

## **Introduction**

News is a story that contains information about events that occur where the news is delivered. In a media there is what is called mass media, namely television, newspapers, magazines, newspapers, and the internet. The internet is one of the most popular mass media that is very practical and popular among teenagers and adults. With the practicality of the internet, many people get information through social media and online articles and information and news plays very important role in everyday life.

According to Mencher (2011), there are two definitions. “News is information about a break from the normal flow of events, an interruption in the expected and a deviation from the norm and news is information people can use to help them make sound decisions about their lives.” (p.56). Every piece of structure of news is named headline, lead, nut graph, body, and ending (Barus, 2011). Lead is one of most important parts of news, it usually appears in the first paragraph or the following paragraphs depending on the length of the news and lead contains 5Ws and H. Lead should brief the whole news story that can entice the readers to continue the rest of the articles.

The main function of lead is to give an introduction or summary of an article. On the other hand, lead is used by the writer to attract and keep the readers for reading the article from the beginning to end. With a good lead, the readers will decide to read the article. The readers scan one or two paragraphs and they decide that the article is what they would like to read or not. The readers do not want to waste their time reading something that does not attract and lure them. Writing the good lead is not easy, the writers have to consider some aspects of good lead and some of the news articles do not qualify the aspects of good lead. In news there are several elements that are influential in

it, namely: impact, conflict, novelty, proximity, timeliness, engagement, and solution (Missouri Group, p5, p6)

Previous research was done by Yohsan, Eldo (2018) whose analysis is on effective and good lead at World Soccer magazine. He used Melvin Mencher's (2011) theory to explain the quality of the effectiveness of leads, the shape of what is an effective lead and the aspects of a good lead. Then he concluded the descriptive lead technique is mostly used in World Soccer magazine. Another previous research was conducted by Pinatih, Denyar Laras (2016) whose analysis is of lead in feature of news on New York Times Style Magazine. She uses Marvin Olasky's (2006) theory to explain what kind of lead does the New York Time Style magazine use in their articles. Then she concluded the descriptive method to describe the lead of each article.

To check a good lead the researcher looks at what kinds of aspects of good lead are found in the lead on thejakartapost.com. By using four aspects influence a good lead, color, S-V-O Structure, lead length and readability components theory by Melvin Mencher's (2011), there are some variety of the definitions of lead by some experts. Based on definition above lead can be said to have characteristics as serving as a summary to the reader about the whole story. Lead can allow the question proposed by 5W and H, the length of lead is not precise and usually appears in the first paragraph and the next paragraph. Based on the above definition lead can be summarized to have characteristics as lead can serve a summary to the reader for the approximately the whole story. Lead can give the question proposed by 5W and H, the length of lead is not precise and it usually shows up in the first paragraph and the next paragraph

## 1) Color

Good leads should contain a colorful word or a sensational expression. A colorful word is the word that has more than one meaning and the meaning of the word that connects with the lead. Then, a dramatic phrase is a phrase that has no literal meaning of it. When Florida conducted the first execution in the United States in a dozen years, many reporters were assigned to the event. The nation had engaged in a debate about the morality of the death penalty. This is one of the best examples to put the Florida execution into words. Here is the lead Wayne King wrote for The New York Times:

STARKE, Fla., May 25—The state of Florida trussed Arthur Spenkelink immobile in the electric chair this morning, dropped a black leather mask over his face and electrocuted him.

The choice of the verb “trussed” is inspired. Not only does it mean to secure tightly; its second definition is “to arrange for cooking by binding close the wings or legs of a fowl.” (Mencer, Melvin, p121)

## 2) S-V-O

Subject-verb-object (S-V-O) structure is the basic construction for the lead. The lead should be started by the subject, should be accurately kept up by an active verb and should be ended by the object of the verb. The S-V-O structure has a critical role for the reporter. It makes the reporter to write the lead in simple

sentences, sentences with one independent clause. This structure produces a short lead. The short lead is crucial for a readable opening to the article. Here is an example of direct lead using S-V-O structure:

SAN FRANCISCO A federal judge has ordered the city of San Francisco to hire 60 women patrol officers within the next 32 weeks

S = judge V= has ordered O = San Francisco

Here is an example of delayed lead using S-V-O structure

BALTIMORE—The Baltimore Orioles dared Barry Bonds to beat them. S = Baltimore Orioles V = dared O = Barry Bonds

Most Used Three-fourths or more of the sentences reporters write follow the S-V-O pattern. It parallels discourse, conforms to the command, “Write the way you talk.” It also serves as the most direct way to answer the first two questions the reporter asks when trying to find the lead: What happened? Who was involved? (Mencer, Melvin, p121, p122)

