

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of Research**

Mass media have become one of the strengths that can influence human life. Mass media as the media to deliver and spread the information have become an important element in the development of many aspects in human life. According to Biagi (2013), mass media become the key institution in our society. They influence our culture, our habits and our politics. One of the examples is Indonesian cultural development which needs the role of the mass media to publish it. Mass media, electronic, print, or online media, become places to spread the values of Indonesian culture to a wider community. In addition, mass media have also become places to express the artists' works and expose various inspirations that can inspire the artists' in working to develop our culture.

In the work, an artist cannot be separated from the mass media and the people. Mass media are useful to publish his/her artwork and the people determine whether the artwork is worthy or not. Therefore, the public, mass media and the artworks need each other. The theme of culture includes a human interest news

category that has positive impacts in the Indonesian cultural development when it receives much attention of the readers. Through mass media, the moral, social and cultural messages of an artwork can be delivered to the general public, so that it can give inspiration, appreciation, and open up people's insights about their own culture. Based on this background, mass media are expected to be able to produce the good news to support the Indonesian cultural development.

According to Barus (2011), in producing good news, the journalists should be aware of the elements and structures of the news. The elements of the news are timeliness, proximity, prominence, human interest, consequence, and accuracy by using 5W + 1H formula in writing the leads. Generally, the news has the basic structure such as headline, lead, nut graph, body, and ending. The initial parts such as the news headline, lead, and nut graph are important parts which can attract the readers. Good headline is able to grab readers' attention and build readers' curiosity towards the news. Good lead is a very important part in giving readers illustration about what is discussed in the news. It should be interesting for the readers, so that the readers want to read the next part to the end of the news. In addition, the nut graph is also an important part that must inform the main idea of the news article.

The researcher chooses lead to be analyzed as one of the important parts of news structure that has functions to entice readers' attention and give an initial illustration of news. According to Barus (2011), the good lead should be made attractive, friendly, familiar, beautifully and concisely written so it can create readers' interest, attention, and curiosity. Then, in connection with one of the roles of mass media to support Indonesian cultural development, the articles about

Indonesian cultural festivals are chosen as the data. Indonesian cultural festivals become the theme of this thesis because many festivals are held and developed in Indonesia now. Through interesting leads, readers are expected to be interested in reading the news about Indonesian culture. Based on that background, this thesis analyzes the kinds of writing techniques of soft news leads in articles about Indonesian cultural festivals, which were published from September 2013 to March 2014 at [www.thejakartapost.com](http://www.thejakartapost.com) by using the theories of writing techniques of soft news leads by Carole Rich.

## **1.2 Statement of Problems**

Based on the background of the research, the researcher wants to know:

- 1.2.1 How are the soft news articles about Indonesian cultural festivals, published from September 2013 to March 2014 written by [www.thejakartapost.com](http://www.thejakartapost.com)?
- 1.2.2 What kinds of writing techniques of soft news leads are used by [www.thejakartapost.com](http://www.thejakartapost.com) in the articles about Indonesian cultural festivals?
- 1.2.3 Which writing technique of soft news lead is mostly used in articles about Indonesian cultural festivals?

## **1.3 Research Objectives**

Based on the research problems, this research has objectives as follows:

- 1.3.1 To find out how the soft news articles about Indonesian cultural festivals, published from September 2013 to March 2014, are written by [www.thejakartapost.com](http://www.thejakartapost.com).

1.3.2 To find out kinds of writing techniques of the soft news leads, which are used by [www.thejakartapost.com](http://www.thejakartapost.com) in the articles about Indonesian cultural festivals.

1.3.3 To find out the writing technique of soft news lead, which is mostly used in the soft news articles about Indonesian cultural festivals.

#### **1.4 Scope and Limitation**

The thesis focuses on the writing techniques of the soft news leads in the articles about Indonesian cultural festivals, published from September 2013 to March 2014 at [www.thejakartapost.com](http://www.thejakartapost.com). The researcher finds out 12 articles that have a theme of Indonesian cultural festivals to be analyzed. To analyze this research, the researcher applies the theories of soft news leads by Carole Rich. The researcher does not conduct an interview with the publisher and does not compare with another online media.

#### **1.5 Research Methodology**

##### **1.5.1 Method**

This research uses a descriptive method. It aims to describe the characteristics about the kinds of writing techniques of soft news leads used by [www.thejakartapost.com](http://www.thejakartapost.com) in the articles about Indonesian cultural festivals. According to Kountour (2004), a descriptive method provides an overview or description of a situation as clearly as possible without any treatment to the object which is studied (p.105).

