**Chapter I**

**Introduction**

**1.1 Background**

Nowdays, Information is an important thing for human life and its always constantly changing and improving. To get informations, people will be served with three media that are; electronic media, print media, and broadcast media. How important it is shown by the ever growing number of computer and cellphone users. Technology allows us to be accessible with almost everything. Information is easy shared, process, handled and manipulated at any single time.

Accessing news is never be sparated from the media. in fact each media has many weakness and shortage. one of mass media such as newspaper, its has excess from it shape. this is the goal of journalism in form of witing. there are editorial, feature and an opinion. then news can be seen in the newspaper, with a special rubic presented by various mass media companies.

News is some thing or matter new, fresh, unusual, unique, strange and exclusive. It may be defined as accurate fact or idea that will interest a large number of viewers. In a news strangeness, abnormality, unexpectedness and nearness of and event, all add to interest in the news story. News can consist of news politic issues, murder, entertainment, sport and etc. Journalist will look the news which they consider the public interest as reporting of sports.

Sports journalism is a form of writing that reports on sporting topics, games, players profile, tips and tric and etc. Reporting about sport news is always published in newspaper, and sometimes into headline. with all sport news, we can use it as educational and general knowledge.

The good news is a news which is can give rise an interest public. as describe in his book, blayers newspaper writing and editing (Sumadiria, 2005)

“*Berita adalah sesuatu yang termasa ( baru ) yang dipilih oleh wartawan untuk dimuat dalam surat kabar. Karena itu ia dapat menarik atau mempunyai makna bagi pembaca surat kabar, atau karena ia dapat menarik pembaca - pembaca media tersebut”*

Part of news can also carry weight by public interesting. Title, lead, body, and leg is an important thing in writing news and in it formed by 5W+1H questions. then the writer choses lead (*teras berita*) and further more he chose *Persib Mania* Coloumn in *Tribun Jabar* daily newspaper.

*Tribun Jabar* is a daily newspaper published in West Java, the excess of Tribun Jabar is more comprehensive. *Tribun Jabar* based business newspaper is not idealistic but *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*. In the sports pages they call superball, presenting a variety of information *Persib* a full page.

The appearing of leads in *Persib Mania* coloumn itself attracts the writer’s interest, because leads worth to be analize and leads determined an interesting news and boring news. then also the writer’s want to know more about reporting sport news. He chose lead as subject in his final paper research to get a Sarjana degree. In focusing on sport news especially *Persib Mania* coloumn, the writer hope he can apply some of knowledge during study at university not only during study in journalistic class.

**1.2 Identification of Problem**

In this study, the research problems are makes mainly based on the writer’s own interest. The problems are as follows:

1. There are so many sport news especially *Persib Mania* coloumn in *Tribun Jabar* daily newspaper that should share with the types of leads.

2. There are so many purposes of leads that appear in *Persib Mania* coloumn in *Tribun Jabar* daily newspaper.

**1.3 Limitation of The Study**

The writer realized it will be hard to get the data if there is not have limitation of the study because if we don’t have the limitation of the study, the result will not specific. So for the scope of the study. the limitations of this research is to describe the following:

1. This study includes *Persib Mania* Column on *Tribun Jabar* daily newspaper which is published on April 2014.
2. The study only analizing leads in *Persib Mania* Column on *Tribun Jabar* daily newspaper.

**1.4 Research Problem**

 The writer makes some research problem. Based on the background above, the writer is aimed to answear the following questions;

1. What types of leads in the *Persib Mania* coloumn on Tribun *Jabar* daily newspaper?
2. What is the function of leads in the *Persib Mania* coloumn on *Tribun Jabar* daily newspaper?

**1.5 Objectives of the Study**

 The Purpose of this study is to analyze the types of leads that appearl in *Persib Mania* Coloumn on *Tribun Jabar* daily newspaper. The relation between news best the question above, the objectives of study are:

1. To find out the types of leads in the sport news especially *Persib Mania* coloum on *Tribun Jabar* daily newspaper.
2. To find out the functions of leads in *Persib Mania* coloum on *Tribun Jabar* daily newspaper.

**1.6 The Significances of the Study**

The result of this paper had some benefits. There are two benefits in this paper, the Theoretical and the practical.

1. Theoretically Benefit

 This study this expected to provide scientefic information to develop specific knowledge. Expacially types of leads in *Persib Mania* coloum on *Tribun Jabar* daily newspaper.

1. Practically Benefit

 The writer can apply the knowledge have learned during the analysis of the study, also the writer hope this study can convey additional information as reference point for students and friend that will be analyzed the same studies, and for the reader of this study are expected to increase knowleadge after reading it.

**1.7 Research Methodology**

1. Research Design

In this research, the writer is going to use the qualitative method. In this method, the data is found from observation. This research will analyze *Persib Mania* coloum on *Tribun Jabar* daily newspaper by using the type of leads. The writer chooses the qualitative method. According to Meleong (2006:5), qualitative research is research that aim to understand the phenomenon of what is experienced by research subject, such as perception, behavior, motivation, action, etc. in a holistic manner and the way of descriptionin the form of words and language, in a specific context thet naturally and by utilizing various methods of natural. The statement, make the writer more confident in the process and make writer easy for analyzing this research.

1. Tecnique of Data Collecting

The technique of collecting data in this research is document technique. The writer made some step to facilitate the course of making paper. The writer collects *Tribun Jaba*r daily news newspaper as a subject in this paper. The writer collected the newspaper along April 2014 and next step find all theory which related to the topic, and then for more detail further describe in Chapter 3.

**Chapter II**

**Theoretical Foundation**

 This chapter will discuss the relations among journalists, press and mass media, newspaper and news. The theory will use as a foundation is theories by some of expert in the object that discussed. The theories in this chapter are almost based on the expert’s opinion which is also well-known in their area. The theories in this chapter can be read are as follow:

**2.1 Definitions of Journalism**

 Journalism come from the Latin word diurnal that means of ‘everyday’, according to the English is journal or du jour in French. In Indonesian dictionary (Kamisa, 1997) journalism is an activity to prepare, write, edit and reported in a newspaper, magazine, or other periodical news.

”Journalism is a way to convey the content of the statement to the masses (the audience) by using mass media “ (kertapati: 1981).

“*Jurnalistik merupakan suatu cara menyampaikan isi pernyataan untuk massa (khalayak) dengan menggunakan media massa” (kertapati, 1981).*

 After attention to various opinions of expert about journalism, Sumadiria (2008:3) defined:

“Technically, journalism is an activity set up, search, collect, process, presentations, and spread the word through the media periodically to the widest possible audience with as soon as possible”.

“*Secara teknis, jurnalistik adalah kegiatan menyiapkan, mencari, mengumpulkan, mengolah, menyajikan, dan menyebarkan berita melalui media berkala kepada khalayak seluas-luasnya, secepat-cepatnya”.*

 Kusumaningrat (2006) said that the Press has six functions. Their functions include informative functions, as a control function, and the function of interpretative directive, regenerative function, economic function, and function independently.

 According to Sumadiria (2008:34), there are five functions of the press.

1. To inform, to communicate information to public as quick as possible.
2. To educate, information disseminated press should contain in term of education.
3. To influence, the press is the pillar of democracy after the legislative, executive and judicative.
4. To entertain, the press should able to portray itself a fun entertainment ride.
5. To mediate, every day the press reported the events that happened in the world in the sheets.

According to Suhandang (2002:5) mass media have three categories.

“The content of mass media broadly divided into three categories: news, opinion, features. Influence on the masses (can shape public opinion), the mass media called the “fourth power” (The Four Estate) after the executive, legislative, judicial. Even as idealism with the social control functions of mass media touted “natural enemies” rural”.

*“Isi media massa secaara garis esar terbagi atas tiga kategori: berita, opini, feature. Pengaruhnya terhadap massa (dapat membentuk opini publik), media massa disebut “kekuatan keempet” (The Four Estate) setelah lembaga eksekutif, legislative, yudikatif. Bahkan karena idealisme dengan fungsi sosial contohnya media massa disebut-sebut “musuh alami” penguasa”.*

Media was included into category of mass media. There are newspapers, magazines, radio, TV and film. The fifth media is called “The Big Five of Mass Media”. The media itself is divided into two kinds, print media and electronic media.

**2.2 Newspaper**

Newspaper in Indonesia comes in various forms and types, this depends on the frequency published, form, economy-class readership, circulation and suppression of its contents. And there are some statements about newspaper by some expert:

“The sheet that contain printed report that occurred in the community with the characteristics published periodically, general, actual contents, to know what in the world that contain the Values of the known audience of readers” *(Onong Uchjana Effendy, 1993)*

*“Lembaran tercetak yang memuat laporan yang terjadi di masyarakat dengan ciri-ciri terbit secara periodic, bersifat umum, isinya termasa/actual, menenal apa saja di seluruh dunia yang mengandung nilai-nilai untuk diketahui khalayak pembaca” (Onong Uchjana Effendy, 1993)*

 In the modern era, the newspaper not only managing the news, but also there are other aspect of newspaper content must be attention. The function of covering the newspaper has various aspect, those are:

1. Broadcast Information. The first function of newspaper reading public and foremost a newspaper subscriptions or a need for information about the incident happened on a variety of things, ideas or thoughts of others, what other are doing or what other are saying.
2. Educate. As tool of mass education, the knowledge contained in the text reading knowledge and improves education the public. The function can be educated, implicitly in the form or can also be explicitly or in an editorial article. Also sometime contains illustrated the story of education.
3. Entertain. The newspaper could take the form of entertainment, and short stories series, illustrated story, cross puzzle, the corner, caricature, and often contain news, occasionally human interest and editorial.
4. Influence. The fourth is the major cause of the influence that it plays an important role in the life of a man. Affects the daily news, implicitly contained in and explicitly contained in editorial and article. Moreover, the impact of advertising on commercial ordered by the company.