### 3) Lead length

Reporters are divided into two distinctive styles when they write the lead. One group write lead in long lead style. They try to give the valuable information in their lead. The other group write the lead in short lead style. They choose the short one because they know it is easier to understand than the long one. The AP tells its reporters: “When a lead moves beyond 20–25 words it’s time to start trimming.” Some of the extra baggage that can be casted off:

1. Unnecessary attribution.
2. Compound sentences joined by *but* and *and*.
3. Exact dates and times unless essential.

Momentous Events is When an event is compellingly important, all rules and guidelines are hurled aside and the author is permitted to jam the facts into the first paragraph. Here's the lead in *The New York Times* after the Sept. 11, 2001, terror bombings in New York and Washington:

Hijackers rammed jetliners into each of New York's World Trade Center towers yesterday, toppling both in a hellish storm of ash, glass, smoke and leaping victims, while a third jetliner crashed into the Pentagon in Virginia. There was no official count, but President Bush said thousands had perished, and in the immediate aftermath the calamity was already being ranked the worst and most audacious terror attack in American history.

Look at this lead in *The Washington Post* that runs 39 words long:

Five men, one of whom said he is a former employee of the Central Intelligence Agency, were arrested at 2:30 a.m. yesterday in what authorities described as an elaborate plot to bug the office of the Democratic National Committee.

Based on the data above, there is not much artistry here, just the facts. But it is necessary to find out what kinds of fact. This was the opening salvo in the *Post*'s exposure of the Watergate scandal that led to the resignation of Richard Nixon from the presidency. (Mencer, Melvin, p122)

#### 4) Readability Components

The idea that makes up a sentence, the sequence in which they are expressed, and the words and phrases used to communicate the ideas all contribute to readability:

**a. Ideas**

When conceivable, the lead should contain one idea. “The sentence is a single cry,” says Sir Herbert Read, the British critic and author, in his English Prose Style. Too many ideas in a sentence make for heavy going. Additionally the idea concept should be simple to understand; complexity should be reduced.

**b. Sentence order**

The subject-verb-object form is the most easily understood construction.

**c. Word choice**

The choice of nouns and verbs is critical for readability since the lead moves on its subject and verb. At whatever point conceivable, the subject should be a concrete noun that the reader can hear, see, taste, feel or smell. It should stand for a name or a thing. The verb should be a colorful action verb that accelerates the reader to the object or makes the reader pause and think.

(Mencer, Melvin, p123)

## METHOD

This research uses descriptive method to analyze the lead of the article news, it aims at the form of lead and the aspects of the good lead which are used by thejakartapost.com. According to Bogdan dan Taylor (1975:5) research procedures that produce descriptive data in the form of written or spoken words from people and behaviors that can be experienced

The data are taken from republika.co.id in which the first article is titled is “Streaming service HOOQ to shut down on April 30”. The article was published on Tuesday, April 28th, 2020. The second article’s title is “Chatty robot Franzi cheers up German patients”. The article was published on Friday, February 19th, 2021 and the third article’s title is “Researchers keeps wraps on automatic text generator to prevent misuse.” The article was published on Sunday, February 17<sup>th</sup>, 2019.

The research is collecting data from thejakartapost.com published in Tuesday, April 28, 2020, Fri, February 19, 2021, and Sun, February 17, 2019. To collect the data, the first step is reading the articles completely. After that, the next step is finding the lead of the articles. The last step is analyzing the lead of the articles based on the Melvin Mencer.

This chapter presents the definition of lead, aspects of good lead. The study analyses the good lead on thejakartapost.com. In analyzing leads, Melvin Mencher’s theory is used as the main theory. To produce the good lead there are some aspects that

affect it. In the book, Melvin Mencher presents written that four aspects influence a good lead, namely color, S-V-O Structure, and Lead Length.

## **RESULT AND DISCUSSION**

In this section, there are three articles that were published by thejakartapost.com. The researcher will analyse the data using theory of Melvin Mencher's (2011) theory about the good lead that contain colors, S-V-O, lead length, and readability components. This research analyses three articles consisting internet in articles about technology, sociable robot in hospital, and "Researchers keeps wraps on automatic text generator to prevent misuse", published on April 2020, February 2021 and February 2019. Those articles are selected because they are feature news and focus on science and technology. Based on discussion on previous research by Piranti, Denyar Laras (2017) she uses Marvin Olasky's (2006) theory about kinds of leads, and lastly from Yohannes, Eldo (2019), where he uses Donald M. Murray (2000) theory about the qualities and forms of effective leads, which concluded both previous research quietly supporting 'the analysis of good lead in jakartapost.com articles' where this analysis involve one of the element to create an article news. The result of this research are color, S-V-O Structure, and lead length. Not only lead length, this research using online media which is the information a lot of trimming in article and not too much 'novelty' information.

