

## **INTRODUCTION**

Social media following its introduction has witnessed a lot of scholarly attention in recent years due to its growing popularity. These various social media sites have become the mecca of information because of their less costly and easy accessibility. Although these sites were developed to enhance our lives, they are seen as both angelic and vicious. News or ‘authentic news’ is regarded as any authentic information, any development or recent happenings that are not yet known, and such information is brought to the attention of the public. Based on Fuller in (Tanikawa, 2017) News is a report of what a news organization has recently learned about matters of some significance or interest to the specific community that news organization serves. News can provide benefits in human life and form of data and information. The information about recent issues or topics that are being widely discussed. The purpose the news is to tell the general audience about a true, factual event or incident that is reported in writing.

The introduction of social media has made news content easily available for consumption (Granik & Mesyura, 2017). Even though the development of social media is a blessing to mankind. Conversely, it has also affected our lives negatively due to the untold suffering it has brought to us. Unlike the traditional media (newspaper, TV, and Radio) social media has ushered in a new trend in news known as ‘fake news’ where malicious or misleading information is rapidly spread. Established news media organisations still produce most of the news consumed today, including that which circulates through social media and aggregators (Domingo, Masip and Costera Meijer, 2015). Still, there has been a decrease in use of legacy news media (e.g., newspapers, television, and radio) on their traditional platforms.

Fleming (2019) explained news article writing skills such as choose the topic to write about, do research and focus on the parts of the news article. Messages contain not only information, but value that is easy to read for common people.

The Jakarta Post is a daily English language newspaper in Indonesia. It is one of the newspapers that provide excellent international news and a part of Asia News Network as well. Tarrant (2008) states that the market of The Jakarta Post was businesspeople, well-educated Indonesian people, and foreigners. The Jakarta Post features an online newspaper and weekend newspaper. As a result, it grows to become one of Indonesia's largest and best English language media. The Jakarta Post newspaper is owned by PT Bina Media Tenggara and the main office is in the nation's capital, Jakarta. The Jakarta Post was established in 1983.

The Jakarta Post's title page piques the writer's interest because it features a wide variety of news, such as news about politics, sports, scandal, and health issues. The writer also discovered that not every lead on the Jakarta Post contained the 5W+1H element in the first paragraph.

In line with Jan et al. (2015) one of the most important elements of essential of news writing is the opening paragraph or two paragraph. The body of the story involves combining the opinions of the people you interview, some factual data, and a narrative, which helps the story flow. The main purpose of the intro or the lead is to make the readers want to read on, motivate them to move further into the news story and state the important facts first.

According to Wu et al. (2014) Acute Kidney Injury (AKI) is associated with a higher risk of chronic kidney disease (CKD), end-stage renal disease (ESRD), and long-term adverse cardiovascular effects. The news become more aware of health issues that are growing globally and already aware through by us. Additionally, information is power, hence the more we know, the more powerful we are.

Indonesians were appalled by the acute kidney injury (AKI) cases. Since late August 2022, Ministry of Health of Indonesia (Kemenkes RI) and Indonesian Pediatric Society (IDAI) have received reports of a sharp increase in cases of acute kidney injury in children, especially in those under 5 years old. The number of cases reported until October 18, 2022 was 206 spreads across

20 provinces with the mortality rate of patients treated at Cipto Mangunkusumo Hospital (RSCM) reaching 65%. Ministry of Health of Indonesia with National Agency of Drug and Food Control, Epidemiologists, IDAI, Pharmacologists, and the Forensic Laboratory Center conducted laboratory examinations to ascertain the causes and risk factors that cause acute kidney disorders in children. Experts from Faculty of Medicine, Universitas Indonesia (FKUI) held a health webinar to discuss the effect of ethylene glycol and diethylene glycol in syrup drug preparations that are said to be the causes of acute kidney injury in children.

Medicinal syrup products containing dangerous chemicals, namely Ethylene Glycol, Diethylene Glycol, and Ethylene Glycol Butyl Ether were caused by cases of acute kidney injury in children. The health Ministry carried out a pathology evaluate to decide the exact motive and it was observed that very few patients had been inflamed with viruses or bacteria and the purpose to be COVID-19 infection. However, less than one percent of the sufferers have been exposed to the coronavirus sickness.

As stated in Sadikin, as Health Minister, the medicine is not available in Indonesia yet, so it is still being imported from Singapore and expects Fomepizole, which has been tested in the past three days at RSCM, to stem the mortality rate among AKI patients. Meanwhile, state-run. Healthcare and Social Security Agency said it would bear the treatment cost for patients with mysterious acute kidney injury, starting from symptom screening to routine dialysis and organ transplants. Acute kidney injury into the category of catastrophic disease that required lengthy, high-cost medical treatment. Catastrophic diseases, including kidney failure, are one of the illnesses whose costs are borne by assurances. Kidney transplantation, hemodialysis, and Coninous Ambulatory Peritoneal Dialysis treatment are three health services for kidney disease that had been covered by health assurances. The total cost covered by the agency for kidney transplantation reached Rp378 million and includes examination, observation, medicines, and recovery.

According to Sunday (2012) The lead or the intro is the most important paragraph in the story. It can either make the reader want to read the story to the end or turn off at the next available opportunity. This means that the intro must be sharp and interesting; brief but well written enough to ignite interest in the story. The news story consists of two main parts, the lead and the body. The lead or introduction is the beginning of the news story. It is usually the opening and a single paragraph. The body is the rest of the story. The lead presents the highlights of a story; the body reinforces this information with additional facts and details.