**2.3 Definitions of News**

According to Sumadiria (2008:65) :

“The news is that the report on the fastest and the right, exciting or more important for others, through periodic media such as newspaper, radio, television or online media”.

*“Berita dalah laporan tercepat mengenai fakta atau ide terbaru yang benar, menarik dan atau penting bagi sebagian besar khalayak, melalui media berkala seperti surat kabar, radio, radio, televisi atau media online”.*

 The news not only refers to the press or mass media (newspaper) but its also include the radio, television, film, and internet on media a board sense. The news initially owned newspaper, but now the news is also radio, television, and internet.

 Charnley in effendi (2000:131) the news is of the opinion that the fastest or interest or important for a multitude of the people, or both. On writing news stories contain elements 5W+H questions.

1. Who. The questions are who will contain related to the fact that everyone involved directly or indirectly in the incident.
2. What. The answer to this question is what will happen and will move on to the journalists have dealt with the things that should be conducted by the perpetrators and the victims in this incident.
3. Where. Regarding about the place. The place where it was written to line. Normally when news come from famous places, the writing is not very detailed.
4. When. Regarding about the time of the incident. The time listed is not limited to that, but can be written today, hours, even minutes when an even takes place.
5. How. How about going to the fact that the process is. Can tell the flow of events even when setting an event proclaimed underway.

The news was to attract customers. So the news that rises out must be unusualness, newness, impact, time line, proximity, contains information, conflict, about important people, human interest, surprising, and about sex. However, Mondry (2008:141) said the experience of press there are also many other news, but that could be felt accuracy, completeness, chronological and balance.

Type of news based on Sumadiria (2008:66) consists of:

1. Straight news report is reported directly about a tragedy.
2. Depth news report, a little different from a report by the news.
3. Comprehensive news, the comprehensive report of the truth and in every aspect.
4. Interpretative report more of straight news report and depth news.
5. Feature report, the writer presented in the style of writing and reading more.
6. In depth reporting, reporting journalism in insightful, sharp, full a fill in the event.
7. Investigative reporting, in which thing are not much different interpretation reporters.
8. Editorial writing, though an institution that tests in court of public opinion.

Generally, the news has the parts in in the composition that is headline, deadline, lead, and body.

1. Headline. Commonly called the title. Many also come with subtitles. It is useful or helps readers to quickly find the even to be reported, and a writing made by the attentive readers.
2. Deadline. There are composing of the name of mass media, and the date of the incident scene. Some are composed of the name of mass media, and the date of the incident scene. The purpose is to show you this place and the name of the media.
3. Lead. Commonly called Leads. Usually written in the first paragraph of the story. This is very important elements of a story, determining whether or not to read the news. And this is the core of a story, describing the story with a short and solid.
4. Body. The news of the incident was reported by the short, solid and clear. This body is the news. So here is definition of the body.

**2.4 News Values**

Determine wether an event has real Values is the initial stage of teh process of editorial work. An editor always determine what should be covered, while a reporter determine how to cover it, because it has assignment ton search or collect and cultivation of the news. After all materials complete, we conduct the writig and editing. In the last step, the journalist is enrichment the news. (Kusumaningrat ; 2009).

Kusumaningrat also said:

*“ketika tulisan reporter sampai dimeja redaktur, dilakukan penilaian layak atau kuarng layak suatu berita yang dimuat. Kalaupun layak, apa saja yang perlu ditonjolkan untuk menarik khalayak pembaca. Salah satu instrument untuk menyeleksi kelayaka itu adalah seberapa kuat unsur-unsur nilai berita yang terdapat dalam beritanya. Semakin banyak unsur berita didalamnya, semakin tinggi nilai kelayakan beritanya.”*

Editor in on duty to choose the news published. It make judgement of nowsworthy. Editor has to select newsworthy according to news Values in it, the higher news Values of the feasibility of the story.

 Sumadiria (2008) made the criteria of news as follow:

1. Unusualness: Like northcliffe said, ‘’if a dog bites a man , thats not news; if a man bites a dog, that’s news.”(Effendy:2004)
2. Newsness: The something nes has news Values.
3. Impact: News is everything that has broad impact. The event often has big impact in society’s life.
4. Timelineess: News is the event is happening or new event. Timeliness devided on three categories: Timeliness of calendar; timeliness of time; timeliness of problem.
5. Proximility: News is nearby, the people will be attracting to read the news include unsure of proximility either emotional or geographies.
6. Information: The information also give useful information for society that worthy get attention of media.
7. Conflict: News is anything that contains the element or evidence with a source of news conflict dimension that never dry and never run out.
8. Prominence: News is about people.news is about the important people and elite person or “name makes news” .
9. Human interest: News is interesting. The event can be attract the feeling of reader of making the people sympathy and empathy to the event.
10. Surprising: Surprising is the something that comes all of a sudden, unexpected, unplaned, its is not known in advice.
11. Sex: News is sex. Sex is female. No news no women, just as no women no news. Informations about women activities are always worthy of publish, waorthy of broadcast, worthy of display.

News Values above are critical to the feasibility of the story. News will be eligible to be loaded when the message contains the Values that has been said by Sumadiria (2008) above. If the news do not include one of the news, so that Valuess can not be said as news. The larg of news Values will have the good quality of the news story.

**2.5 Leads**

 According to Romli (2003:5) Leads is placed in the first paragraph. While according to Kusumaningrat (2007:40) mentioned the nest paragraph that consists is mentioned body news and the opening sentences that consist the detail of news is mentioned Leads. According to Kusumaningrat, reveal that leads can be easy for the readers to reads the news, stratify the reader be soon and make an easy editor in writing the title.

Writing in fact, many of the news but until now, almost all of the writer the good news is that most of the writing is an inverted pyramid. By means of this pattern, the most important is to write down, and the increasingly irrelevant information for wide (Friedlander and Lee: insantana, 2005).

In the first paragraph Friedlander and Lee, Leads contains the most important information from news. Leads that contains a part of 5W+1H questions (Who. what, when, where, why and how). It is aimed to ease the writing. And the news reader can lead to being aware of the main problems. By reading one or two paragraph only, consumers already know the whole core information. And the next part is called the body of the news. And more detail explanation of the lead content that has been made. In other words, a description of the body and the lead (Mondry, 2008: 152)

As for the scheme about news by Sumandiria (2008: 120)



 This is the scheme of an inverted pyramid the news that precede the climax and followed by content less important and to the parts of which do not matter. According to Sumadiria (2008: 121), leads are the first paragraph that contains facts or important information as all news overview. There are the type of leads was revealed by Sumadiria:

1. Who lead, that elements selected with consideration of the elements that had the bigger news Values.
2. What lead, the news has a Values higher than other elements.
3. When lead, selected with consideration of timing event.
4. Where lead, selected with consideration of the elements of the event.
5. Why lead, selected with consideration of why that event occur.
6. How lead, selected with consideration of how an event occur.
7. Contrast lead, selected with consideration of something that is opposed on the subject the actor of events.
8. Quotation lead, selected with consideration of elements direct statements that were raised by speaker or actors has news Values events not larger than the other elements.
9. Question lead, questions asked informants believed to have a high news Values.
10. Descriptive lead, lead selected with consideration elements in heren in an event has news Values much larger than the other elements.
11. Narrative lead, lead selected with contained elements of reality in a has news Values events much lager than the other elements.
12. Exclamation lead, lead selected with consideration of the elements that were raised by speakers has news Values events much larger than the other elements.

Sometimes the elements of 5W+1H questions, the elements of why and how it is not appear in leads. Because it is more explain in body news (Mondry, 2008:153).

 **2.5.1 Functions of Leads**

 Leads in news become very important because it will describe the overall news and news in order to attract public interest. Abdul Chaer (2010: 127) said that "leads functions is the same as the intro music is called a teaser, teaser, because in fact the first part is like a teaser to the reader interested and continue to reading it."

1. Attractive

Which reader should be able to generate interest in the topic are reported.Its mean the lead that we write should be able to raise the reader's attention and audience interest in the topic subject matter or event that is reported by attractive lead. Attractive lead are something unique, something extraordinary, something rare, something experienced / done / happen to people (figure) is important, regarding public desire, hidden, something that is difficult to enter, something that has not been widely / generally known, thinking of important figures, comments / remarks of important figures, behavior / lives of important figures. The readers, they do not want to lose the opportunity to get information, events, or the latest findings, and the news that we have written and we are present in the mass media.

1. Introductory

Which reader should be able to deliver to the subject matter. This the porch contains a formula should contain 5W+1H questions. The leads that we write should be able to deliver the subject matter to be peeled with a firm and clear so that readers, viewers can formulate easily. In other words, the good leads to be able to answer the question of who did what, when, where, why and how. This means news lead topic sentence must contain a statement of the substance of the news that has been specifically limited in scope to the 5w 1h and writing by using the inverted pyramid.