### **A. Lead**

First article on jakartapost.com was published in 2018, it tells the title is 'Streaming service HOOQ to shut down on April 30' This article tells about the liquidation of HOOQ streaming online that is going to shut down on April 30, 2020. The lead in this article consists 3 elements, 'when', 'why', and 'what'.



Each of them is different paragraph. The first paragraph contains element of 'when'. To inform that streaming online HOOQ is stopping operation on April. Second, paragraph two contain 'why' element. It shows that HOOQ's stakeholders does liquidation from Guntur S. Siboro statement. This means HOOQ Digital no longer continues their services for good. Lastly, paragraph five contains 'what' element. It tells what kinds of collaboration that HOOQ been achieve in Indonesia.

Next article was published in 2021, with the title 'Chatty robot Franzi cheers up German patients' This article tells about the well-made robot called Franzi, and this robot will serve as a cleaner on hospital. The lead in this article consists of two elements, 'where' with two different paragraphs, and 'what'. First, the first paragraph contains element of 'where' to inform that the places the robot will works on. Second, paragraph eight contains 'where' element. It shows that robot named Franzi which is from the county where the robot being made. Lastly, paragraph fourteen through sixteen contains 'what' element. This paragraph functions to inform deficiency of well-made robot in hospital society services.

Last article was being published by jakartapost.com in 2018 with title is 'Researchers keeps wraps on automatic text generator to prevent misuse' This article tells about the the power of automatically text generator developed by open AI who can create an article, product stories, news stories and other kind of writing, the researchers decided to wraps up automatic text generator to prevent nefarious purposes. The lead in this article consists 3 elements, 'when', 'what', 'why' and 'how'. Each of them is different paragraph. The first

paragraph contains element of ‘when’. To inform that the researchers announcing to developed text generator using artificial intelligence. Second, paragraph two contains ‘what’ element. It shows that kind of feature the software developed by OpenAI, Third, paragraph five contain ‘why’ element. It informs, the reason for not releasing the program to the public. Lastly, paragraph eleven contains ‘how’ element. It tells the result of OpenAI to product news.

## **I. Color**

There are two colourful word in this articles. , the word ‘streaming’ being placed in paragraph six. According to website [oxfordlearnersdictionaries.com](http://oxfordlearnersdictionaries.com), the word ‘streaming’ the policy of dividing school students into groups of the same level of ability. In this article the contexts is not placed properly accurately. The word ‘streaming’ in this article means a method of sending or receiving data, especially video, over a computer network Secondly being placed in paragraph seven the word ‘lockdowns’, lockdowns mean an actual official orders from government because of dangerous kind of disease or nature disaster.

There is one colourful word in this articles. the word ‘cheer up’ being placed in headline. According to website [oxfordlearnersdictionaries.com](http://oxfordlearnersdictionaries.com), the word ‘cheer up’ is talking to somebody a, not too formal and friendly way. In this article the contexts is not properly accurate. The word ‘cheer up’ in

this article means a to comfort people or person to make create positive mind.

There are three colourful word in this articles. the word ‘state-of-the-art’ being placed in paragraph two. According to website [oxfordlearnersdictionaries.com](http://oxfordlearnersdictionaries.com), the word ‘state-of-the-art’ is using the most modern or advanced techniques or methods; as good as it can be at the present time. Secondly, being placed in paragraph seven the word ‘nefarious’, nefarious is a kind of intention to do a criminal thing. Third, being place in paragraph nine the word ‘deepfakes’, according to [www.wikipedia.org](http://www.wikipedia.org) Deepfakes are a person in an existing photograph or video is replaced with someone else's likeness in synthetic media.

## II. S-V-O Structure

In first article, the table shows the sentences from the lead that use S-V-O structure.

Paragraph one.

<b>Subject</b>	<b>Verb</b>	<b>Object</b>
Video-streaming	has announced	That

platform		
HOOQ		

Paragraph three.

<b>Subject</b>	<b>Verb</b>	<b>Object</b>
HOOQ Digital	is a joint venture	Between Singapore Telecommunication Ltd. (Singtel), Sony Pictures Television and Warner Bros Entertainment

Paragraph four.

<b>Subject</b>	<b>Verb</b>	<b>Object</b>
HOOQ	Had collaborated	with telecommunication operators smartfren and Telkom
popular Indonesian comedy movie Cek Toko Sebelah (Check the Store Next Door)	was adapted	into a web series on the platform.

In this second article, the table shows the sentences from the lead that use S-V-O structure.

Paragraph one.

<b>Subject</b>	<b>Verb</b>	<b>Object</b>
Cleaning robot Franzi makes sure floors	are spotless	at the Munich hospital

Paragraph eight.

