

INTRODUCTION

In this modern era, many people can get information and communicate in various ways. One way to get the information is through the news. News is one of the elements that give information to the public. The information which is reported in the news is the one that has already happened or will happen soon. According to Mencer (2011), news has two general definitions. “News is information about a break from the normal flow of events, an interruption in the expected and a deviation from the norm. News is information which people can use to help them settle on quality choices about their lives.”

In the news there must be a structure that consists of headline, lead, body and ending. A good headline can make the reader interested and build a curiosity. Meanwhile, a good lead also takes important role for giving a short of the story in the news. The lead must be attractive so that the readers want to read the news until the end. Furthermore, the body and the closure should give supporting facts and additional information.

In writing the news, lead is the most important part of the news because the main purpose of the lead is to make the reader read and encourage them to keep reading the news until find out the important fact of the news. Lead usually appears in the first paragraph of the news and possibly the second paragraph too. The most crucial part in any article is the first paragraph of the article. If the reader doesn't get the means in the first paragraph of the news, it means the journalist is failed to deliver the messages in the first place. (Zinsser, 2006).

Ekeayanwu (2012) explained “The lead is the keys of the news and contains of 5Ws and H. As a matter of fact, lead is the key of the news due to the fact that it contains the most important facts of such a news story. The lead also summarizes the facts of the news story and it must be attractive, fascinating and meaningful” (p.54)

The function of lead is to give a brief summary of the article. In addition, lead is used by the journalist or the writer to catch and keep the audience reading the whole article. A good lead is one of the keys of the news to get the reader’s intention. They have to catch the attention of the readers with a good lead. With a good lead, the reader will decide to read the article to the end.

The previous study about lead has been discussed by Denyar Laras Pinatih from STBA LIA Jakarta student in English Major class of 2017 with her thesis title “An Analysis of Lead in Future News of New York Times Style Magazine”. This research uses Marvin Olasky’s model theory and supporting by Nnamdi Ekeanyanwu’s theory. She concluded that New York Times Style Magazine mostly uses summary lead for their article. The other research of this study has been discussed by Eldo Yohanes from STBA LIA Jakarta student in English Major classes of 2019 with his thesis title “The Analysis Effective and Good Lead at World Soccer Magazine”. This research uses Donald M. Murray’s theory and Melvin Mencher’s theory. The conclusion of his research is the leads at World Soccer magazine are not effective because the headline of the article doesn’t show the qualities, it only shows in two to five articles that shows the qualities of the lead in the articles.

The last previous research of this study has been discussed by Joshua Samosir from STBA LIA Jakarta student in English Major Class of 2020 with his scientific writing title “An Analysis of Article Lead in Harper’s Bazaar Magazine” by using Melvin Mencher’s theory. He analyzes seven articles in Harper’s Bazaar Magazine. The results of his research mostly Harper’s Bazaar Magazine uses the type of comprehensive lead.

All of the previous studies that have talked about the lead are using different theories. Thus, there are many kinds of lead that are used for creating the news. The theory of lead from Nnamdi Ekeanyawu (2012) categorized 10 types of lead which are:

1. Summary Lead. This lead is often used to summarize the story briefly by answering the 5WS and H. The summary lead summarizes the whole story and gives the detail later.
2. Figurative or Coloured Lead. This lead permits the extensive use of figures of speech or allows the use of words in the figurative sense rather than the literal sense. The power of a figurative lead is in its eye-catching effect.
3. Quotation Lead. This lead contains of striking statement that could make readers interested in the story. Because the quotation lead is easier to write and the explanation should be appeared in the next paragraph.
4. Question Lead. This lead raises up a question and attempts to answer the question. This lead uses to make a reader wonder the answers of the article.
5. Bullet Lead. This lead usually made in a short sentence that will be raised a great impact. This lead is similar to the headline.

6. Staccato Lead. This lead contains of a short sentence that comes in a steady progression to make elevated impact. This lead used to set up a state of mind for the sort of report.
7. Immediate-Identification Lead. This lead focuses on the “who” element. This lead is often used by journalist when someone important or someone whose name is considerably recognized by the public.
8. Delayed-Identification Lead. This lead is utilized when an individual or somebody included has little name acknowledgment among general society or the readers.
9. Multiple-Element Leads. In such cases, the journalist can pick a different – component lead to work more data into the principal passage. Be that as it may, such a lead should be composed inside the limits of an unmistakable, simple 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.

This research also uses K.M Shrivastava’s theory to enhance the types of lead that do not exist in Nnamdi Ekeanyawu’s theory (2012). This theory needs to be used because it has some types of lead that compatible to analyze the articles. Based on K.M Shrivastava’s theory (2003), the types of lead are divided into 9, which are:

1. Hard/Direct/Summary Lead. This kind of lead often used in news because of the fact that news needs to be abbreviated or to the point. In other words, this lead tells the entire article briefly.
2. Suspended Interest Lead. This type of lead will serve as a stimulator of interest. It will give the reader information about their appetite and no more.
3. Blind Lead. This lead starts with summing up the article however leaving out one essential detail; this is done to make the reader interest about the article.
4. Narrative Lead. This lead is one of the types of feature lead that takes the reader to understand into the main person in the article.
5. Quote Lead. This lead begins with a quote by the person as the interviewees which show the main idea of the topic.
6. Question Lead. This lead is used to answer one of the “w” questions (what, who, why, where and when). In other words, this type of lead guides the readers to try to answer of the article.
7. Direct Appeal Lead. This kind of lead tends the reader directly or by implication as ‘you’. It has the effect of making the reader, a collaborator and partner when they read the article.
8. Circumstantial Lead. Here the beginning stresses on the circumstance of the news. It crops up usefully when the story has a human interest slant
9. Tabulated Lead. This lead usually used for creating the news when no one fact is prominent. Each aspect of interest has about same value. In that

case, a practice has grown up of tabulating each item in the lead-one, two, three and so on.

This research will investigate the types of lead that Harper's Bazaar uses on their website for their Beauty news.

METHOD

This research uses a qualitative descriptive method to analyze the lead of the article. The research analyzes the sentences on the lead paragraph to find out the elements of the lead. It aims to explain the characteristics of the kind of lead which is used in Harper's Bazaar website about their articles.

The data is collected in four steps for collecting data. First, open Harper's Bazaar website. Second, browsing the articles about beauty news on Harper's Bazaar website while reading the articles. Third, choose 15 articles about Beauty news randomly. Last, identify the lead from the article.

The data will be analyzed by using Nnamdi Ekeanyanwu's theory and supported by K.M Shrivastava's theory. The data are analyzed to find out the kind of lead that is used on Harper's Bazaar website. The data for this research are taken from online media www.hapersbazaar.com

Result and Discussion

This study analyzes fifteen data that have been selected before about beauty news. The types of lead that appears in the article are immediate identification lead, summary lead and quotation lead, summary lead, direct appeal lead, suspended interest lead and the combination of two types of lead in one