1. Correlative

It means the sentences in the lead should be able to be able to be a link to the next part of the story, and namely the coupling the body. the sentence and first paragraph we write in the lead should be able to open the way for the appearing of a sentence and second paragraph and so on, the leads, as part of the opening served as a liaison with the other two parts, those are the device (bridge) and the body. Without a strong attachment relationship, then each sentence or paragraph will only give birth to the understanding of each stand-alone and in the end not fused.

1. Credibility.

Credibility, which credibility a reporter will look at the writing on the lead. The leads are not only talk about technical issues such as attractive, Introductory, and correlative. There are also credibility functions it means the credibility of a journalist's credibility means that a reporter or journalist will appear on leads he wrote. Their leads will show the reader about the level of knowledge, expertise, and field experience of one journalist as writing. Also the quality, consistency and credibility of the media that contains broadcast or publish.

**Chapter III**

**Research Menthodology**

In this chapter the writer will describe the method that uses by the writer during do the research to digging up the data as the title “An Analysis of News Leads in *Persib Mania* Column on Tribun *Jabar Daily* Newspaper”. Such as in previous chapter, this chapter also uses some statement that connected with the research paper. The writer use qualitative methods of digging up the data. This chapter also consists of research design and procedure of data collection.

Reaserch design will discuss some of the statements about the qualitative method that connects with the research paper. Such as in the previous chapter, the statement that use is some statement by some expert. Procedure of data collection will discuss about some step in collecting data.

**3.1 Research Design**

In the research, the writer used qualitative methods to explore data. The writer uses qualitative method for this study is talking about story elements contained in news assassination.

The qualitative methods used to help the researcher in this describing the data. According to the statement that the importance of qualitative methods obtained over emphasize the data found. The result of the analysis will from description of the investigation that has been carried out through observations of the individual of group. So this was a good to be used the help the researcher to analyze the data.

According to Strauss (1990:17), that is the kind of the research qualitative studies to finding and no way is through statistical procedure or other quantities. This can lead to the study of the life, history, behavior, or interaction relationships.

The concept of qualitative research emphasizes that Strauss was marked by the use of non-statistics (mathematics) especially in the process that produced by analyzing data in nature research findings.

The writer used qualitative methods because he believes that this method will help his research. This not to mean that other methods are bad, but the writer just believe that the qualitative method is more suitable than the other. From the observation of expert statements, qualitative research data in the form of words and actions of people, and therefore need a method that allows researcher to capture language and behavior.

Meanwhile, according to Maykut (1994:46) Observation data and interviews collected by researchers in the form of field notes the interview, which was then transcribed for use in data analysis. But there is also some qualitative research conducted with photographs and videotape observation as primary data sources. The collection of data and the use of the resources to set in, or studies focus on the objective.

The characteristics of qualitative research described by some experts, one of them Bogdan and Biklen (1998:4) present the characteristics of qualitative research include: naturalistic, descriptive data, concern, with process, inductive data analysis and the meaning of life. As for according to Maykut and Morehouse (1994:43):

“Qualitative research that has characteristics that include: focus exploratory and descriptive, emergency plan, a purposive sample, collecting data in natural background suppression in humans as an instrument, qualitative methods of data collection, data analysis and iducative since the beginning of continuous, and a case study approach to report the result of the study”.

*“Penelitian kualitatif itu mempunyai karakteristik yang meliputi: focus ekploratori dan deskriptif, rancangan darurat, sampel purposive, pengumpulan data dalam latar alamiah penekanan pada manusia sebagai instrumen, metode kualitatif dalam pengumpulan data, analisis data induktif sejak awal dan terus menerus, dan pendekatan studi kasus untuk melaporkan hasil penelitian”.*

From the statement the writer’s research using a variety of characteristics of qualitative research to make it easier to anticipate a mistake. One of them uses the collection of relevant data and descriptive design.

**3.2 Technique of Data Collecting**

When working on the analysis of this study, the writer needs techniques to collect and explore data. Everything the writer must comply with the rules that are made. The writer also has a method as technique in data collecting. The methods are follows:

* The writer collects newspaper form *Tribun Jabar* daily newspaper as an object in this paper. The writer collects newspaper along April 2014.
* By all newspapers writer’s got, the writer only takes News Leads in *Persib Mania* Column on *Tribun Jabar* Daily Newspaper
* The writer gets comprehension from the theories that will be the reference through the book store and library studies. The data obtained also as the main reference.
* To make the research more focus, the writer makes a limitation of the study. The writer choses issue of *Persib Mania* that appears during period. So the beginning the writer identifies data that will analyze or not, and data that use to analyze is text or aspirations about *Persib Mania*.
* The writer collects data that will support the paper from the library as a reference. Especially all data that connect with the object research.
* Beside collect data from the library the writer also takes advantage of internet as one of popular mass media to get data.
* The next step, after the data has been collected and the reference point the writer go on to the forth chapter were the analysis will be extracted so that the conclusion will be explained in fifth chapter. As for the 30 data was obtained.

**Table 3.1**

**Data of Persib Mania on Tribun Jabar Daily Newspaper**

|  |  |  |
| --- | --- | --- |
| **No** | **Publishing Date** | **Title** |
| 1 | 01/04/2014 | Gol Tunggal Antarkan Persib Juara |
| 2 | 02/04/2014 | Djajang Sebut Persibat Selevel |
| 3 | 03/04/2014 | Yang Penting Main All out |
| 4 | 04/04/2014 | Pelajaran Positif |
| 5 | 05/04/2014 | Suasana Baru |
| 6 | 06/04/2014 | Tantan Bersyukur Selalu Main |
| 7 | 07/04/2014 | Umuh Minta Persib Jangan Kalah Lawan Arema |
| 8 | 08/04/2014 | Ferdinand Kekeuh Ingin Main |
| 9 | 09/04/2014 | Firman Yakin Bisa Atasi Arema |
| 10 | 10/04/2014 | Yaya Naikan Intensitas Latihan |
| 11 | 11/04/2014 | Adu Siap |
| 12 | 12/04/2014 | Bantu Doa |
| 13 | 13/04/2014 | Vujovic Tertekan dengan Kondisi Hujan |
| 14 | 14/04/2014 | Maung Terkam Singo Edan |
| 15 | 15/04/2014 | Key Player |
| 16 | 165/04/2014 | Supardi: Semoga Tidak Anti Klimaks |
| 17 | 17/04/2014 | Bukan Lawan Mudah |
| 18 | 18/04/2014 | Tony Anggap Kans Persib Besar |
| 19 | 19/04/2014 | Belum tahu Lokasi Pertandingan |
| 20 | 20/04/2014 | Natasa Vujovic Selalu Temani Vujovic di Manapun Berlabuh |
| 21 | 21/04/2014 | Ferdinand Man of the Match |
| 22 | 22/04/2014 | Nervous Debut |
| 23 | 23/04/2014 | Djibril Doakan Mahyadi Cepat Sembuh |
| 24 | 24/04/2014 | Lawan PBR, Persib Terancam Tanpa Bobotoh |
| 25 | 25/04/2014 | Akan Bertukar Jersey dengan Bambang Pamungkas |
| 26 | 26/04/2014 | Supardi Nasir Lebih Bahagia Beri Umpan ketimbang Cetak Gol |
| 27 | 27/04/2014 | Persib Lawan Chonburi FC Kemungkinan Batal |
| 28 | 28/04/2014 | Umuh: kekalahan Menyakitkan |
| 29 | 29/04/2014 | Konate Sangat Kecewa |
| 30 | 30/04/2014 | Persikab Jadi Korban Laga Persib |

* After all data’s that needed have collected, the writer studies all the data to make it easier during interpretation.
* And then the writer makes a conclution at the end of research to clearing the research paper.

**Chapter IV**

**Data Analysis and Finding**

In this chapter, the writer interprets data he has analyzed. In this chapter the writer starts to convey his opinion and support by someone theories and method. To support his opinion, the writer makes some step in delivering the result of research. This chapter includes general review, data analysis and findings.

4.1 Data Analysis

 The writer have thirty text and thirty materials to be analyzed. The writer have discussed above. The writer analyzed the data with description method, the first he will write the first paragraph of the text which is the leads and the writer decide the type of leads that consist of the text. The writer only used 5W+1H types of leads, because the writer used straight news as the data and to simplify determined the types of leads. After that the second is the writer determined the functions of lead that included on news in accordance with the pattern of functions of leads. likes; attractive function, Introductory function, correlative functions and credible function. The writer get actual data, the writer concludes how many type of leads in *Persib Mania* column during April 2014. Here is his analysis and explainations.

**Text 1 “*Gol Tunggal Antarkan Persib Juara”* 1 April 2014**

Real text of leads:

*Djadjang Nurdjaman memiliki ikatan emosional yang sangat erat dengan Persib Bandung. Sebelum ditunjuk menjadi pelatih pada musim lalu, dia pernah menjadi pemain tim asal kota kembang ini, dan juga pernah berstatus sebagai asisten pelatih pada 2007-2008*

English translated:

Djadjang Nurdjaman has a very close emotional bond with *Persib Bandung*. Before be appointed as coach last season. He used to be a player from *Kota Kembang*. And also has a status as coach assistant in 2007-2008.