<b>Subject</b>	<b>Verb</b>	<b>Object</b>
Franzi	Was originally	Named Elland spoke English

Paragraph fourteen.

<b>Subject</b>	<b>Verb</b>	<b>Object</b>
It	Is	Still unable to get into tight conners

In third article, the table shows the sentences from the lead that use S-V-O structure.

Paragraph one.

<b>Subject</b>	<b>Verb</b>	<b>Object</b>
Researchers this week announced they	had developed	an automatic text generator using artificial intelligence

Paragraph two.

<b>Subject</b>	<b>Verb</b>	<b>Object</b>
that software developed by OpenAI	could be used	to generate news stories, product reviews and other kinds of writing which may be more realistic than anything developed before by computer

Paragraph four.

<b>Subject</b>	<b>Verb</b>	<b>Object</b>
It	will not be releasing	the program to the public

Paragraph six.

<b>Subject</b>	<b>Verb</b>	<b>Object</b>
The news	suggested	a potential breakthrough in efforts to develop computer-generated text which may be believable

Paragraph eight.

<b>Subject</b>	<b>Verb</b>	<b>Object</b>
the program	was	fed one paragraph about "a herd of unicorns living in a remote, previously unexplored valley, in the Andes Mountains" and wrote a 300-word news story about it

Paragraph eleven.

<b>Subject</b>	<b>Verb</b>	<b>Object</b>
The OpenAI news	is	latest showing how computers have gained in language ability

### **III. Lead Length**

In first article, the length of the lead less than 25 words. The exact word are 15. So the lead does not match with the theory of lead length. Next article, the length is more than 25 words. The exact number of words is 29. So the lead does not match the theory of lead length. Finally, last article, the length of lead less than 25 words. The exact number of words is 29. So the lead does not match with the theory of lead length.

### **IV. Readability**

#### **a. Idea**

In first article, the idea of the lead is HOOQ platform is officially shut down on 30 April. In the first and second paragraph, those describing HOOQ platform will be shut down due insolvency.

Second article, the idea of the lead is announcing that developing automatic text generator using artificial is exceptionally great. In the second paragraph, those describing company whose researchers developed their software.

Lastly, Third article. The idea of the lead is announcing that developing automatic text generator using artificial is



exceptionally great. In the second paragraph, those describing company whose researchers developed their software.

**b. Sentence order**

The subject-verb-object form is used in this lead. Starting from paragraph one and three, there are one S-V-O construction. Meanwhile, in paragraph four, there are two S-V-O construction.

The subject-verb-object form is used in this lead. Starting from paragraph one and three, there are one S-V-O construction. Meanwhile, in paragraph four, there are two S-V-O constructions.

The subject-verb-object form is used in this lead. Starting from paragraph one and two, there are one S-V-O construction. Meanwhile, in paragraph four, there are two S-V-O construction.

**c. Word of choice**

The subject of the lead is a concrete noun. The subject in paragraph one uses a **Video-streaming platform HOOQ** and 'it'. It refers to video-streaming platform HOOQ about the their platform which is about going to shut down. In paragraph two, the word 'it' is similar to the lead paragraph

that also uses pronoun. In this article, there are three action verbs.

The subject of the lead is a concrete noun. Only one uses concrete noun is name is **Cleaning robot Franzi** in paragraph one sentence one and there is only one verb contains action verb.

The subject of the lead is a concrete noun. The subject in paragraph one uses a **Researchers this week announced they had developed an automatic text generator using artificial intelligence which is very good.** in paragraph one sentence one and there is only one verb contains action verb.

## Conclusion

The purpose of this research is to find aspect of kinds of aspects of good lead are found in the lead on thejakartapost.com. The articles about *Streaming service HOOQ to shut down on April* published on Tuesday, April 28, 2020, *Chatty robot Franzi cheers up German patients* published on Sunday, February 17, 2021 and *Researchers keeps wraps on automatic text generator to prevent misuse* published on Sunday, February 17, 2019. This research is using theories of the good lead by Melvin Mencher

Based on analysis in chapter III, some articles about *Streaming service HOOQ to shut down on April*, *Chatty robot Franzi cheers up German patients* and *Researchers keeps wraps on automatic text generator to prevent misuses*. Each writer used lead in various ways, one paragraph and one to three paragraph. The lead gives information or a brief story about the articles which links to the event of the news like people related to the event, a place of the event, activities that are done for the event, or the background of the story of the event. After the lead there is supporting details of the news.

In these all of articles, The articles almost fulfill all four aspects influencing a good lead, color, S-V-O structure, and readability components, But the lead length on all these articles do not qualify to meet Melvin Mencher's theory

The conclusion of three articles that have been analyzed in jakartapost.com in technology articles shows only three qualify the aspects of good lead and good enough, because the lead had three aspect, Color, S-V-O and Readability components.

