

INTRODUCTION

The development of technology is currently very rapidly growing in many areas, including in the field of media information technology, which not only employs media such as newspapers, TV, and radio, but also makes fast advances in the internet that quickly and easily spreads the news. Internet is becoming a choice because the internet has many conveniences such as delivering and obtaining information. In addition, online news appears to allow users to interact.

According to McQuail, mass media of communication refers to communications that make use of a medium or technique that may reach a large number of people across a large area. “Mass media communication will not be separated by the mass since the message is delivered through the media in mass media communication”. (2005, p. 3).

News can be new, fresh, uncommon, unique, strange and exclusive. It can be defined as a fact or thought that will attract the interest of a big number of people. News can consist of political issues, murder, entertainment, sport and others. “News is information about a disruption in the normal flow of events, an unexpected turn of events, or a departure from the norm. People can use news to help them make informed decisions about their lives.” (Mencer, 2011, p.56).

A great lead is the one that encourages the reader to continue reading. That is important. Leads must grab the audience. With so many options for information—newspapers, magazines, television, radio, and the internet—audiences are simply not ready to go past the first paragraph (or even sentence) unless the subject validates their interest. That is precisely what a good lead does. It provides the most important

information to the readers in a clear, concise, and interesting manner. It also establishes an article's style and direction. The point of statement is the lead, which might refer to the first paragraph and contain the 5Ws and H.

In this thesis, the researcher will use soft news, which is the online media to be researched in order to find out what kinds of leads the articles in online newspaper use to write the news in their articles. The leads are analyzed by using Melvin Mencher's theory. The study about lead has already been done by Denyar Laras Pinatih in 2013 entitled "An Analysis of Lead in Feature News on New York Time Style Magazine". In her research, she analyzes 13 articles and finds that in The New York Time Style magazine there are 5 of 13 articles that apply summary lead. Some of the articles use question lead and descriptive lead for other articles article. The other ones combine anecdotal lead and descriptive lead to write the news. New York Times also applied a combination of types of leads, the combination of quotation lead & summary lead, summary lead & descriptive lead, figurative & staccato lead, summary lead & situational lead. She concluded the mostly used type of lead by *The New York time Style* magazine in their article is summary lead and she also concluded the possibility to incorporate the types of lead for writing news.

There is another previous research before Denyar Laras Pinatih and it was conducted by Lidya Rahayu entitled "*An Analysis on Kinds of Writing Techniques of Soft News Leads Used in Articles about Indonesian Cultural Festival at www.thejakartapost.com*" (in 2014). She talked about soft news lead used in online articles in www.thejakartapost.com. She uses Carole Rich's theory and she

analyzes feature news in online media, namely thejakartapost.com. In her research, she finds out the 10 articles that she has analyzed apply anecdotal and descriptive lead technique. Then, a conclusion of her research was the descriptive lead technique is the mostly used technique in writing feature articles on www.thejakartapost.com.

In this study, the researcher presents the definition of leads and kinds of lead. The researcher focuses on the techniques of writing lead in 15 articles of online newspaper. In analyzing leads, the researcher uses Melvin Mencher's theory as a major theory since this theory is short and suitable for thesis so it makes it easier for readers to read.

The point of statement is the lead, which might refer to the first paragraph and contains the 5Ws and H. The lead is also a reader's hook that explains what the story is about. The lead of the news can be discovered not only in the first paragraph, but also in the second paragraph. A great lead will attract the reader to read the entire article. There are some various definitions of lead by experts. Feature leads, like other parts of articles, vary in length depending on the overall length of the article, but their goal stays the same: to give the reader a sense of what the article is about, to set a standard, and to persuade the reader to keep reading. The news isn't designed to be summarized in feature leads (Olasky, 1996 p. 141). A lead in the first paragraph can be followed by the second paragraph of the story, according to Olasky's theory.

Based on definition above explanation, lead can be summarized that it has characteristics as lead can serve a summary to the reader about the whole story, lead

can give the question proposed by 5W and H, and the length of the lead is not precise and it usually appears in the first paragraph and the next paragraph.

To emphasize the analysis of the thesis, the researcher uses the theory by Melvin Mencher because it explains some types of lead that suitable to analyze the articles. 5W+1H elements form an ideal lead. What, Who, When, Where, Why, and How are the 5W+1H elements. However, there is no accurate formula for writing it first. Melvin categorizes lead into different types to make things easier. 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, Then-and-Now Lead, Here-and-There Lead, and Epigram Lead.

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. These leads serve 5W+1H elements briefly.

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.

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 to the 'Who' elements on the writing.

Punch lead, this kind of leads is started with the big fact and the important part of the news. This kind of leads 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.

Crusade lead, this kind of leads use for campaign or explain about an event which not exactly clear.

Astonisher lead, this kind of leads is aimed for the readers to make them wondering about the news and continue reading.

Explosive lead, this kind of leads is usually use for shocking the readers in the first paragraph.

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.

Suspended-Interest lead, this kind of leads uses some additional facts in the beginning and main facts behind the lead.

Question lead, this kind of leads uses a question to start the news and to be reported.

Quote lead, this kind of leads uses quote from the informant’s statement as the beginning of the news.

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.

Then-and-Now lead, this kind of leads is usually used to adding a dramatic impression on the news with picturing now and previously.

Here-and-There lead, this kind of leads is usually used for comparing one place to other places.

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.

METHODOLOGY

Method

This research uses a descriptive qualitative method to analyze the lead of the news. The purpose of the descriptive method it describes and explains what kinds of leads are used for Natural Disaster Articles in *TheJakartaPost.com*. The researcher 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.

From the research of problem above, the researcher wants to find out what kinds of leads which are used to write the natural disaster articles in the Jakarta Post. The researcher collects Online Newspaper articles from The Jakarta Post as a subject in this paper. The researcher randomly collected the data consists of 15 articles from different titles articles, which are:

1. “People return home after 6.9-magnitude earthquake in Central Sulawesi”.

The article is taken from *The Jakarta Post* (published on Saturday, April 13th 2019).