The lead is used to summarize the story, to provide answer to the question 5W 1H, to provide quick identification of persons, and events in the news story for the reader, to emphasize the most important element in the news story by placing that element in the first paragraph of the story. The newspaper story starts with the climax. The theory of lead from Sunday (2012) categorized eleven forms of lead which are:

In fact, writing a good lead involves the right combination of the 5W and H. However, to emphasise one or the other of the 5Ws and H, reporters use several means of structuring their leads. Some of the above-listed leads will be discussed based on the frequency of their usage:

1. summary leads consist of a summary statement that answers the what, who, when and where of an event. With a history dating back to the early days of telegraphy, the summary lead is still being used by newspapers today. Simply put, this lead summarizes the whole story and gives details later. It is brief and deals only with the key points of the story.
2. figurative lead, this type of lead permits the extensive use of figures of speech or allows the use of words in the figurative sense rather than the literal sense. This lead is most times used in news feature writing.
3. question lead raises a question and answers it. A question lead is commonly used in explanatory or specialized writing such as news

feature writing. The question sometimes answers itself if it is a rhetorical question. While the first paragraph poses the question, the second usually explains the question to the reader, listener or viewer.

4. quotation/quote lead usually consists of a striking statement that could make the reader interested in the story. Because the quotation lead is easy to write, the general rule is to use it sparingly. It should be used only where the quotation is quite significant, and in cases where it could add drama to the story. Whenever a quotation lead is used, the explanation of such quotation should be made in the next paragraph.
5. descriptive lead is commonly used when a news story is describing a scene. It tries to put the reader/listener at the scene of the event in terms of sight, sound, smell, and taste. It is very effective when a news story needs a description to stir up the reader/listener's mood such as the commentary of a football game.
6. bullet lead is almost like a headline. It is usually a short sentence, but if deployed effectively, can be of great effect.
7. effect lead, this focuses on the effect or consequences of an event. This lead is effective because few readers can resist being drawn into a story that suggests the impact on them of an event.
8. dialogue lead is useful as a break from the more routine method of beginning a story and can be very effective in getting the point of the story across. But unlike other types of lead, several paragraphs are used for the dialogue
9. contrast lead utilizes interesting contrasts of situations to improve the newsworthiness of events. It employs the antithetic to great effect. The contrast lead grips the reader by combining facts in a manner that generates surprise.
10. direct address lead as the name implies, the direct address lead directs its statement squarely at the reader. With its informal, chatty approach, the direct address lead offers a refreshing alternative to the less personal

style of the typical news lead. Its major feature is that it employs the term “you.”

11. double feature lead in the beginning of a news story may unite two separate ideas into what is called a double-feature lead. Another version of this lead is the shirt-tail lead. Instead of compressing the two ideas into one paragraph, the shirt-tail lead separates the two ideas into two sentences due to overcrowding.

News stories usually are written in the “Inverted pyramid” style, that is, they begin with the most important pieces of information in the story followed by additional facts arranged in descending order of importance. This contrasts with the normal style for narrative, which begins with introductory material and builds up to climax.

The previous study about lead has been discussed by Fikri & Ramli (2021) with their journal article title is An Analysis of Lead on Harper’s Bazaar Online Website about Beauty News. This study is about leads of beauty news articles on Harper’s Bazaar online website. The purpose of this study was to find out the kinds of lead mostly used in the beauty articles on Harper’s Bazaar online website. This study used a descriptive method to analyze the lead of the article. The data are analyzed by using Ekeanywu’s theory (2012) and supported by Shrivastava’s theory (2003). The result of this study showed that summary lead is applied in most of the articles to give a brief detail of the news in the first paragraph. Some other kinds of lead found are immediate identification lead, direct appeal lead, and suspended interest lead. The rest of the lead applies a combination of leads. In this research of beauty article, for emphasizing the structure content, Harper’s Bazaar used immediate identification lead, summary lead, and two types of lead which is summary and quotation lead. Meanwhile, for focusing on the content like to give more information in detail way, Harper’s Bazaar used direct appeal lead, suspended interest lead and question and suspended interest lead.

The others previous study about lead has been discussed by Astrero & Torres (2020). This journal used 31 news leads found in news articles published in Philippines newspapers –three broadsheets and one tabloid the present study describes the news leads’ organizational structure and identifies the shared cultural context evoked by the news leads. The analysis of the news discourse employed Bhatia’s (1993) genre analysis focusing on communicative purpose, and Simpson’s (2000) physical structure analysis. The study revealed that the genre of journalism, specifically in the 31 news leads, fulfilled its main communicative purpose which is to convey information through direct, summary, or conventional lead. The leads are characterized by brevity and directness, with adherence to the ideal length consisting of 35-word limit in both broadsheet newspapers and tabloid newspaper. The result implied that writing pattern or written discourse is influenced by the culture of specific genre, in this paper, the genre of journalism. The result manifested that Filipinos are capable of adaptation to rules in a particular genre. The study served as an avenue in finding out the conclusion that digressiveness, which is a characteristic of writings of Oriental writers, is not always evident in the discourse of newspaper compositions of Filipino writers. This study may be helpful to researchers who wish to analyze culture through discourse analysis using a specific genre.

On the topic of health communication, various Indonesian scholars have done a lot of research on lead reported in the media, using different ideas in previous studies analyzing lead. According to the research question, the aims of this study is to found the types of clues that news exists from the perspective of emphasizing news elements.

Based on the background of the problem, the research question of this research is what kinds of lead about acute kidney injury cases in Indonesia on the Jakarta Post online website? The aim was to explain the characteristic of the kind of lead which is used in the Jakarta Post website about acute kidney injury cases.