

INTRODUCTION

Social media is one of the tools that is often or generally used in the process of mass communication because mass media can reach a relatively wider audience, who are heterogeneous, anonymous, abstract, and scattered. Mass media is one of the important things nowadays because people can communicate and get any information from that. Mass media also opens up everything about the news that is currently happening today. News is very important because it gives much information which can convey small items up to larger content. News is defined as information reported in a newspaper or news magazine.

In news writing, there are two types of journalistic writing, namely hard news and soft news. Hard news, is important news that must be delivered directly to the public. This type of news cannot be postponed because it will quickly go stale, it should be the right time and has a wide impact that society needs information immediately because it affects daily life. This kind of news is also called breaking news, spot news, or straight news (Potter, 2006:8).

There are two types of news in the media: soft news and hard news. Soft news is news that in terms of relative writing structure more flexible, and in terms of content is not too heavy. Soft news is generally not very straightforward, not rigid, or strict, especially when it comes to timing. For example, the inscription describes the difficulties faced by small people due to the recent economic crisis. As long as this economic crisis continues, the news can be revealed at any time. Usually, it raises more aspects of humanity (human interest). In terms of shape, soft news can be called a feature. The feature is a type of typical writing that is flexible,

durable time, and interesting, the structure is not rigid and usually raises the human aspect. The length of feature posts varies and can be written at any length, as long as it is still available and interesting.

The lead is the most essential section of an article because it is the first paragraph. The lead provides a summary of the entire article. Lead is considered concise information since it offers the reader a taste of the story that will follow. "There are two kinds of leads: Direct: This lead conveys the most significant component of the story to the reader or listener at once. It is typically used during breaking news events. Delayed: This lead draws the reader or listener into the story by teasing the plot. It is frequently used in feature stories. For clarity, the lead sentence normally comprises one topic and follows the subject-verb-object sentence structure." (Mencher,2011).

Mencher (2011) states that the first sentence often has one idea and adheres to the subject-verb-object sentence structure for clarity. It should not be longer than 35 words. Two requirements must be met by an effective story lead. It catches the essence of the event and entices the reader or listener to remain a little longer. According to Ted White, and Barnas 2013 The lead, mostly in the first sentence of a news item, is the most important aspect of any report. In a matter of seconds, the viewer (or, in radio, listener) decides whether to actively listen to the story or simply "tune out" until something more fascinating comes up. Magazines can influence the public in many ways. Like the newspaper industry, magazines determine not only which stories are told but also how the story is presented.

Although there is a significant difference between the newspaper and magazine industries about how they affect the public's readers, there are also some important differences in each industry that are worth it explore. Some would argue that this distinction should be explored. In general, magazines are content-centric; where the magazine specializes in a particular topic or field. As a result, newspapers can cover a much wider range of topics rather than magazines because of the format of newspapers produced. The Lead from the magazine is not only captured in the first paragraph but can be followed by the next few paragraphs.

According Murray (1996) compares the author's voice in language with music and considers its meaning as a key factor in capturing the audience. In overcoming the complexity of voice in writing, Murray notes the following elements as important for developing: author's voice: reveals specifics; words; phrases; rhythm; and, point. He encourages writers to write for their readers when new stories emerge compiled. To demonstrate this, he provides examples of his own and joint writings with that, writes down what the reader might think or say in response.

He then discussed briefly, researching a specific topic to reinforce the author's ethos. Murray encouraged writers to embrace and not be afraid of self-disclosure. "Effectively writing and, especially in personal essay writing, the author describes himself, express thoughts and feelings that readers also experience but may have rejected and that's the power of many essays. However, this is a problem for the author who usually don't feel comfortable with this exposure" The above makes this researcher consciously understands that this research has various clues for analysis. Fashion website magazine concentrates on female readers, covers

stories in the fields of fashion, culture and beauty among others. This kind of magazine projects individuality and elegance and have, for generations, show the power to influence. It is a known fact that women love to save yearly in fashion sales, especially those from European and American fashion Houses. (Murray,1996)

The research question are: (1) What kind of lead is used in the article lead on Harpers Bazaars articles about fashion?,and (2) What is the main function of the lead that used in Harpers Bazaar articles about fashion news? This study used Nnamdi ekanyawu theory of types of lead and function of lead to determine the types and functions of lead in fashion news articles published in Harper's Bazaar.

In this study, the researcher will use soft news, which is on the magazine to be researched in order to find out what kinds of leads the articles on the magazine used to write the news in their articles. The leads are analyzed by using Nnamdi Ekeanyawu's theory and the theory of K.M Shrivastava.

The study about lead has already been done by Aulia Fikri from Stba Lia Jakarta title "AN ANALYSIS OF LEAD ON HARPER'S BAZAAR ONLINE WEBSITE ABOUT BEAUTY NEWS". In her research, she analyzes 15 articles and finds that the sentence on the lead paragraph to find out elements of lead in Harpers Bazaar magazine about beauty in style magazines, and she used two theories of Nnamdi Ekeanyawu (2012) and the theory of K.M Shrivastava.