Analysis:

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| Analysis of leads: The text told about “one goal guided *Persib* become a champion”. By analyzing the text, which contained lead is ‘Who’ leads because the text has an element of ‘who’ and higher than other elements. Element of ‘who’ is contained in the first sentence “*Djadjang Nurdjaman memiliki ikatan emosional yang sangat erat dengan Persib Bandung*”. ‘who’ lead selected in consideration of ‘who’ person on the event.  |

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| Analysis of Function of lead: The writer has determined that this news lead contained two function of lead, as follow:  In addition this news contained the functions of leads. This lead contained attractive functions because this text told about Djajang Nurjaman has an emotional bound with Persib Bandung, not at all parts of Persib Bandung has an emotional bound seeing it something that is difficult to enter. Thus, this news will attract the readers and they will read this news until the end of paragraph. The second is Introductory functions because the reader could easily get the main point of this text. This text told about Djajang Nurjaman’s profile. |

**Text 2 “Djajang Sebut Persibat Selevel” 2 April 2014**

Real text of leads:

*Bandung, Tribun – Persib Bandung akan beruji coba dengan tim dengan level lebih baik dari lawan-lawan sebelumnya. Persibat Batang yang bertarung di Divisi Satu menjadi rekan uji kemampuan pada Rabu (2/4) ini.*

English translated:

*Bandung Tribun* - *Persib Bandung* will doing a try in with a better level than previous opponents. *Persibat Batang* who fought in the First Division became co-testing capability on this Wednesday (2/4).

Analysis:

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| Analysis of leads:This text told about match test between *Persib* and *Persibat Batang*. The writer analyzed that this leads is ‘what’ leads seeing, It’s mentioned in first paragraph “*Persib Bandung akan beruji coba dengan tim dengan level lebih baik dari lawan-lawan sebelumnya*” and *Persib* chose *Persibat Batang* as his Opponent. ‘what’ lead chose by the writer based on ‘what’ happened on the event. |

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| Analysis of Function of lead: The writer has determined that this news lead contained three functions of lead, as follow:  The first is attractive function because this text told about a try in between a big team, *Persibat Batang* and *Persib Bandung*. This news is unusual news seeing that Djajang wanted to get better level opponents than the previous. The readers want to read this news and find out who the better opponents are. The second is Introductory function because the readers get the main point easily.  The third is credibility functions because the author took the title from the lead. This news told about the match between *Persib Bandung* against *Persibat Batang*. The readers, especially supporter of both sides waiting for this moment become true. |

**Text 3 “Yang Penting Main All Out” 3 April 2014**

Real text of leads:

*Penyerang Persib Bandung Rudiyana akhirnya reuni dengan tean-temannya di Persibat Batang. Reui terjadi di Stadion Persib, Rabu (2/4) pagi, saat Persib beruji coba dengan tim Banteng Alas Roban. Rudiyana memang sempat membela Persibat di tahun 2012.*

English translated:

Attackers *Persib Bandung* Rudiyana finally reunites with his friends in *Persibat Batang*. Reunion took place at *Persib* Stadium, Wednesday morning (2/4), when the *Persib* team trials with *Banteng Alas Roban*. Rudiyana Used to defend *Persibat Batang* in 2012.

Analysis:

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| Analysis of leads: The text told about reunion of Rudiana with his former team. In this text the writer chose ‘who’ leads, because this leads emphasis on side “*Rudiyana akhirnya reuni dengan tean-temannya di Persibat Batang*” compared to other elements, such as ‘what’ and ‘when’. This text is more accurate with consideration of element of ‘who’ lead. |

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| Analysis of Function of lead: The writer has determined that this news lead contained two functions of leads, as follow:  The first is attractive function. This news told about Rudiana’s reunion with his former team, this is rarely happened. Inasmuch as, news will attract the reader when it’s has some factors. Like, rarely happened, unusual, extraordinary and so on.  The second is Introductory function because this text told about Rudiyana’s Reunion with his farmer football team *Persibat Batang*. The reader will get the main point when read this lead. The readers want to read this news because this news is told about something behind of the field.  |

**Text 4 “Pelajaran Positif” 4 April 2014**

Real text of leads:

*Gawang Persib Bandung kebobolan tiga kali ketika melakoni laga uji coba bersama Persibat Batang di stadion Persib, Kota Bandung, Rabu (2/4) pagi. Shahar Ginanjar yang turun dari menit pertama hingga menit 65 kebobolan sekali dan M Natshir Fadhil Mahbuby harus memmungut bola dari dalam gawangnya dua kali.*

English translated:

*Persib Bandung* goalkeeper pierced three times when try in played with *Persibat Batang* at *Persib* stadium *Persib*, *Bandung*, Wednesday (2/4) morning. Shahar Gina who dropped from first minute to the 65th minute and conceded once Natshir Fadhil M Mahbuby must memmungut ball from the net twice

Data analysis:

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| Analysis of leads: The text explained about goals of Pe*rsib. Persib* has been pierced goals three times by *Persibat Batang*. The writer specified those leads types are contained in the text is ‘what’ leads. Because this text is told about ‘what’ happened in the event. Writer chose ‘what’ lead more suitable with this lead. |

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| Analysis of Function of lead: The writer has determined that this news lead contained two functions of leads, as follow:  The first is correlative because the this lead open the way to next paragtaph  The third is credibile because the title took from lead itself. So the title reflected the lead. This news told about the real contitions of the match field at that time. The readers will feel the same sensation when they read this news. Lost in a match it’s a something normal.  |

**Text 5 “Suasana Baru” 5 April 2014**

Real text of leads:

*Kebersamaan menjadi tujuan Pelatih Persib Bandung. Djadjang Nurdjaman memboyong 14 pemain ke Kabupaten Pangandaran, untuk menjalani pemusatan latihan. Pemain dan ofisial berangkat Rabu (2/4) siang setelah beruji coba melawan Persibat Batang dan kembali ke Bandung, Minggu (6/4) nanti.*

English translated:

 Togetherness becomes the main purpose for *Persib Bandung* coach. Djajang Nurjaman brings 14 players to *Pangandaran* distrinct, to undergo training camp. Players and officials depart in Wednesday (2/4) afternoon after played against *Persibat Batang* and back to Bandung, Monday (6/4) later.

Analysis:

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| Analysis of leads: The text told about training camp at Pangandaran beach. Leads contained in this text is ‘what’ lead. in this text mentioned “*Kebersamaan menjadi tujuan Pelatih Persib Bandung*”. The writer analyze that element of ‘what’ is more prominent then ‘who’ and ‘where’ because the reason is mentioned very clearly. Than the writer have to decided this leads is ‘what’ leads which is contained story value of ‘what’ is higher than other elements. |

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| Analysis of Function of lead: The writer has determined that this news lead contained four functions of lead, as follow  The first is attractive because this text told about Djajang’s training ground for Persib players and took place in *Pangandaran beach*. This is unusual training place, a diffrennt experience between beach and field. So the reader will continue to read until the end of the text.  The second Introductory function because the author used straight news. When the readers read the text the readers will easily understand this text talk about. The third is correlative because this lead open the way to next sectences. The fourth is credibile because the title took from the fist paragraph. Straight news usually uses title from lead. This news has explained the whole of the news in lead. So the readers will continue to read this news until the end. |

**Text 6 “Tantan Bersyukur Selalu Main” 6 April 2014**

Real text of leadss:

*Bandung, Tribun – Striker Persib Bandung, Tantan, Bersyukur selalu mendapat kepercayaan dari pelatih timnas Indonesia, Alfred Rield. Pelatih asal Austria itu selalu menurunkan Tantan di tiga uji coba yang dilakoni di Valencia, Spanyol.*

English translated:

*Bandung, Tribun – Persib Bandung’s* striker, Tantan, always grateful because get the trust from the coach of national team of *Indonesia*, Alfred Rield. A coach comes from Austria. Tantan was always played in the three trials that acted in Valencia, Spain.

Analysis:

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| Analysis of leads: This text told about the Tantan striker of *Persib Bandung* got the trust from Alfred Rield as a national team coach. In this text the writer chose ‘who’ lead because in this text of ‘who’ is higher than other elements. |

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| Analysis of Function of lead: The writer has determined that this news lead contained three functions of leads, as follow:  The first is Introductory functions because this text told about Alfred Rield trust to Tantan to fight with national team of *Indonesia* football as a striker. The readers quickly get the main point of this text. The second is correlative because this lead open the way to next sentences or paragtaph. The third is credibile functions because the title of this text almost reflected the lead. This news is told about Tantan’s feel when he must play again as a national team. He always has a chance to play as a national team player, its something usual and normal the readers known that. So the reader will leave this text. This news not gift effect to *Persib Bandung*. As we knew *Persib Mania* coloumn is special coloum on *Tribun Jabar* daily newspaper that only talk about *Persib Bandung.*  |

**Text 7 “Umuh Minta Persib Jangan Kalah Lawan Arema” 7 April 20014**

Real text of leads:

*BANDUNG, TRIBUN* *- Manajer Persib Bandung H Umuh Muhtar mengtakan Persib Bandung jangan main imbang apalagi kalah saat melawan Arema Cronus, dalam lanjutan Liga Super Indonesia (LSI) di Stadion Si Jalak Harupat, Soreang Kabupaten Bandung, Minggu (13/4).*

English translated:

*BANDUNG, Tribun* - H Umuh Muhtar Manager of *Persib Bandung* said, *Persib* do not play a draw moreover lose against *Arema Cronus*, in the *Indonesian* Super League (LSI) at *Si Jalak Harupat* Stadium, *Soreang Bandung* regency, on Sunday (13/4)

Analysis:

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| Analysis of leads: This text told about spirit of H.Umuh Muhtar as a manager of *Persib Bandung*. The writer analyzed that this leads is ‘who’ leads because its talk about hope of H Umuh Muhtar. It’s mentioned “*Manajer Persib Bandung H Umuh Muhtar mengtakan Persib Bandung jangan main imbang apalagi kalah saat melawan Arema Cronus”.*  Thus, this text further explaination the element of ‘who’ is person on the event. Thus, ‘who’ lead is suitable type in this text |

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| Analysis of Function of lead: The writer has determined that this news lead contained three functions of lead, as follow:  The first is Introductory function because the author used straight news. When the readers read the text the readers will easily understand this text talk about. The second is correlative because the title and leads are interrelated each other.also, open the way to next sentences. The third is credibile because the title took from the fist paragraph. Straight news usually uses title from lead. As we knew H Umuh Mochtar is a manager of *Persib Bandung*. He said that *Persib Bandung* must win against *Arema Coronus*. The readers will read the first and leave the rest. Because every football parts, they do not wanted to lost. So, this is normal news.  |

**Text 8 “Ferdinand Kekeuh Ingin Main” 8 April 2014**

Real text of leads:

*Bandung, Tribun – Dalam kondisi on fire setelah menjalani pemusatan latihan bersama Timnas Indonesia di Spanyol, cukup disayangkan striker Persib Bandung Ferdinand Sinaga tidak bisa turun membela Persib saat menjamu Arema Cronus dalam lanjutan Liga Super Indonesia di stadion Si Jalak Harupat, Soreang Kabupaten Bandung, Minggu (13/4).*

English translated:

*Bandung, Tribun* – Under conditions on fire after a training camp with the national team of *Indonesia* in Spain, quite unfortunate Ferdinand Sinaga striker of *Persib Bandung* cannot defend *Persib* as host *Arema Cronus* in the Indonesian Super League continued at the stadium *Si Jalak Harupat*, *Soreang Bandung* regency, on Sunday (13/4 ).

Analysis:

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| Analysis of leads: ‘Who’ leads was selected by the writer as the leads types of this text. Because this text contained the name of player who didn’t play in match with *Arema Choronus*. in the sentence ”*Dalam kondisi on fire setelah menjalani pemusatan latihan bersama Timnas Indonesia di Spanyol, cukup disayangkan striker Persib Bandung Ferdinand Sinaga tidak bisa turun membela Persib saat menjamu Arema Cronus dalam lanjutan Liga Super Indonesia*”. Clearly, the ‘who’ element in tis text was more significant. |

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| Analysis of Function of lead: The writer has determined that this news lead contained two functions of lead, as follow:  The first is attractive because this text told about told about a stiker of *Persib Bandung* didn’t play in two matches because of punished by *PSSI*.  This news also has unusual element as mentioned “*Dalam kondisi on fire*”, not at all players has this condition. The readers will get attract whit this text because it’s told about something that has not widely / generally known. The second Introductory function because the author used straight news. When the readers read the text the readers will easily understand this text talk about. This news it’s told about Ferdinand Sinaga who can’t play because of he got the punishment from *Komisi Kedisiplinan* (*Komdis*) PSSi. This news will attract the readers because the readers get curiousity about this news. |

**Text 9 “Firman Yakin Bisa Atasi Arema” 9 April 2014**

*Real text of leads:*

*Bandung, Tribun – Playmaker Persib bandung, Firman Utina, respek dengan Arema Cronus yang memenangkan lima laga perdana di Liga Super Indonesia (LSI) 2014 dan tetap tampil konsisten di Piala AFC 2014. Tapi dia menegaskan, Persib tak perlu takut dengan Arema saat bertemu di Stadion Si Jalak Harupat, Kabupaten Bandung, Minggu (13/4) nanti.*

English translated:

*Bandung, Tribun –* playmaker of *Persib Bandung*, Firman Utina, respect with *Arema Cronus* who won five matches in the inaugural Indonesian Super League (LSI) in 2014 and still perform consistently in the AFC Cup 2014, but he insists, *Persib* do not need to fear with *Arema* when meeting in *Si Jalak Harupat* Stadium, *Bandung* regency, on Sunday (13/4)

Data analysis:

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| Analysis of leads: The writer has determined text as ‘who’ leads, because the text is more emphasis on who is playmaker *Persib Bandung* as mentioned “*Playmaker Persib bandung, Firman Utina, respek dengan Arema Cronus yang memenangkan lima laga perdana di Liga Super Indonesia (LSI) 2014*”. The writer found the main people of this text is Firman Utina. Thus, ‘who’ leads is correctly type leads on this text. |

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| Analysis of Function of lead: The writer has determined that this news lead contained three functions of leads, as follow:  The first Introductory function because the author used straight news. When the readers read the text the readers will easily get the main point of this text talk about. The second is correlative because second sentences explained the first sentence. The last is credible because the lead used as a title of the news. Its mean the reporter credible in this field This news told about the statement of Firman Utina, there in nothing special. This is normal news so the readers won’t read this news and leave this news.  |

**Text 10 “Yaya Naikan Intensitas Latihan” 10 April 2014**

Real text of leads:

*Bandung, Tribun – pelatih fisik Persib Bandung Yaya Sunarya langsung menyusun program baru setelah rencana sebelumnya tidak bisa dilaksanakan karena berbagai kendala teknis maupun non teknis. Satu diantaranya, uji coba yang awalnya digelar Rabu (9/4) terpaksa dibatalkan karena lebih menghormati pemilu legislatif.*

English translated:

*Bandung Tribun* - physical trainer of *Persib Bandung,* Yaya Sunarya directly make a new program after the previous plan could not be implemented due to various technical and non-technical problems. One of them, the first trial was held on Wednesday (9/4) had to be canceled because the more respect the legislative elections.

Analysis:

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| Analysis of leads: The writer has determined text as ‘who’ leads. Because of ‘who’ lead in this text much larger than other elements this news told about Yaya Sunarya physical trainer of *Persib Bandung*. So writer has decided this text used ‘who’ leads is the greater than ‘what’ leads or ‘why’ leads. |

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| Analysis of Function of lead: The writer has determined that this news lead contained four functions of leads, as follow:  The first attractive because this text told about Yaya Sunarya develop a new program after the previous plan could not be implemented because of various technical and non-technical problems. This news rarely happened, the reader will get attract with this text and find out what kind of programs that Yahya used to train *Persib Bandung* Players.  The second Introductory function because the author explained in the first sentence who is Yaya Sunarya. the readers will easily get the main point of this text talk about. The third is correlative because second sentences explained the first sentence. The last is credible because the lead used as a title of the news. Its mean the reporter credible in this field This news it’s told about Yaya Sunaryas *Persib Bandung* pscycal trainer that the schedule didn’t going as he expected. The readers will continue to read this news because this news is of out of the field activity.   something that has not widely / generally known. |

**Text 11 “Adu siap” 11 April 2014**

Real text of leads:

*Big match akan tersaji di Stadion Si Jalak Harupat, Kabupaten Bandung, Minggu (13/4). Dua tim biru yang duduk diposisi pertama dan kedua klasemen sementara Wilayah Barat akan bentrok untuk mencari penegasan siapa yang lebih berhak di puncak klasemen.*

English translated:

Big match will be presented in the *Si Jalak Harupat* Stadium, *Bandung* district, Sunday (13/4). Two blue teams sitting in the first position and second while classment position of the Western Conference standings will clash to seek confirmation of who is more right at the top of classment.

Analysis:

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| Analysis of leads: The writer determined the text above was a ‘where’ lead. In that, the text described about the match took place of the event. As mentioned in “*Big match akan tersaji di Stadion Si Jalak Harupat, Kabupaten Bandung, Minggu (13/4)*.” Ergo, the writer chose the ‘where’ lead type by considering the whole elements which compared with other elements. |

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| Analysis of Function of lead: The writer has determined that this news lead contained two functions of leads, as follow:  The first attractive because this text told about the big match of two blue team for the top position of the classment, this is something hidden. Because this news did not explained who the blue team are. The reader will get curious with the two blue teams of the text and read this text until the end. The second is correlative because second sentences explained the first sentence. This news is told about the match for the top of classment. The readers want to read this news because they want to know who will be the winner also they will curious with the both of blue team, who the blue teams are. So the readers will read this text until the end of the paragraph.  |

**Text 12 “Bantu Doa” 12 April 2014**

Real text of leads:

*Penyerang Persib bandung, Ferdinand Alfred Sinaga, akhirnya benar-benar absen di dua laga. Komisi Disiplin (Komdis) PSSI menjatuhkan sanksi tu plus denda 25 juta setelah dianggap berkata kotor kepada wasit Djumadi effendi yang memimpin laga Persib Melawan Semen Padang, 16 Februari lalu.*

English translated:

Attackers *Persib Bandung*, Alfred Ferdinand Sinaga, finally absent in the two matches. Discipline Commission (Komdis) PSSI gave that sanctions plus a fine of 25 million rupiah. after the referee deemed that he say the dirty words to Djumadi effendi who led the fight Persib Against Semen Padang at that time, Feb. 16.