## Reference

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Group, Missouri (2013), *News Reporting and Writing*.

<https://hooq.tv/>

Mencher, Melvin. (2011). *Melvin Mencher's news reporting and writing (12th Ed.)*. New York: McGraw-Hill.

<https://www.thejakartapost.com/life/2020/04/28/streaming-service-hooq-to-shut-down-on-april-30.html>

[thejakartapost.com/life/2021/02/19/chatty-robot-franzi-cheers-up-german-patients.html](https://www.thejakartapost.com/life/2021/02/19/chatty-robot-franzi-cheers-up-german-patients.html)

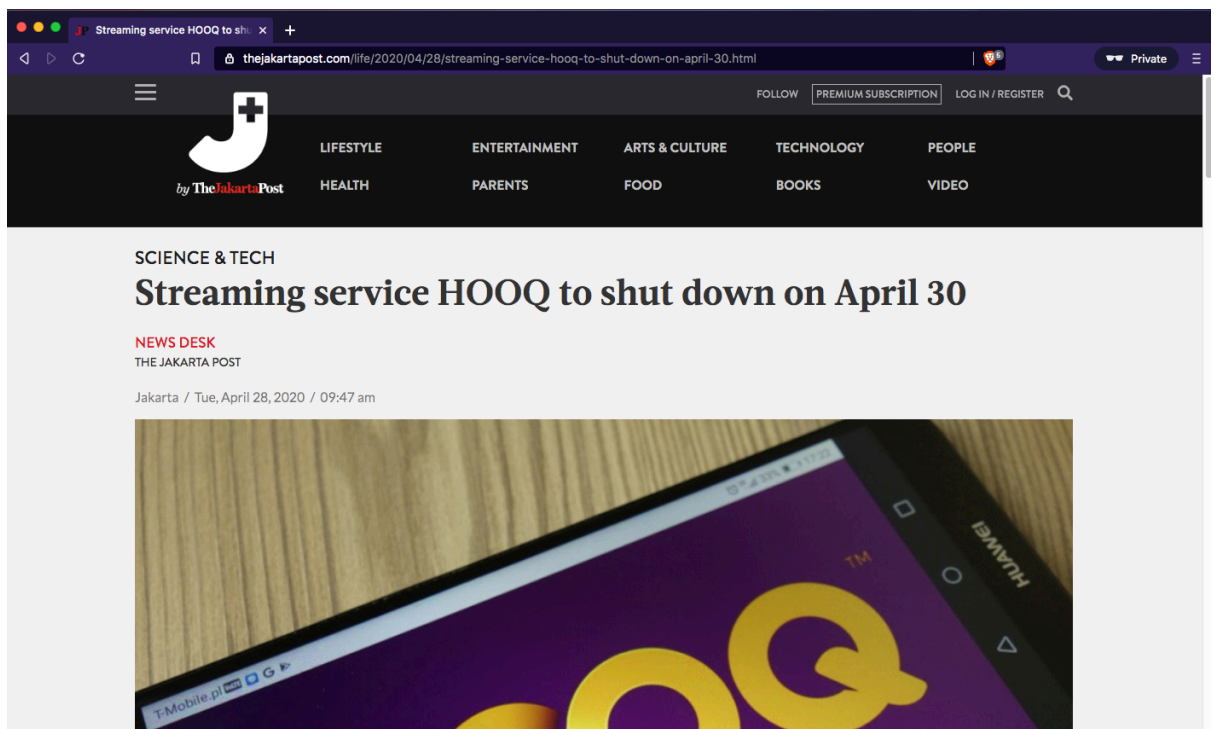
<https://www.thejakartapost.com/life/2019/02/16/researchers-keeps-wraps-on-automatic-text-generator-to-prevent-misuse.html>