### 1.5.2 Data Source

The data source is [www.thejakartapost.com](http://www.thejakartapost.com). The [www.thejakartapost.com](http://www.thejakartapost.com) is an online version of The Jakarta Post daily English language newspaper that serves local and international readers in Jakarta. It offers breaking news, wealth of information on Indonesia, and also featured articles and special coverage that may not otherwise appear in the printed edition.

### 1.5.3 Data

The data are the leads of 12 soft news articles about Indonesian cultural festivals, published from September 2013 to March 2014 at [www.thejakartapost.com](http://www.thejakartapost.com). The titles of 12 articles are:

1. ***Banyuwangi Ethno Carnival***

Harsaputra, Indra (2013, September 14). Banyuwangi Ethno Carnival. Retrieved from <http://www.thejakartapost.com/news/2013/09/14/banyuwangi-ethno-carnival.html>

2. ***Multicultural Padang***

Jb, Syofiardi Bachyul (2013, September 21). Multicultural Padang. Retrieved from <http://www.thejakartapost.com/news/2013/09/21/multicultural-padang.html>

3. ***A parade to fight evil in Malang***

AW, Nedi Putra (2013, September 23). A parade to fight evil in Malang. Retrieved from <http://www.thejakartapost.com/news/2013/09/23/a-parade-fight-evil-malang.html>

4. ***A puppet renaissance in Bali***

Sertori, Trisha (2013, September 26). A puppet renaissance in Bali. Retrieved from <http://www.thejakartapost.com/news/2013/09/26/a-puppet-renaissance-bali.html>

5. ***Giving a thousand cakes in Solo***

Rizal, Ade (2013, October 25). Giving a thousand cakes in Solo. Retrieved from <http://www.thejakartapost.com/news/2013/10/25/giving-a-thousand-cakes-solo.html>

6. ***'Daul' music of Madura: Born out of darknes into light***

Mariani, Evi (2013, November 27). 'Daul' music of Madura: Born out of darkness into light. Retrieved from <http://www.thejakartapost.com/news/2013/11/27/daul-music-madura-born-out-darknes-light.html>

7. ***Petik Laut, offerings for a bigger haul***

AW, Nedi Putra (2013, December 6). Petik laut, offerings for a bigger haul. Retrieved from <http://www.thejakartapost.com/news/2013/12/06/petik-laut-offerings-a-bigger-haul.html>

8. ***Blessings up for grabs***

Adi, Ganug Nugroho (2013, December 7). Blessing up for grabs. Retrieved from <http://www.thejakartapost.com/news/2013/12/07/blessings-grabs.html>

9. ***Keeping up with traditions***

Sertori, Trisha (2014, January 2). Keeping up with traditions. Retrieved from <http://www.thejakartapost.com/news/2014/01/02/keeping-with-traditions.html>

10. ***Pomp for the Prophet in Yogyakarta***

Sudiarno, Tarko (2014, January 24). Pomp for the Prophet in Yogyakarta. Retrieved from <http://www.thejakartapost.com/news/2014/01/24/pomp-prophet-yogyakarta.html>

#### 11. *In Solo, a Chinese and Javanese melange*

Rizal, Ade (2014, February 6). In Solo, a Chinese and Javanese melange. Retrieved from <http://www.thejakartapost.com/news/2014/02/06/in-solo-a-chinese-and-javanese-melange.html>

#### 12. *Dancing demons of Nyepi*

Sertori, Trisha (2014, March 27). Dancing demons of Nyepi. Retrieved from <http://www.thejakartapost.com/news/2014/03/27/dancing-demons-nyepi.html>

### 1.5.4 Data Collections

The researcher conducts two steps in collecting the data:

- 1.5.4.1 Searching articles about culture at [www.thejakartapost.com](http://www.thejakartapost.com), published from September 2013 to March 2014.
- 1.5.4.2 Selecting articles about Indonesian cultural festivals from the articles about culture, which were published from September 2013 to March 2014 at [www.thejakartapost.com](http://www.thejakartapost.com).

### 1.5.5 Data Analysis

There are two steps that the researcher takes to analyze the data:

- 1.5.5.1 Analyzing the entire paragraphs of article to know how the article is written and make sure which one is the lead, which one is the nut graph, which one is the body of article, and if the lead has the function to give foreshadowing of what is told in the story.

1.5.5.2 Analyzing the lead of the article to find out what kind of writing techniques of soft news lead is used in the article.

## **1.6 Organization Of Writing**

The thesis consists of four chapters. The first chapter is the introduction which provides the readers about the background of research, statement of problems, the objectives of the research, scope and limitation and research methodology. The second chapter is the theoretical framework which informs the readers about the theories of the writing techniques of soft news lead by Carole Rich. The third chapter is the analysis of the data to answer the research problems. The fourth chapter is the conclusion of the research.