Analysis:

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| Analysis of leads: “*Penyerang Persib bandung, Ferdinand Alfred Sinaga, akhirnya benar-benar absen di dua laga*”. The writer chose‘who’ lead beacause ‘who’ leads selected by element ‘who’ is attacker *Persib Bandung*. The writer chose the most important element is ‘who’. Thus, ‘who’ leads is suitable type in this text. |

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| Analysis of Function of lead: The writer has determined that this news lead contained three functions of leads, as follow:  The first attractive because this text told about This news Is still related with previous news in text number eight. Which is Ferdinand Alfred Sinaga has been absent in two matches because of he got punishment from *Komisi Disiplin (Komdis) PSSI*. This news unusual news and rarely happened, the readers will read this news until the end. The second Introductory function because the readers will easily get the main point of this text talk about. The author wrote this text simple and clear. The third is correlative because the first sentence explaination by second sentences. *Tribun Jabar* has published the continuation of this news. The readers automatically want to read the continuation of Ferdinand Sinaga trouble. They want to find out why it could happen. |

**Text 13 “Vujovic Tertekan dengan Kondisi Hujan” 13 April 2014**

Real text of leads:

*BANDUNG,TRIBUN - Hujan deras disertai angin kencang mengguyur Stadion Si Jalak Harupat, saat big match Persib Bandung melawan Arema Cronus, Minggu (13/4). Bersamaan dengan itu, aksi blunder Vladimir Vujovic dimanfaatkan Syamsul Arif hingga membuahkan gol pertama untuk Arema.*

English translated:

*BANDUNG,TRIBUN -* Heavy rain accompanied by strong winds flushed *Si Jalak Harupat* Stadium, when the big match against *Arema Cronus* versus *Persib Bandung*in Sunday (13/4). At the same time, the action blunders Vladimir Vujovic been used by Syamsul Arif to produce the first goal for *Arema*

Analysis:

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| Analysis of leads: The writer determined text as ‘what’ leads. Because this text describe the ’what’ happened on the event, as mentioned in “*Hujan deras disertai angin kencang mengguyur Stadion Si Jalak Harupat, saat big match Persib Bandung melawan Arema Cronus, Minggu*”. The ‘what’ leads was selected to ambience of an event. Therefore, the ‘what’ lead was correctly used in this text. |

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| Analysis of Function of lead: The writer has determined that this news lead contained four functions of lead, as follow:  The first is attractive function. This news told about the the condition of field when the big match against *Arema Cronus* versus *Persib Bandung*. This news rarely happened, because of the action blunders Vladimir Vujovic.  The second is Introductory function because The author wrote this text simple and clear based on the real conditions at that time. The third is correlative because the first sentence explaination by second sentences. The fourth is credible. The author took the tiltle from the lead, so the credibility of author shown by his consistence to write news. This news told about the situation of the field base on the authour point of view. The readers automatically want to read this news because it’s related with match. Also Vladimir Vujovic didn’t play all out because of weather didn’t friendly and *Arema* made a first goal from it. |

**Text 14 “Maung Terkam Singo Edan” 14 April 2014**

Real text of leads:

*Bandung, Tribun – Persib Bandung berhasil mengudeta posisi Arema Cronus di Klasemen Liga super Indonesia (LSI). Langkah itu didapat setelah Maung Bandung menerkam Singo Edan di Stadion Si Jalak Harupat, Soreang, Kabupaten Bandung, Minggu (13/4) sore. Kemenangan Persib menjadi kekalahan pertama Arema.*

English translated:

*Bandung Tribun* - *Persib Bandung* succesfull “*mengudeta*” *Arema Cronus* position in Indonesian Super League table (LSI). The step was obtained after *Maung Bandung* pounc *Singo Edan* on *Si Jalak Harupat* Stadium, *Soreang, Bandung* regency, on Sunday (13/4) afternoon. *Persib* victory became a first Arema defeat.

Analysis:

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| Analysis of leads: This text is continuation of the news in text 13. If the text 13. The writer has determined text as ‘what’ leads. Because this text told about “*Persib Bandung berhasil mengudeta posisi Arema Cronus di Klasemen Liga super Indonesia (LSI)*”. This text clearly told about ‘what’ happened on the event. The writer chose ‘what’ leads element compared with other elements. |

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| Analysis of Function of lead: The writer has determined that this news lead contained four functions of lead, as follow:  The first is attractive function. This news told about *Persib Bandung* successful defeated *Arema Coronus* and P*ersib* snatched *Arema Coronus* position in classment. This news is unusual news because this is the first time that *Arema Cronus* defeated by *Persib Bandng*. The second is Introductory function because the readers will understand this text quicklu because the author wrote this text simple and clear. The third is correlative because the title, lead are interrelated each other and open the way to next sentences. The fourth is credible. As we have seen above he author took the tiltle from the lead, so the credibility of author shown by his consistence to wrote this text. This news is interesting news because that day, *Persib Bandung* created new history. The readers want to read this news because the readers corious about the new history of *Persib Bandung*. |

**Text 15 “Key Player” 15 April 2014**

Real text of leads:

*Persib Bandung sukses mengalahkan tamunya Arema Cronus 3-2 dalam pertandingan yang digelar di Stadion Si Jalak Harupat, Minggu (13/4) sore. Sempat tertinggal 0-2, Persib mampu membalikan keadaan.*

English translated:

*Persib Bandung* successful defeated his guest *Arema Cronus* 3-2 in a match held in *Si Jalak Harupat* Stadium, Sunday (13/4) afternoon. Coming from behind 0-2, *Persib* was able to reverse the situation.

Analysis:

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| Analysis of leads: This news is still related with the text new number fourteen. The writer has determined this text as ‘what’ lead. In that, it’s told about ongoing match at that time between *Persib Bandung* and *Arema Coronus*. As mentioned in “*Persib Bandung sukses mengalahkan tamunya Arema Cronus 3-2 dalam pertandingan yang digelar di Stadion Si Jalak Harupat*” clearly. This text told about ‘what’ happened in the event. ‘What’ leads was chosen based on the element of ‘what’ higher than other element. |

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| Analysis of Functions of leads: The writer has determined that this news lead contained two functions of leads, as follow:  The first is attractive function. This news told about *about Persib defeated Arema Coronus with score 3-2 and Persib was able to reverse the situation.*  The reader will get attract, this is rarely happened. They want to find out who is the goal maker of this match. This lead only explained the scored of both team and not the players who created goals. The second is Introductory. The readers will get the main point easily because the authour wrote this lead simple, clear and ease to understand. Tthis news is continuation of text no thirteen. This news reported the condition of the field the match between *Persib* against *Arema Coronus*. This text will attract the readers who did not attended on field. |

**Text 16 “Supardi: Semoga Tidak Anti Klimaks” 16 April 2014**

Real text of leads:

*BANDUNG, TRIBUN – “Mudah-mudahan Persib tidak antiklimaks lagi melawan Gresik United”. Kata-kata itu terlontar dari mulut bek kanan Pangeran Biru, Supardi Nasir, menjelang partai kandang di markas Gresik United. Pemain bernomor punggung 22 itu mengatakan Persib memiliki waktu istirahat cukup selama satu minggu pasca melawan Arema Cronus pada Minggu (13/4) lalu.*

English translated:

BANDUNG, Tribun – ‘Hopefully *Persib* do not anticlimax against *Gresik United*.” The words that came out of the mouth of right back position the Blue Prince, Supardi Nasir, ahead of home match at the headquarters of *Gresik United*. Player number 22 it said Persib have enough time off during a week after match against *Arema Cronus* on Sunday (13/4) ago.

Analysis:

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| Analysis of leads: The writer determined that this text was a ‘who’ leads because this lead told about Supriadi Nasir’s hope. That was the point of leads and contained ‘who’ leads element. The ‘who’ leads was selected because of the direct statement from the source or the person of the event.  |

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| Analysis of Function of lead: The writer has determined that this news lead contained four functions of leads, as follow:  The first is attractive function. This news told about Supriadi Nasir’s hope. He wants play all out with Gersik United like when Persib played with Arema Choronus. Also Persib Bandung has a long free time before next match. This is rarely happened. That’s the main point of the text. The second is Introductory function because the readers will understand this text quickly because the author wrote this text simple and clear. The third is correlative because the first sentence explaination by second sentences. The fourth is credible. The credibility of author shown by his consistence to wrote this text. So the authour used the title from the lead. This news only told about the statement of Supriadi Nasir. The readers will continue to read this news when they finished read the leads. |

**Text 17 “Bukan Lawan Mudah” 17 April 2014**

Real text of leads:

*Djibril Colibaly gagal membobol gawang Gresik United dalam dua pertandingan musim lalu. Gol kemenangan 1-0 saat main di Stadion Demang Lehman, Martapura, dicetak Yongki Aribowo sedangkan ketika tandang, dia menjadi kesakitan dan harus keluar lapangan lebih awal karena kartu merah.*

English translated:

Djibril Colibaly failed to pierce *Gresik United* net in two matches on last season. Winning goal 1-0 while playing in Demag Stadium Lehman, Martapura, goal by *Yongki Aribowo* while when away, he became a hurtled and had to leave the field early because of a red card.