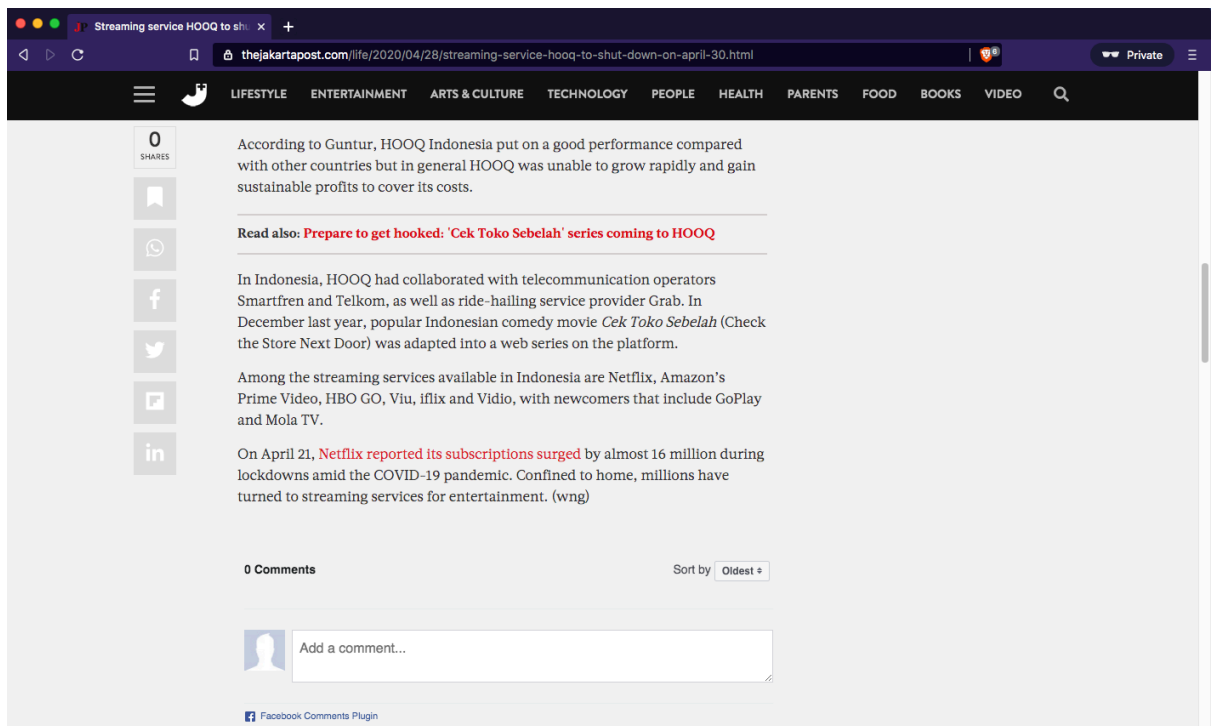
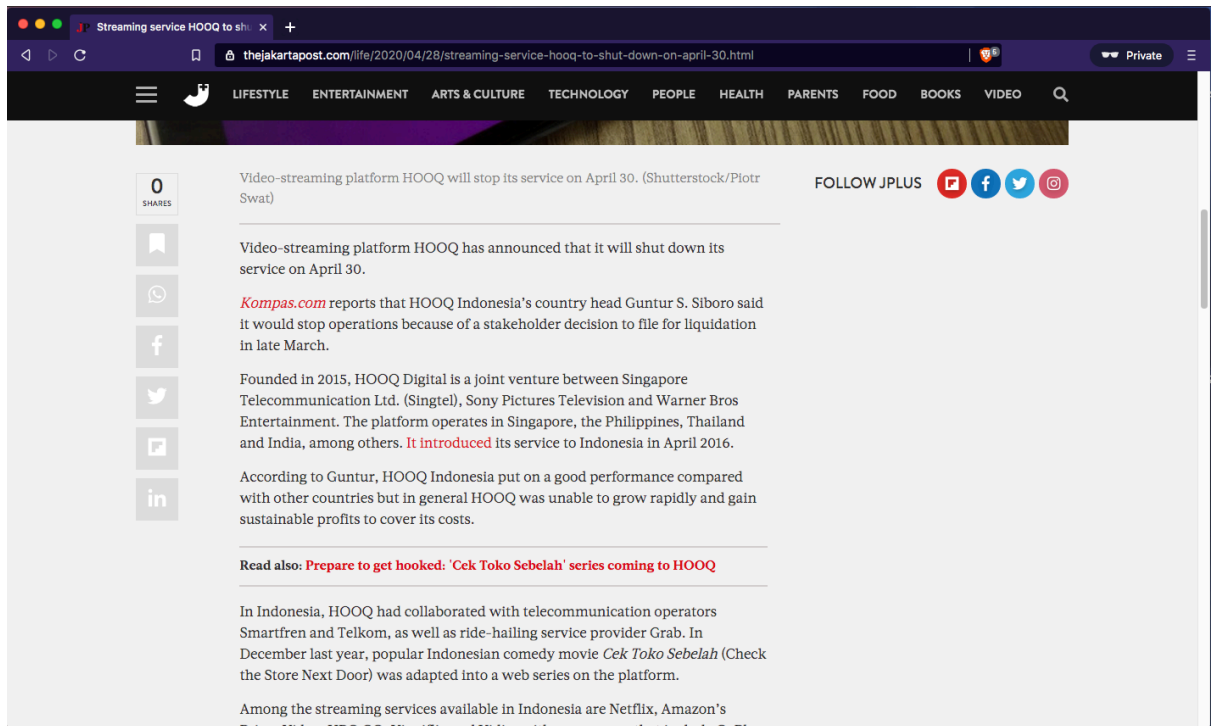
Laras Piranti, Denyar (2017), *The analysis of effective and good lead at world soccer magazine*. Skripsi, Jakarta: STBA LIA Jakarta.

