

## INTRODUCTION

Press means to print and means broadcast or printed publication. In its development, the press has two definitions, namely the media in a broad sense and the media in a narrow sense. In a general sense, the press includes all mass communication media, such as radio, television, and films, whose function is to transmit/spread information, news, ideas, thoughts, or feelings of a person or group of people to others. There are general terms radio journalism, television journalism, press journalism. In a narrow sense, the press is only classified as publishing products that go through a printing process, such as daily newspapers, weekly magazines, semi-monthly magazines, etc., which are known as print media. Yet now, as it is stated before, in the digital era, it must transform into the non-printed media and publish it online through the internet.

It is shown that according to Mesquita (2017), the declining of printed newspaper started in 1995 and kept getting worse as the era entered 2000s. This declining is not only happened to a small newspaper, but also the big ones. As in the United States, based on the survey done by Pew Research Center Journalism & Media (*journalism.org*, posted in July 2019), from the year of 2017, the print circulation of newspaper decreases between 12% until 13% each year. While the amount of newspaper website visit increases around 8% each year. Therefore, it can be said that the use of internet as the media to spread the news are relatively effective nowadays. This summary also implies in the Indonesian medias, as more newspapers come into a digital version. One of them is Jakarta Post.

Jakarta Post is a daily newspaper in English in Indonesia. This newspaper is owned by PT Bina Media Tenggara, which is headquartered in Jakarta.

The Jakarta Post started as a collaboration between four Indonesian media under the direction of Minister of Information Ali Moertopo and politician Jusuf Wanandi. After its first publication on April 25, 1983, The Jakarta Post was published for several years with little advertising and increased circulation. After the change of editor-in-chief in 1991, the paper began to take a pro-democracy position. The Jakarta Post is one of the English-language Indonesian dailies that survived the 1997 Asian financial crisis and currently has 40,000 copies and had 41,049 subscribers as of December 1998.

In 1994, Jakarta Post became the first newspaper in Indonesia to go international under "Go International." Three global companies provide database services from three different places globally so that thousands of customers worldwide can access posts for 24 hours. This project is a concrete manifestation of the post's mission to bring Indonesian perspectives to be national and international issues amidst Western countries' views that dominate the world's information flow. The daily is committed to being present as "The Indonesian Journal of the Present." This newspaper undertakes the challenge to continue to provide news, entertainment, and up to date views to the world community.

The Jakarta Post also has Sunday and online editions, the contents of which are not found in the daily print editions. The daily targets foreign citizens and educated Indonesians, although the number of Indonesian readers from the middle class continues to increase. Well-known as a training ground for local and international reporters, The Jakarta Post won several awards and was dubbed "Indonesia's leading the English language daily." (Kustin Ayuwuragil D, m.merdeka.com)

Supposedly, a story consists of several news parts. Such as titles, news leads, news content, quotes in the news, 5W + H writing systematics, and news are arranged in an inverted pyramid system. These parts will make it easier for the public to understand the message or information from the news.

The news is generally portrayed in the original news paragraphs they have written to get readers interested. This technique is called lead in journalism. Lead is the opening of a news to interest readers in order to finish reading the news so that they understand the message of the writer in the news as a whole. As stated by Chaer (2010) in his book that a lead whose role is the same as the music intro is often referred to as a teaser, since it is the initial part of the writing, so readers are interested in reading it on. There are many types of leads used by journalists to tempt readers so that the news that is written down before the end of the news continues to be read continually.

The lead is an essential part of the news, namely the opening part, which also serves as the news headline or core part. In line with the inverted pyramid writing method and the principle that the terrace is the central theme or idea, the news core uses the most substantial element or central point to be conveyed when opening the news (Barus, 2010).

According to Romli (2003), leads is the first paragraph. Although according to Kusumaningrat & Kusumaningrat (2006), the nest paragraph consisting of listed body news and the opening sentences consisting of news information are mentioned Leads. According to Kusumaningrat, revealing that leads can be easy for readers to read the news, stratify the reader soon and make the title easy to edit.

In reality, writing much news, but almost all of the writer's good news is that much of the writing is an inverted pyramid. The most important thing is to write down this trend and the increasingly meaningless details for wide. In the first line, Leads contains the most relevant news information. Leads contain 5W+1H questions (who, what, when, where, why, and how). It aims to ease writing. And the newsreader may be aware of the critical issues. By reading just one or two paragraphs, consumers already know the key facts. The next part is called the news body. And a more detailed description of the lead material. In other terms, body definition and lead (Mondry, 2008).

The research is about the leads of news articles in Jakarta Post related to cases of minister's corruption's theme. The aim of this study is to discover what kind of lead is used by the Jakarta Post in their corruption posts. The researcher uses descriptive method to describe the lead of each article. The data are analyzed by using Nnamdi Ekeanyanwu's theory (2012). The result shows that 8 of 10 articles apply summary lead to give the details of the news in the first paragraph. It reveals that the mostly leads use summary lead to get the point of every understanding very easily to reader.