There is another previous research by Annisa Zahrah in 2022 with the thesis title "AN ANALYSIS OF ARTICLE LEAD ON FASHION NEWS IN HARPER'S BAZAAR". She uses the Melvin Mencher theory and analyzes the sentences on

each paragraph to find the element of the lead and the data are analyzed based on the lead of news theory proposed by Melvin Mencher.

The difference between this research and the previous one is in the theory and media are used. This study provides knowledge and insight about leads. Leads are an essential part of the news. A lead will determine how the direction of the writing will be taken. In the first sentence, the writer should state who and what. Furthermore, the if, when, where, and how are placed correctly. After reading the lead or introduction, the reader should know what is in the article. If the introduction or lead does not catch the readers attention, the chances are that the reader will not go beyond the first paragraph.

To emphasize the analysis of the thesis, the researcher uses the theory from Nnamdi ekanyawu to analyze nine articles. This theory describes several types of lead that are suitable for article analysis. The leads is merely a sentence that starts a story and typically includes the 5W and H. It should include the most crucial details from the story. At the very least, the lead should address the questions "who", "where", and "what". It is a synopsis of the story and should be prepared to pique the reader's interest. A lead is usually found in the first paragraph, but it can also be found in the second. Some experts say that a lead should be 35 words or less. As a result, there are a variety of types of lead used in this type of news. (MAC 211)

1. summary leads. This lead is frequently used to sum up the story in a nutshell by answering questions 5WS and H. The summary lead highlights the entire a story and gives details later.

2. Colored or figurative lead. This lead implies considerable usage of figures in language or the use of phrases in a figurative rather than literal sense. A figurative lead's effectiveness lies in its eye-catching effect.

3. Lead for Quotation. This lead provides an eye-catching statement that may pique readers' attention in the story. Because the quotation lead is simpler to write, and the explanation should appear in the following paragraph.

4. Question leads. This lead poses a question and seeks to provide an answer. This is a lead.

5. Bullet leads. This lead can frequently be expressed in a short sentence that has a big impact. The headline is identical to this lead.

6. Staccato leads. This lead has a short statement that progresses steadily to make a strong impression. This lead was used to set the tone for the type of report.

7. Immediate Identifying Lead. The "who" factor is the center of this lead. This lead is frequently used by journalists when someone prominent or whose name is widely known by the public is mentioned.

8. Delayed Identification leads. This lead is used when an individual or someone included has limited name recognition among the general public or readers.

9. Leads with multiple elements. In such circumstances, the journalist can select a different - component lead to incorporate more information into the main piece. However, such a lead must be written within the confines of a clear, basic sentence.

10. Lead with Flair. Although the inverted pyramid is designed to tell readers the news first and fast, not all stories start with the most important statement.

When the news value you want to emphasize is novelty, often the lead is unusual. However, a categorization is sometimes not sufficient for the certain type of magazine/news. Thus, to complement the types of lead that do not exist in Nnamdi Ekeanyawu's theory (2012), category of leads of Shrivastava (2003) is applied. This theory needs to be used because it has some types of lead that compatible to analyze the articles. Shrivastava categorize the types of lead :

1. Direct/Hard/Summary Lead. This type of lead is frequently utilized in news since news must be concise or to the point. In other words, this lead summarizes the entire article.

2. Lead with Suspended Interest. This style of lead will pique the reader's curiosity. It will just provide the reader with information on their appetite.

3. Lead by Ignorance. This lead begins by summarizing the topic but leaving out one important information; this is accomplished to get the reader's curiosity in the piece.

4. Narrative protagonist. This is one of the varieties of article leads that draws the reader into the main character in the piece.

5. Provide a quote for the lead. This lead opens with a quote from one of the interviewees that demonstrates the core notion of the topic.

6. Lead the question. This lead is used to respond to one of the "w" questions (who, what, why, where, and when). In other words, this style of lead encourages readers to try to answer the article's questions.

7. Appeal Lead Direct. This type of lead approaches the reader, either directly or indirectly as 'you'. When the reader reads the piece, they are transformed into a collaborator and partner.

8. Circumstantial Evidence. The context of the news is emphasized in the beginning. It comes in handy when the story has a human interest angle.

9. Tabulated leads. This lead is typically utilized to develop headlines when no single fact stands out. Each aspect that is important is roughly equal in value. In that instance, a habit of tabulating each item in the lead one, two, three, and so on has developed.

Based on the background provided above, this research aims to provide an analysis of the leads contained in nine fashion and lifestyle articles from Harper's Bazaar magazine. The qualitative descriptive method will be used in this research by examining documents in the form of ten fashion and lifestyle articles published by Harper's Bazaar magazine period March 2023. The data collected are later studied to provide an analysis of the leads of the documents collected.