Analysis:

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| Analysis of leads: The writer has determined text as ‘who’ leads because the text told about Djibril Colibaly as a subject and he failed to pierce *Gresik United* net. As mentioned in “*Djibril Colibaly gagal membobol gawang Gresik United dalam dua pertandingan musim lalu*”. The text told ‘who’ does ‘what’ happened in the event. Ergo, ‘who’ leads si correctly type leads on this text. |

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| Analysis of Function of lead: The writer has determined that this news lead contained three functions of lead, as follow:  The first is attractive function. This news told about Djibril Colibaly failed to create a goal to *Gersik United* in two matches and also Yongki Aribowo got a red card and must be out from field erlier. For every football players they try to avoiding the red card. Thus if this happened it’s must be something rare.  The second is Introductory function because the readers will formulate this text easily because author wrote this text simple and clear. The third is correlative because the second sentence is continuation from first sentence. Tthis news is continuation of text no fifteen. This news reported the real condition of the field in match between *Persib* against *Arema Coronus*. This news will attract the readers and supporters both sides. |

**Text 18“Tony Anggap Kans Persib Besar” 18 April 2014**

Real text of leads:

*Bandung, Tribun – Bagi bek Tony Sucipto, Persib Bandung mutlak harus mengamankan tiga poin dari lawatan ke kandang Gresik United, Minggu (20/4) lusa. Hanya kemenangan yang bisa mengembalikan ke puncak klasemen lagi jika Arema Conus mengalahkan Pelita Bandung Raya (PBR), Sabtu (19/4) besok.*

*English translated:*

*Bandung Tribun* - For defender Tony Sucipto, *Persib Bandung* absolutely must secure the three points of the trip to the cage of *Gresik United* on Sunday (20/4) day after tomorrow. Only victory that could return to the top again, if *Arema* *Coronus* defeat *Pelita Bandung Raya (PBR),* Saturday (19/4) tomorrow

Analysis:

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| Analysis of leads: The writer has determined this text as ‘who’ leads, because this text told about Tony Sucipto’s hope. This text mentioned “*Bagi bek Tony Sucipto, Persib Bandung mutlak harus mengamankan tiga poin dari lawatan ke kandang Gresik United*”. This text clearly included ‘who’ leads selected based on the basis of considerations inherent element of the person on the event. |

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| Analysis of Function of lead: The writer has determined that this news lead contained two functions of lead, as follow:  The first is Introductory function because the readers will formulate this text easily because this text told about *Persib Bandung* must be making a three point to stay on top of the classment The second is correlative because the second sentence is continuation from first sentence. This news only gave information that *Persib Bandun*g must win in match against *Gersik United*. Nor mal news and nothing special. The readers absolutely will leave this news when read the lead.  |

**Text 19“Belum Tahu Lokasi Pertandingan” 19 April 2014**

Real text of leads:

*Persib Bandung tak tahu Stadiom yang akan dipakai mementaskan pertandingan melawan tuan rumah Gresik United, hingga menjelang keberangkatan pada Jumat (18/4) sore. Rencana semula, laga akan berlangsung di Stadion Tridarma, Petrokimia, gresik, Minggu (19/4).*

English translated:

*Persib Bandun*g doesn’t know the stadium that will be used to match against hosts *Gresik United*, until the departure on Friday (18/4) afternoon. The original plan, the fight will take place at the Stadium *Tridarma, Petrokimia, Gresik*, Sunday (19/4).

Analysis:

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| Analysis of leads: The Writer determined text as ‘what, the text is more emphasis on ‘what’ happened in the event. As mentioned in *“Persib Bandung tak tahu Stadiom yang akan dipakai mementaskan pertandingan melawan tuan rumah Gresik United*”. The place of this event did not explaied. ‘What’ leads, as chosen above basic considerations inherent element of ‘what’ happened on the event.  |

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| Analysis of Function of lead: The writer has determined that this news lead contained four functions of leads, as follow:  The first is attractive function. *Persib* confused about the field that used to play against Gersik United. This is unusual case, the reader will get attract with this text. The second is Introductory function because the authour used 5w+1h to this text, so the reader could get the main point when they read the lead. The third is correlative because the first sentence open the way to next sentence and so on. The fourth is credible. The authour used the lead as his title of the text. This news told about *Persib* confused where they must go. This case rarely happened so the readers will attract to read this news until the end.  |

**Text 20 “Natasa Vujovic Selalu Temani Vujovic di Manapun Berlabuh” 20 April 2014**

Real text of leads:

*DI BALIK pria sukses, di situ terdapat perempuan hebat. Tidak terkecuali dengan pemain sepak bola. Seperti halnya, bek Persib Bandung, Vladimir Vujovic. Selama kariernya di dunia sepak bola, ia telah bermain di sedikitnya delapan negara. Seperti di Ukraina, Rusia, Lebanon, China, Arab Saudi, Kajakstan Hongaria dan Indonesia*

English translated:

Behind a successful man, there are great women. No exception to the football players. As well, Vladimir Vujovic the defender of *Persib Bandung*, during his career in football, he has played in at least eight countries. As in Ukraine, Russia, Lebanon, China, Saudi Arabia, Hungary and Indonesia Kajakstan

Analysis:

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| Analysis of leads: “*Dibalik pria sukses, di situ terdapat perempuan hebat. Tidak terkecuali dengan pemain sepak bola. Seperti halnya, bek Persib Bandung, Vladimir Vujovic”.* The beginning of this paragraph explained that behind Vladimir Vujovic there is a woman who always supported him from the start. That was the point of the leads and contained ’who’ leads element. The ‘who’ element here was a woman behind Vladimir Vujovic, she is hie wife Natasha Vujovic. Therefore, the writer decided ‘who’ leads for this text. |

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| Analysis of Function of lead: The writer has determined that this news lead contained two functions of lead, as follow:  The first is Introductory function because the readers will easily get the main point of this text talk about. The author wrote this text simple and clear. The second is correlative because the first sentence explaination by second sentences. This news only told about profile of Vladimir Vujovic and his wife. Normal news and nothing special. The readers will leave this text also this text did not give effect to *Persib Bandung.*  |

**Text 21 “Ferdinand Man of the match” 21 April 2014**

Real text of leads:

*Gresik, Tribun – Persib Bandung membantai tim tuan rumah Persegres Gresik United dengan skor 1-4 dalam lajutan liga Super Indonesia (LSI) di Stadion Pertokimia Gresik, Minggu (20/4). Kemenangan itu sekaligus menghentikan rekor Persib yang selalu kalah di Gresik selama dua musim secara berturut-turut.*

English translated:

*Gresik Tribun* - *Persib Bandung* slaughtered home team *Persegres Gresik United* by a score of 1-4 in the continuation of the *Indonesian Super League (LSI)* in *petrokimia Gresik Stadium,* Sunday (20/4). The victory directly stopped the record of *Persib* were always lost in *Gresik* for two seasons in a row.

Analysis:

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| Analysis of leads: The writer has determined the text as ‘what’ leads. Because there explain *“Persib Bandung membantai tim tuan rumah Persegres Gresik United dengan skor 1-4 dalam lajutan liga Super Indonesia (LSI) di Stadion Pertokimia Gresik*”. ‘What’ leads is more accurate type, and selected for consideration the element ‘what’ happened in the event. |

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| Analysis of Function of lead: The writer has determined that this news lead contained four functions of lead, as follow:  The first attractive because this text told about *Persib* has been defeated *Persegres Gersik* with scored 1-0 and also Persib created new history that *Persib* were always lost by *Gresik* for two seasons in a row. All readers in West Java will attract because *Persib Bandung* created new history. The second Introductory function because the author explained in the first sentence about Persib Bandung. The readers will easily get the main point of this text talk about. This news reported the real condition of *Persib* has been defeated *Persegres Gersik* with scored 1-0 and also unusual news because *Persib* created new history. The readers won’t left this information.. |

**Text 22 “Nervous Debut” 22 April 2014**

Real text of leads:

*Minggu (21/4) malam, atau tepatnya jelang pukul 21.00, Akan menjadi malam tak terlupakan bagi Rudiyana. Striker muda Persib tersebut akhirnya mengawali debutnya sebagai pemain Persib di ajang LSI 2014. Meskipun hanya tampil kurang lebih tujuh menit jelang pertandingan usai, momen ini akan menjadi tonggak sejarah dalam karier professional striker bernomer punggung 11 ini.*

English translated:

Sunday (21/4) night, or rather ahead at 21:00, will be an unforgettable night for Rudiyana. The young *Persib* striker finally make his first debut as an *Persib* player in the arena of LSI 2014 Although only appeared about seven minutes before the game is over, it will be a milestone moment in the history of professional careers of this striker with back numbered 11.

Analysis:

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| Analysis of leads: The writer has determined that text above as ‘when’ leads because this text told about the time of the event. As mentioned in “*Minggu (21/4) malam, atau tepatnya jelang pukul 21.00, akan menjadi malam tak terlupakan bagi Rudiyana.”* At the first paragraph told that clearly that text described time and date on this event has been lasted. So the writer chosen the ‘when’ leads type by considering the whole elements which had higher news value, compared with other elements. |

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| Analysis of Function of lead: The writer has determined that this news lead contained three functions of leads, as follow:  The first is attractive functions. Because this news is something new, something experienced/happened to people (figure) and something has not generally known. That this is the first debute of Rudiana as a *Persib* player in LSI 2014. Thus, the readers will get attract with this news and be a withness of Rudiana’s story.  The second is Introductory function because this text is straight news. Ergo, easy to understand by the readers. The second is correlative because the second sentence is continuation from first sentence and interrelated eac other. The third is credible functions because the tittle still correlated with the lead. Stight news always took the title from the lead. This news told about Rudiana’s story. The readers will continue to read this news when they finished read the lead. |

**Text 23 “Djibril Doakan Mahyadi Cepat Sembuh” 23 April 2014**

Real text of leads:

*Bandung, Tribun – Laga tandang Persib Bandung melawan Gresik United di Stadion Tridarma Petrokimia, Gresik, Minggu (20/4) meminta “tumbal”. Setelah Hariono yang cedera patah tulang belikat pada dua musim sebelumnya, giliran pemain Gresik Mahyadi pangabean yang mengalami hal serupa.*

English translated:

*Bandung, Tribun* - an away match *Persib Bandung* against *Gresik United* at *Stadium Tridarma Petrokimia, Gresik*, Sunday (20/4) asked "victimizing". After Hariono fracture ‘*belikat*’ injury in the previous two seasons, and now Gresik player turn, Mahyadi Pangabean who are experiencing similar things.