[www.oxfordlearnerdictionary.com](http://www.oxfordlearnerdictionary.com)

[www.wikipedia.org/deep\\_fakes](http://www.wikipedia.org/deep_fakes)

## APPENDIX 1

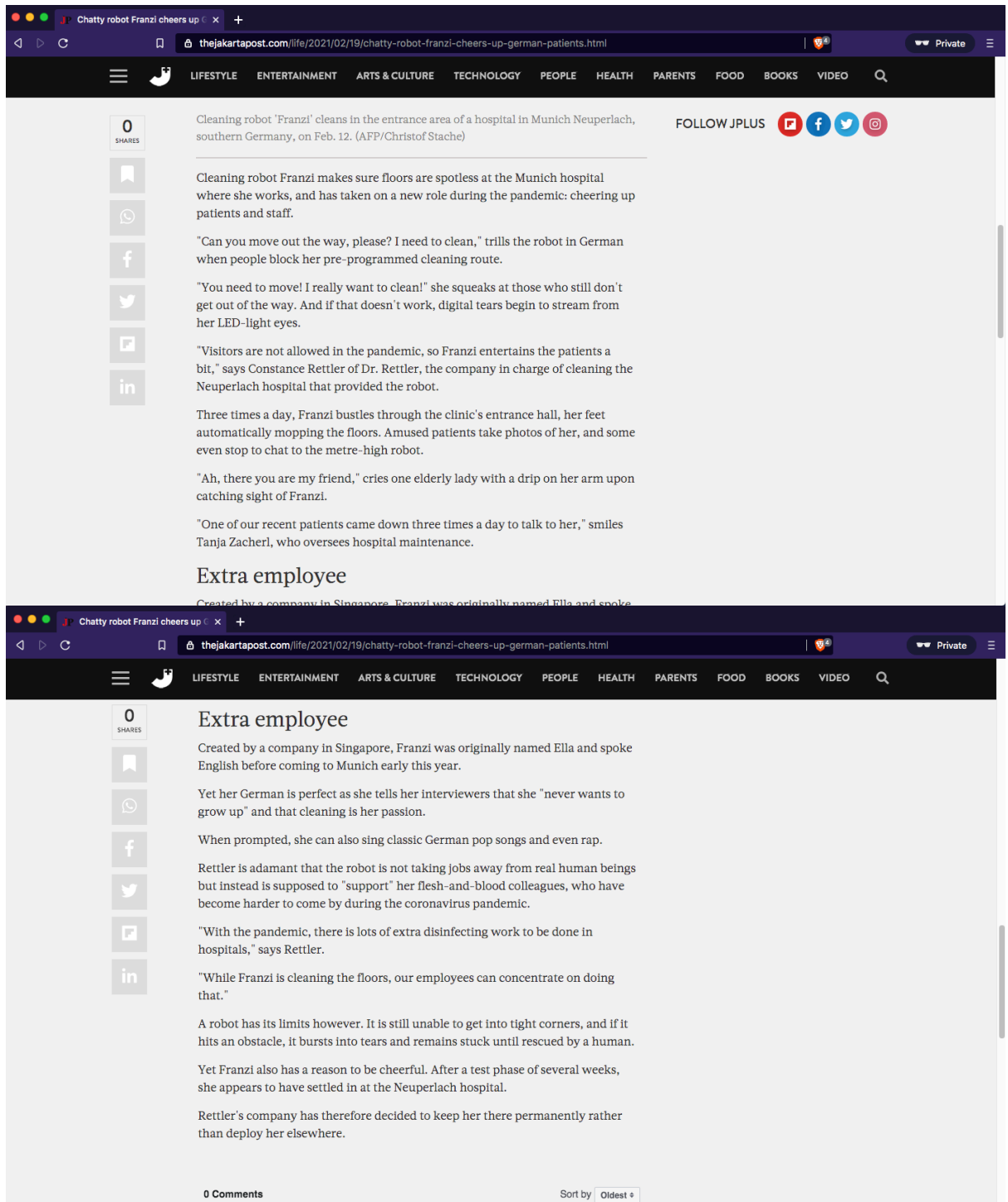




## APPENDIX 2



The screenshot shows a web browser window with the URL [thejakartapost.com/life/2021/02/19/chatty-robot-franzy-cheers-up-german-patients.html](https://thejakartapost.com/life/2021/02/19/chatty-robot-franzy-cheers-up-german-patients.html). The page features a dark navigation bar with the 'The Jakarta Post' logo and a menu of categories: LIFESTYLE, ENTERTAINMENT, ARTS & CULTURE, TECHNOLOGY, PEOPLE, HEALTH, PARENTS, FOOD, BOOKS, and VIDEO. The main content area is titled 'SCIENCE & TECH' and contains the article 'Chatty robot Franzy cheers up German patients' by Pauline Curtet, dated February 19, 2021. Below the text is a photograph of the robot Franzy, which has a white, rounded head with two glowing blue LED eyes.



