is the most important part in the news, it should convey the essence and facts of the story straight up. The lead establishes the direction of writing will take. It should state the who and the what in the first sentence. If the when, where and how are important, they should be stated, too. After reading the lead or introduction, the reader should know exactly what the article is all about. If the fact is not interesting or compelling enough, chances are that the reader won't go beyond the first paragraph. Good leads both tell and sell.

The above makes this researcher consciously understand that this study has various leads to analyze. Harper's Bazaar is a woman magazine that has many good articles inside not only for the "fashion" itself. In the article that consisted in Harper's Bazaar magazine present all kind of information starting from short story, the information of fashion that could influence fashion enthusiastic as a reader.

The study about lead has already been researched by DenyarLarasPinatih in 2013 with the thesis title "An Analysis of Lead in Feature News on New York Time Style Magazine". She was researching about the lead in New York Time Style Magazine and she used Marvin Olasky's (2006) theory about what kinds of lead and supported by NnamdiEkanyanwu's theory (2012). The conclusion of her research was she found that the summary lead technique becomes the mostly used technique in writing soft news lead in New York Time StyleMagazine.

Another research about lead has already been researched as well by FatmaRosma in 2015 with the thesis title "An Analysis of Criminal News Lead Contents on Galamedia Public Daily Reviewed from Its Function". She concluded that the lead contents of Criminal News on Galamedia Public are appropriate

with the lead news function.

This research analyzes the writing technique of the news leads from the Time's Magazine articles by using the theories of leads from *News Reporting and Writing 3<sup>rd</sup> Edition*, 1984, by Melvin Mencher. An ideal lead is containing 5W+1H elements. 5W+1H elements are What, Who, When, Where, Why and How. But there is no exactly formula to write it first. To make it easier, lead is classified in some kinds by Melvin. There are Summary Lead, Comprehensive Lead, Accident Lead, Punch Lead, Crusade Lead, Astonisher Lead, Explosive Lead, You and I Lead, Suspended-Interest Lead, Question Lead, Quote Lead, Dependent Lead, Than-and-Now Lead, Here-and-There Lead, and Epigram Lead.

1. *Summary Lead*, this kind of leads is about brief summary or point of the news. This kind of leads usually use for short news like straight news or flash news. This leads serves 5W+1H elements briefly.
2. *Comprehensive lead*, this kind of leads showed the whole story about the event. This kind of leads is usually called roundup lead. This lead focuses on 'When' elements in the opening, to be an essential news which is followed by the facts.
3. *Accident lead*, this kind of leads is a combination of summary lead and comprehensive lead. The characteristic of this lead is because this lead emphasizes on the 'Who' elements on the writing.
4. *Punch lead*, this kind of leads is started with the big fact and the important part of the news. This kind of leads is called punch lead because the readers will be "shock" if they read the first sentence and they will be continued to read the whole story.
5. *Crusade lead*, this kind of leads is used for campaign or explain about

an event which not exactly clear.

6. *Astonisher lead*, this kind of leads is aimed for the readers to make them wondering about the news and continue reading.
7. *Explosive lead*, this kind of leads is usually used for shocking the readers in the first paragraph.
8. *You-and-I lead*, this kind of leads is usually used for news which needs to be closer to the readers. This thing is very useful to make the readers feel emotionally and interested to read the whole story.
9. *Suspended-Interest lead*, this kind of leads uses some additional facts in the beginning and main facts behind the lead.
10. *Question lead*, this kind of leads uses a question to start the news and to be reported.
11. *Quote lead*, this kind of leads uses quote from the informant's Statements as the beginning of the news.
12. *Dependent lead*, this kind of leads uses for giving a tension in cause-result from an event. This lead is usually used conjunctions in the beginning of the sentences.
13. *Then-and-Now lead*, this kind of leads is usually used to add a dramatic impression on the news with picturing now and previously.
14. *Here-and-There lead*, this kind of leads is usually used for comparing one place to other places.
15. *Epigram lead*, this kind of leads is usually used a poem or paraphrases to begin the lead. That expression could be good or the opposite