INTRODUCTION

Mass media is one of the tools used to communicate, both locally and globally. In this modern era, mass media's role is absolutely significant. It is growingand developing especially in the internet. Internet is the abbreviation of Interconnected Network is a network system connecting millions of web servers. In this digital era, getting information is easy, because people can get it anytime they want through the internet. Media is tool for conveying message and obtaining information. Nowadays, people get their information from newspaper, television, and internet, especially from online newsthat is spawningeverywhere.

News is the information that newspapers company prints, broadcasts through electronic media, and also publishes in new media or internet. According to Mencher (2011), "News is information about the normal flow andpauses in events that occur. Some disturbances are expected to avoid deviations from applicable norms in reportingevents, and people can use news informationto make the right decisions in their lives."

News has several elements such as headline, lead, body, and ending. Lead has the most crucial role in news, as it attracts readers from the very first paragraph to the end of it and because of lead, so readers can also find the facts of its content. The most crucial thing in news especially lead writing is the elements of 5W+1H, as they consist of (who, what, when, where, why andlastly how). If this 5W+1H elements are complete on the writing of lead in news, then then it will be the basis of the main idea to start the story to form further Two major types of news are hard news and soft news. Hard news is usually arranged in an inverted pyramid structure, written to the point or

straightforward, mustinclude the 5Ws (who, what, where, and when) and use more formal language, while soft news has the definition of information that is primarily entertaining or personally useful. Soft news, according to Zaller (1992) is defined as "coverage of significant events involvingtop leaders, major problems, or significant disruptions in the routine of daily life." Thepurpose of hard and soft news includes informing the public, they differ from each other both in the information contained in them and in the methods used to present the information. Communicated through a form of soft media, soft news is usually published in outlets that primarily serve as a source of entertainment, such as televisionprograms, magazines, or print articles.

A great lead is the one that encourages the reader continue reading. Lead becomes one of the important things in the news writing, namely it is needed to make articles easy to read. Providing clear, concise, and interesting information in the first paragraph (or even sentence) will make readers interested in continuing to read.

Lead can be found in newspaper and magazine articles including culture magazines such as Harper's Bazaar Magazine from New York, which is published for women, and has been introduced to many countries, one of which is Indonesia. They usually cater to a specific audience looking for more specific information in a particularcategory, namelyfashion.

All previous studies have discussed about lead using different theories. In this study, there are several types of leads that are used to write news. From the above descriptions, the research question are: (1) What kind of lead that are used in article lead on Harpers Bazaars articles about fashion?, and (2) What is the main function of the lead that used in Harpers Bazaar articles about fashion news?. This study used Melvin Mencher theory of types of lead and function of lead to determine the types and functions of lead in fashion news articles published in Harper's Bazaar.

In this study, 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 magazine 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 Aulia Fikri from Stba Lia Jakarta title"AN ANALYSIS OF LEAD ON HARPER'S BAZAAR ONLINE WEBSITE ABOUT BEAUTY NEWS". In her research, she analyzes 15 articles and finds that the sentence on the lead paragraph to find out elements of lead in Harpers Bazaar magazine about beauty in style magazines, and she used two theories of Nnamdi Ekeanyawu (2012) and the theory of K.M Shrivastava.

There is another previous research by Ramadhanty in 2021 with the thesis title" AN ANALYSIS ON THE JAKARTAPOST. COM ON THE ARTICLE LEAD ABOUT NATURAL DISASTER". She uses the Melvin Mencher theory and 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. The difference between this research and the

previous one is in the theory and media are used.

This study provides knowledge and insight about leads. Leads are an essential part of the news. A lead will determine how the direction of the writing will be taken. In the first sentence, writer should state *who* and *what*. Furthermore, the *if, when, where*, and *how* are placed correctly. After reading the lead or introduction, the reader should know what is in the article. If the introduction or lead *does not* catch the reader'sattention, the chances are that the reader will not go beyond the first paragraph.

From the above explanation, the researcher is aware that there is something worth to be analyzed in this research. Harper's Bazaar is a women's magazine filled with great articles not just for "fashion" itself. These articles were published in Harper'sBazaar magazine. The magazine presents allkinds of information, from short stories to fashion information that can influence fashion fans, who are the readers.

To emphasize the analysis of the thesis, the researcher uses *the theory from Melvin Mencher* to analyze ten articles. This theory describes several types of lead that are suitable for article analysis. There are 5W+1H elements, namely What, Who, When, Where, Why, and How to form ideal leads. However, there is no accurate formula for which one to be written first. Melvin categorizes lead into 15 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, Than-and-Now Lead,

Here-and-There Lead, andEpigram Lead.

1. ***Summary Lead*** this type of lead is about summarizing points of a story. This kind of lead is usually used for short news, such as straight or flash news. This lead briefly presents the 5W+1H elements.

2. ***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 anessential news which is followed by the facts.

3. ***Accident lead,*** this kind of leads is combining summary lead and comprehensive lead. The characteristic of this lead is because this lead emphasizes to the 'Who' elements on the writing

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

5. ***Crusade lead,*** this kind of leads is used for campaign or explain about an event whichnot exactly clear.

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

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

8. ***You-and-I lead***, this kind of leads is usually used for news which needs to be closer tothe readers. This thing is very useful to make the readers feel emotionally and interestedto read the whole story.

9. ***Suspended-Interest lead,*** this kind of leads uses some additional facts in the beginningand main facts behind the lead

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

to be reported.

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

12. ***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.

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

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

15. ***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.

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                                    ┌──────────────┐
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                   │  5W1H    │─────│     WHO      │
                   └──────────┘     └──────────────┘
                                    ┌──────────────┐
                                    │    WHEN      │
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                                    │     WHY      │
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   │  LEADS   │                     ┌──────────────┐
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                                    │ASTONISHER LEAD│
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                                    ┌──────────────┐
                                    │EXPLOSIVE LEAD│
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              ┌────────────────┐    ┌──────────────┐
              │CLASSIFICATION OF│───│YOU AND I LEAD│
              │     LEADS       │   └──────────────┘
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                                    │  SUSPENDED   │
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                                    │    LEAD      │
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                                    │ EPIGRAM LEAD │
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