APPENDIX 3



The screenshot shows a web browser window with the URL [thejakartapost.com/life/2021/02/09/uae-on-edge-as-hope-probe-poised-to-enter-mars-orbit-.html](https://thejakartapost.com/life/2021/02/09/uae-on-edge-as-hope-probe-poised-to-enter-mars-orbit-.html). The page features the Jakarta Post logo and a navigation menu with categories: LIFESTYLE, ENTERTAINMENT, ARTS & CULTURE, TECHNOLOGY, PEOPLE, HEALTH, PARENTS, FOOD, BOOKS, and VIDEO. The article is titled "UAE on edge as 'Hope' probe poised to enter Mars orbit" by Dana Moukhallati, published on February 9, 2021. A large image shows a rocket launch against a blue sky. Below the image, there is a social media share section with 0 shares and a "FOLLOW JPLUS" button with icons for YouTube, Facebook, Twitter, and Instagram. The main text of the article is as follows:

This file photo taken on July 20, 2020, shows a screen broadcasting the launch of the (Agence France Presse/Guiseppa Cacace)

A tense half-hour on Tuesday will determine the fate of the UAE's "Hope" probe to Mars, as the Arab world's first space mission carries out a tricky manoeuvre to enter the Red Planet's orbit.

If successful, the probe which is designed to reveal the secrets of Martian weather, will become the first of three spacecraft to arrive at the Red Planet this month.

The United Arab Emirates, China and the United States all launched missions last July, taking advantage of a period when the Earth and Mars are nearest.

The venture marks the 50th anniversary of the unification of the UAE's seven emirates.

Landmarks across the Gulf state have been lit up in red at night and government accounts emblazoned with the #ArabstoMars hashtag.

Hope will begin a 27-minute "burn" at 1530 GMT to slow itself enough to be pulled in by Martian gravity, in what Emirati officials say is the most challenging part of the mission.

It will rotate and fire all six of its powerful thrusters to dramatically slow its average cruising speed of 121,000 kilometres (75,000 miles) per hour to about 18,000 kph.

With an 11-minute communications lag -- the time it takes for a signal to travel back to Earth -- the spacecraft must be highly autonomous.

The screenshot shows a web browser window with the URL [thejakartapost.com/life/2021/02/09/uae-on-edge-as-hope-probe-poised-to-enter-mars-orbit-.html](https://www.thejakartapost.com/life/2021/02/09/uae-on-edge-as-hope-probe-poised-to-enter-mars-orbit-.html). The browser's address bar shows the page title "UAE on edge as 'Hope' probe". The website's navigation menu includes categories like LIFESTYLE, ENTERTAINMENT, ARTS & CULTURE, TECHNOLOGY, PEOPLE, HEALTH, PARENTS, FOOD, BOOKS, and VIDEO. The article content is as follows:

If all goes well, Dubai's needle-shaped Burj Khalifa, the world's tallest tower, will be at the centre of a celebratory show.

**50-50 chance**

"This project means a lot for the nation, for the whole region, and for the global scientific and space community," Omran Sharaf, the mission's project manager, told AFP.

"It's not about reaching Mars, it's a tool for a much bigger objective. The government wanted to see a big shift in the mindset of Emirati youth... to expedite the creation of an advanced science and technology sector in the UAE."

While the probe is designed to provide a comprehensive image of the planet's weather dynamics, it is also a step towards a much more ambitious goal -- building a human settlement on Mars within 100 years.

Apart from cementing its status as a key regional player, the UAE also wants the project to serve as a source of inspiration for Arab youth, in a region too often wracked by sectarian conflicts and economic crises.

"The probe has a 50 percent success rate in entering Mars' orbit, but we achieved 90 percent of our goals in building new knowledge," Sheikh Mohammed bin Rashid Al-Maktoum, UAE prime minister and Dubai's ruler, wrote on Twitter earlier this month.

Unlike the other two Mars ventures, China's Tianwen-1 and Mars 2020 from the United States, the UAE's probe will not land on the Red Planet.

Hope will use three scientific instruments to monitor the planet's atmosphere, and is expected to begin transmitting data back to Earth in September 2021, to be