

INTRODUCTION

"News is a representation of the world in language" (Fowler in Šipošová, 2011: 11). It means that news can provide information through a series of words in a language so the information can be understood by the public. The spread of the news is now getting wider, easier and faster. By reading news, within the development of time and technology, now it is easier to find out the latest information from various parts of the world. Nowadays, news dissemination can be easily accessed by the public by only sitting in silence while watching television, or listening to ongoing broadcasts. The media that accommodate news is now increasingly diverse, from television or radio to smartphones. News also can be accessed through the website and from social media by using the internet service.

Online news portals have now become one of the promising media for people who want to find out about news quickly. Now the public can easily access a news item by simply tapping on the cellphone screen. Franklin, B says that it is undeniably a pivotal moment in the history where newspapers used to understand as news printed on paper, but also understood as news content on multiple media platforms which is now delivered by the Internet, podcasts, and telephone mobile, more often than by newspaper delivery boys. This ease of access makes people leave the printed newspaper. In addition to printing, which requires processing up to the news that is not as up to date as a news portal. Printed newspapers are also considered not environmentally friendly for other living things.

News itself has some element that can build as whole news information.

Elements of a news story including headline, lead, and body. Headline as a title whose the placement is at the top of the news becomes a gate for every news, as it must attract and get the attention of readers, and also provide an emphasize of the content of the news. Meanwhile lead is the statement, which is the first phrase to introduce a sentence at the beginning of a news that summarizes the main point on details of the story. Lead, mostly answer the question of 5Ws and H that indicate of Who, When, Why, What and How element. The last component is the news body, this section appears after the lead which is the content of the news. This section should give a more accurate explanation of what truly happens, about the individual reacted to the news, and why the event was relevant.

Furthermore, the three main news elements above have their roles in conveying news, though in this study the researcher will focus on news lead instead. Lead had an important role in the news as it is located at the beginning of the paragraph appeals to the news itself. If the lead is good, it will be able to attract readers to read. The lead will attract the reader to go through the story. It tells readers what the story is about, in other words lead contains 5Ws and H. Thus it is also supported by how the writer makes a lead story in the news. According to Mencher when reporters writing leads they navigate two contrasting currents. One pulls them into writing long as the reporter attempts to provide significant information. The other encourages them to write short sentences since they know that a short sentence is simpler to understand than a long one.

This study is based on a previous study by Denyar Laras Pinatih in her thesis entitled An Analysis of Lead in Feature News on New York Times Style Magazine.

In her thesis, she uses Marvin Olasky's theory as the main theory and is supported by another theory belonging to Nnamdi Ekeanyanwu as a supporting theory. In her research, Denyar Laras Pinatih examined 10 leads in the New York Times Magazine with the conclusion that the magazine used many types of summary leads in its writing.

The purpose of selecting this media is to examine how BBC News deliver news about the British Royal Family regarding Harry and Meghan Markle out. The purpose of this study is to find out what kind of lead that are used in BBC News regarding to Harry and Meghan Markle out as an royal family member and what is the main function of the lead that used in BBC news about Harry and Meghan Markle out as an royal family member based on theories from Nnamdi Tobeckukwu Ekeanyanwu. The researcher uses the theory from Nnamdi Tobeckukwu Ekeanyanwu to support the analysis that will be made. The researchers use the theory as a reference regarding the types and functions of the leads used by BBC that has a strong basis on the analysis. In the theory, Nnamdi Tobeckukwu Ekeanyanwu has 10 types of lead and 7 lead of functions. Based on Ekeanyanwu theory, lead consist of 10 types: Summary, Figurative or Colored, Quotation, Question, Bullet, Staccato, Immediate-Identification, Delayed-Identification, Multiple-Element, and Lead with flair.

1. Summary Lead. This lead is frequently utilized as the modified pyramid structure since this lead attempts to sum up the whole story in a few lines, plus to make the reader get the information of what the reader needs to know through answering the 5Ws and H on the lead of the news. This summary

lead sums up the entire story and provides the details afterward. Summary Lead is pointed and manages the main points of the story.

2. **Figurative or Colored Lead.** This kind of lead possibly allows the significant usage of figures of speech or a figurative word that has been used rather than the literal sense itself. The strength of a figurative lead is the way this lead has an attention-grabbing impact.
3. **Quotation Lead.** This quotation lead normally contains a remarkable statement that is used in an uncertain situation so that it can be used as an attraction in writing this type of lead, this type occasionally can add dramatization to the news. The statement itself makes this type of writing seem easier to write because basically, this lead writing guide would be more efficient. The following paragraph will be used as an explanation of the quoted sentence when using this lead.
4. **Question Lead.** The lead itself brings up a subject in a questioning way and tries to respond to the question itself. This lead usually used in explaining or specialized essays. The question used is usually a rhetorical one, which is the reason why this lead answers the question himself.
5. **Bullet Lead** is close into the headlines. Where it only uses short sentences, but this lead has a great influence after the news has spread.
6. **Staccato Lead** contains of brief sentences that are placed one after the other to create an uplifting impact. It is utilized to set up a state of mind most appropriate for the sort of report.
7. **Immediate-identification Lead.** The “WHO” element is one of the most essential components of the story in the immediate-identification lead.

When someone prominent or whose name is well-known is generating headlines, reporters frequently employ this method.

8. Delayed-Identification Lead. At the point when reporters utilize this kind of lead, as a rule, it happens when the individual or people included have little name acknowledgment among the readers.
9. Multiple-Element Lead. Choosing one subject to make the lead is overly limiting in certain reports. In these kinds of circumstances, the reporter might choose a different - element, which will lead to additional material throughout the first paragraph. Regardless, a lead should be composed within the keep of a clear, straightforward sentence (s).
10. Lead With Flair. Despite the fact that the reversed pyramidal is intended to provide viewers the news first and quickly, not every stories begin with the main point. When the actual substance you would like to highlight seems to be a novelty, and the lead is frequently uncommon.

This study also used Ekeanyanwu's theory regarding main function of lead. Lead in news became very important because it will describe the overall news, and according to Ekeanyanwu theory, he has divided into 7 function:

1. The lead summarizes the news, this function is to provide the reader a feel of what is to come and directs the readers to the supporting facts or assertions given in the opening statements.
2. The lead answers the questions raised by the 5Ws and H. However, though not all of the answers supplied by the 5Ws and H must be included in

each lead to be appropriate, none significant one should be missed out or deleted.

3. The lead must emphasize the news feature. The news feature should be highlighted in the lead. This role is required to highlight most intriguing as well as important part of the story. The news must be highlighted in the lead.
4. The lead must furnish the reader with identification needed for clarity. To make the lead obvious to the reader, people, places, and events must be identified. These pieces of info might be viewed of as elements of the answers to the questions who, where, and what of an event.
5. The lead must also suggest or give the authority on which the news is written, this is referred to as Documentary evidence. Documentation lends credibility to the news report.
6. The lead must attract readers to the story. As the opening of the story, the lead must stand out enough to attract the readers and support this till the person is fully immersed in the story.
7. The Lead Should Suggest the Headline. The sub-editor or editor may easily cast the headline for the piece based on the lead. This should be suggested in the lead.

METHOD

This study uses a qualitative descriptive method, in which the data