There are two previous researches about leads. The first is from Denyar Iaras Pinatih who wrote a thesis "ENTITLED AN ANALYSIS OF LEAD IN FEATURE NEWS ON NEW YORK TIMES STYLE MAGAZINE". She concluded that most on feature of the news in *New York Times Style Magazine* that told about lifestyle which published on 12th April 2015 & 19th October 2016 by using summary lead, so the reader could get the key point of the news just by reading the lead. Another previous research that was conducted by Eldo Yohanes

entitled “THE ANALYSIS OF EFFECTIVE AND GOOD LEAD” at *World Soccer Magazine*. He analyzed *World soccer* magazine news articles about famous football players, former players, and coaches that published in October 2018 until March 2019. He concluded that the lead of headlines part fulfill three four aspects of good lead which are color, S-V-O, and readability components.

To analyze the leads in an article, Ekeanyanwu divides leads into 10 types which are:

### **1. Summary Lead**

With the inverted pyramid form, the summary lead is mostly used because it tries to sum up the news in a few lines and tells the reader by addressing the 5Ws and H. The lead description outlines the full article and later provides additional informations. It is rather brief and just deals with the key points of the news.

Example:

A three-alarm fire in Thursday night gutted the Graha Indah housings, leaving 35 residents homeless.

### **2. Figurative or Coloured Lead**

This guide allows for the extensive use of speech figures or allows the use of words in a figurative context rather than in a literal sense. The strength of a figurative lead is in his eye-catching effect.

Example: The government starts the fire in the White House that the other party’s supporters raging.

### **3. Quotation Lead**

A quotation lead is typically a striking term to attract news readers. Since it is simple to write, it is usually used sparingly. Only where the quote is appropriate and where it could add drama should it be used. Whenever a quote is used, clarify in the next paragraph.

Example: "I'd like to jail parents themselves who are so lax their kids are boosting the crime rate!" Waren John, the Juvenile Court Judge, states that the case of juvenile delinquencies rise during the pandemic.

### **4. Question Lead**

The question lead poses a question and attempts to answer it. In explanatory or technical prose, it is commonly used. When it is rhetoric, the question always responds.

Example: Who will reign as Miss International this year?

### **5. Bullet Lead**

The closest lead to the headline is the bullet lead. It is a short sentence with a significant effect.

Example: There is a shortage of public transportation during the pandemic.

### **6. Staccato Lead**

It consists of short sentences to generate increased impact, one after another. It is used to create an atmosphere suitable for the development of news.

Example: Cotton candy. Corn dogs. Hot dogs. Burgers. Gut-twisting rides fulfill the historical euphoria besides the terrifying blood after the ferris wheel accident.

## **7. Immediate-Identification Lead**

The "WHO" element is one of the most important facts in press which indicates an immediate-identification lead. Reporters also use this method when news is being made by someone significant or someone whose name is commonly known.

Example: Vice President Indonesia, Jusuf Kalla, made a televised speech on TVRI yesterday condemning the US-led NATO attack on the Iraq.

## **8. Delayed-Identification Lead**

When a reporter uses this type of lead, it is usually because the person or individuals involved have little comprehension of the name among the readers.

Example: A school committee member has filed an assault complaint against a fellow member, accusing her of grabbing her nose and twisting it following an executive session Thursday night.

## **9. Multiple-Element Leads**

In some news, it's too limiting to pick one theme for the protagonist. In such situations, the reporter can select a multiple component that leads to more detailed reporting on the first paragraph. Simple sentence(s) must be written within the constraints of simplicity, however.

Example: The city council, Friday, reported three of her staff to the regional police station as they allegedly have done sexual assault to the interns worked in the office.

## 10. Lead With Flair

Although the inverted pyramid is built first and quickly to tell readers the news, not all stories start with the most significant declaration. If creativity is the significance of the news that you want to highlight, the lead is often rare.

Example: Not even zero temperatures could stop the city council to destroy the building. With a thud, bulldozers worked on the icy old building, beginning in the middle of the town as they remake the old statue.

In short, based on the background of the study above, the writer is interested to do a research entitled, “ *An Analysis of Lead in Feature News on Indonesian Minister’s Corruption Cases.*”

Based on the explanations of the background of the study, the problem of the study is formulated into: what kinds of lead does Jakarta Post use in their articles about ministerial corruption case?

## METHOD

To analyze the lead of the news, this study uses a descriptive approach. In order to find the types of the lead, the writer analyzes the sentences in each paragraph. It attempts to define the characteristics of the type of lead used by the Jakarta Post. Then, after the news are collected, the writer analyzes and classifies the data using Nnamdi Ekeanyunwu’s theory about the lead of the news.

The data are taken from the Jakarta Post from June - December 2020.

Articles
Former sports minister Imam Nahrawi gets 7 years prison in KONI bribery case ( <b>June 29<sup>th</sup>,2020</b> )
KPK to file appeal against court verdict on former youth and sports minister