

## INTRODUCTION

The convergence of media technologies is propelling changes in media industries as newer media platforms like Google, and Facebook compete with old media companies for dominance (Straubhaar, Joseph and LaRose, Robert, (2004). The emergence of news reading media makes world news easily accessible anytime and anywhere by readers.

Indonesia has the Jakarta Post as one of a daily newspaper in English in Indonesia. This newspaper is owned by PT Bina Media Tenggara, which is headquartered in Jakarta. It has 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. 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. Three global companies provide database services from three different places globally so that thousands of customers worldwide can access posts for 24 hours. 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 is published online and offline, printed version of the newspaper. Actually is to accomodate the readers' preferences. 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."

The structure in journalistic writing rules must have headline, lead and nut graph, body, and ending (Barus, 2011). The primary parts of news like headline, lead and nut graph are the keys to attract the reader. Good headline can catch the reader's attention and build the curiosity. Furthermore, good lead is an important part in giving brief story of the news. Then, nut graph, it is also important part that explains the point of the news article. Some experts show that lead is the first paragraph of a news story and contains the 5Ws and H. In fact, the lead is the most important part of a news story due to the fact that it contains the most important facts of such a news story. The lead also summarizes the facts of a news story and it must be attractive, interesting and readable." (Ekeanyanwu, 2012).

There are two previous researches, the first one was conducted by Yohanes (2019). He used two theories from Murray (2000) about qualities and forms of an effective lead and Muncher's theory (2011) about the good lead. Yohanes analyzed effectiveness of lead on world soccer magazine published by World Soccer magazine. He found out that there were five articles which are not effective because based on the theory of effective lead by Murray, the effective leads usually have similar qualities. The second previous research was from Pinatih (2017), she used Olasky's theory (2010). Her research about an analysis of lead in feature news on New York times style magazine, she finds out that the 10 articles mostly used type of lead to write the articles about lifestyle in New York Times Style Magazine is summary lead.

Unlike those two previous researches, in this thesis, the researcher uses lead analysis produced by Rich (2010) to analyze the types of leads in the Jakarta Post with the intention to attract readers to read the entire message beside that Carole Rich explained about lead in a simple and easy to understand. The researcher focuses on the analysis of lead in the Jakarta Post especially connected to Covid-19's articles by Rich's theory.