ABSTRACT

*Tribun Jabar* is a daily newspaper published in West Java, *Tribun Jabar* newspaper more focus on profit. The headline is different from with another daily newspaper that one of the forces to be the reason biggest newspaper in West Java. In the sports section *Tribun Jabar* always present *Persib* news, they also provide the rubric "*Persib Mania*" a stall for the *bobotoh* to know the latest news about *Persib* and voiced support for the *Persib*. Lead is an important part of news, which is placed in the first paragraph under the title. News leads can be a sentence or a few sentences (two or three sentences) that is bound to a news lead. Leads should be interesting and written in short sentences. There are many kind of news leads those are: who lead, what lead, where lead, when lead, why lead, how lead, contrast lead, descriptive lead, narrative lead, quotation lead, question lead, and exclamination lead. Leads have four functions, attractive function, introductive function, correlative function and credible functions. Leads functions also could determined an interesting news and boring news. Based on the statement above, the writer conduct a reseach about “An Analysis of News Leads in *Persib Mania* Coloumn on *Tribun Jabar Daily* Newspaper” in this research the writer has two purpose, those are: what types of leads in the sport news especially *Persib Mania* coloum on *Tribun Jabar* daily newspaper published during April 2014. The writer has limitation of the news leads. The research only analizing leads in Persib Mania Column on Tribun Jabar daily newspaper. The significance of the research is to know the types of leads that found in *Persib Mania* coloum on *Tribun Jabar* daily newspaper and to know the functions of leads. In this research, the writer uses the qualitative approach. Qualitative approach is a method to solve an actual problem by collecting, clarifying, analyzing and interpreting data.

Preface

Asalamualaikum, WR. Wb

 *Alhamdulillahi Rabbil Alamin*. First at all, give thanks for Allah SWT love, grace and mercy for him. Thanks to Allah SWT for helping and give him chance to finish this assighment timely. Secondly, the writer also expresses his gratitude to Prophet Muhammad SAW that the writer believes as a pillar of his life for the miracle of Islam.

 The title of this research is “An Analysis of News Lead in Persib Mania Coloumn on Tribun Jabar Daily Newspaper”. This paper is submitted to the English Department of Pasundan University as partial fulfillment of requirement for taking the Sarjana Degree.

 The writer realized this research is not perfect. But he hopes it can be useful for us. Some constructed critism and suggestion is needed here to make this research be better for improvement for the future.

 Bandung, October 2014

 The Writer

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