Analysis:

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| Analysis of leads: This text told about an away match between *Persib Bandung* against *Gresik United*. In this text the writer chose ‘what’ lead, because this text emphasis on side ‘what’ lead. The first sentence of the text mentioned “*Laga tandang Persib Bandung melawan Gresik United di Stadion Tridarma Petrokimia, Gresik, Minggu (20/4) meminta “tumbal”*. Compared to other elements, such as ‘when’ and ‘where’ this text is more suitable with consideration of elements of ‘what’ happened on the event. |

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| Analysis of Function of lead: The writer has determined that this news lead contained two functions of leads, as follow:  The first is attractive function. This news told about the the match between *Persib Bandung* against *Gersik United* it asked "victimizing" and the victim is Mulyadi Pangabean. Hei got injuried on his ‘belikat’. This event rarely happened, so the readers get attract with it. The second is Introductory function because The author wrote this text simple and clear based on the real conditions at that time. This news is told about accident on field. The readers courious and attract with this news because it’s rarely happened. |

**Text 24 “Lawan PBR, Persib Terancam Tanpa Bobotoh” 24 April 2014**

Real text of leads:

*BANDUNG,TRIBUN - Manajer Persib Bandung H Umuh Muchtar mengaku tidak habis pikir jika pada laga Pelita Bandung Raya (PBR) melawan Persib Bandung, Minggu (27/4) di Stadion Si Jalak Harupat, Kabupaten Bandung, tidak boleh dihadiri oleh suporter Persib. Hal ini karena sanksi Komisi Disiplin yang melarang suporter Persib hadir di kandang lawan yang pada laga tersebut PBR sebagai Tuan rumah. Jika hadir, tim Persib terancam didenda.*

English translated:

*BANDUNG, Tribun* - *Persib Bandung* manager H Umuh Mochtar said he did not believe it when the match between *Pelita Bandung Raya (PBR*) against *Persib Bandung*, Sunday (27/4) in the *Si Jalak Harupat* Stadium, *Bandung* regency, should not be attended by the *Persib Bandung* supporters. This is due to sanctions prohibiting the Disciplinary Commission *Persib* supportes present at home versus the *PBR* in the match as the host. If present, the team *Persib* threatened fined.

Analysis:

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| Analysis of leads: The writer has determined text as ‘who’ leads. Because ‘who’ leads selected by elements ‘who’ person on the event. H Umuh Mochtar did not believe that Pelita Bandung Raya (PBR) against Persib Bandung should not be attended by the Persib Bandung supporters. The writer chose that most important elements are ‘who’. Thus, ‘who’ leads is suitable type in this text. |

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| Analysis of Function of lead: The writer has determined that this news lead contained three functions of leads, as follow:  The first is attractive function. This news told about the H Ummuh Mochtar that he can’t accept the punishment from Komisi Kedisiplinan (Komdis) of PSSI to the supporters of *Persib Bandung*. The second is Introductory function because The authour wrote this text simple and clear based on straight news pattern. The third is correlative because the second sentence continuation of first sentences. The fourth function is credible. When the reader read the second paragraph, they will found that the tittle took from that sentence. This news is told about H Umuh Mochtar as manager of *Persib* mad. Why the supporters of *Persib Bandung* could not attended in match against *Pelita Bandung Raya (PBR).* The readers will attract to read this news, and the supporters got the confirmation why they can not attend from this news.  |

**Text 25 “Akan Bertukar Jersey dengan Bambang Pamungkas” 25 April 2014**

Real text of leads:

*BANDUNG, TRIBUN - Bertanding melawan Pelita Bandung Raya (PBR), penyerang Persib Bandung Djibril Coulibaly akan bertemu idolanya, Bambang Pamungkas (Bepe). Andai di pertandingan nanti bersua dengan Bepe di lapangan, Djibril pun sudah mempunyai rencana. Ia ingin bisa bertukar jersey dengan Bepe.*

English translated:

*BANDUNG, Tribun* - Play against *Pelita Bandung Raya (PBR*), *Persib Bandung* striker Djibril Coulibaly will meet his idol, Bambang Pamungkas (Bepe). If in the match met with Bepe in the field, Djibril had already had a plan. He wants to be able swap jersey with Bepe.

Analysis:

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| Analysis of leads: ‘What’ leads chosen by the writer as leads type of the text. Because the text mentioned “*Bertanding melawan Pelita Bandung Raya (PBR), penyerang Persib Bandung Djibril Coulibaly akan bertemu idolanya, Bambang Pamungkas (Bepe).*” ‘What’ lead was selected based on the elementary of ‘what’ happened on the event. |

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| Analysis of Function of lead: The writer has determined that this news lead contained three functions of leads, as follow:  The first is Introductory function. The readers will get the main point of this text quickly because the author wrote this text simple and clear. The second is correlative because the sentences between first and second, it explained each other. The third is credible. The tittle took from the lead. So the consistency of reporter shown. This news is boring news because this news told about Djibril Coulibay anted to swap his jersey with Bambang Pamungkas his idol. The readers will leave the news when they finished read the lead. |

**Text 26 “Supardi Nasir Lebih Bahagia Beri Umpan ketimbang Cetak Gol” 26 April 2014**

Real text of leads:

*BANDUNG, TRIBUN- Pemain sepak bola mana yang tidak bahagia seusai mencetak gol? Namun, bagi bek kanan Persib Bandung, Supardi Nasir, puncak kebahagian saat tampil di lapangan adalah ketika mampu memberi umpan matang bagi rekan satu tim dan berbuah gol.*

English translated:

*BANDUNG, TRIBUN*- which football players are not happy after scoring a goal? However, for right-back Persib Bandung, Supardi Nasir, while performing at the top of happiness when the field is able to give feedback ripe for a teammate and scored a goal.

Analysis:

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| Analysis of leads: ‘Who’ lead is the lead type selected by the writer for this text. Because this text told about Supriadi Nasir feel excited when he must give feed balls to his friends. ‘Who’ leads is more accurate type, and selected for consideration the element ‘who’ people on the event. |

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| Analysis of Function of lead: The writer has determined that this news lead contained three functions of lead, as follow:  The first is attractive functions because this news is told about something that has not widely / generally known that Supriadi Nasir very excited when he throw a feed to his friend and created a goal. The second is Introductory function, this text told about Supardi Nasir very happy when he must give a feed to his friends. That is the main point of the text. The third is correlative function. Because the second sentence is continuation from first sentence. The last is credibile function. The authour used the lead as the tittle of the text. This news told about Supriadi Nasir feels excited when he must give the feed ball to his friend and create a goal. The readers will read this news until the end. Thus, the reader want to know the reasons why Supriadi Nasir so excited. |

**Text 27 “Persib Lawan Chonburi FC Kemungkinan Batal” 27 April 2014**

Real text of leads:

*BANDUNG,TRIBUN - Persib Bandung kemungkinan batal melawan Chonburi FC dalam laga uji coba internasional di Bangkok, Thailand pada 30 April. Meski begitu, skuat Maung Bandung dipastikan berangkat ke Thailand usai melakoni laga tandang melawan Pelita Bandung Raya.*

English translated:

*BANDUNG, Tribun* - *Persib Bandung* possibility fail against *Chonburi FC* in an international try out in Bangkok, Thailand on April 30. Even so, the squad *Maung Bandung* certainly departed for Thailand after match away games against *Pelita Bandung Raya.*

Analysis:

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| Analysis of leads: The writer has determined the text as ‘what’ lead Because this text emphasis on side ‘what’ happened on the event. As mentioned in “*Persib Bandung kemungkinan batal melawan Chonburi FC dalam laga uji coba internasional di Bangkok, Thailand pada 30 April”.*  Compared to other elements, such as ‘where’ lead and ‘when’ lead, this text is more accurate with consideration of element of ‘what’ is more suitable for this text. |

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| Analysis of Function of lead: The writer has determined that this news lead contained four functions of lead, as follow:  The first attractive because this text told about an international try out between *Persib Bandung* and *Chonburi FC* possibility failed. This news rarely happened so the reader will get curious about it. The second Introductory function because the authour the straight news. So the reader will get the mai point when they read this text. The third is correlative because the first sentence explaination by second sentences. This news is told about an international match between *Persib Bandung* and *Chonburi Fc* possibility failed. The readers will courious and find out the reasons from this news. So the readers will read this news until the end. |

**Text 28 “Umuh: kekalahan Menyakitkan” 28 April 2014**

Real text of leads:

*Bandung, Tribun – manager Persib Bandung, H Umuh Muchtqar, sangat kecewa dengan kekalahan Maung Bandung. Apalagi kekalahan kali ini berasal dari saudara mudanya, Pelita Bandung Raya (PBR), dalam pertandingan bertajuk derbi Bandung di Stadion Si Jalak Harupat, Kabupaten Bandung, Minggu (27/4) sore.*

English translated:

*Bandung Tribun* *- Persib Bandung* manager, H Umuh Mochtar, very disappointed with the defeat *Maung Bandung*. Moreover the defeat this time comes from his younger brother, *Pelita Bandung Raya (PBR*), in a game titled derby of *Bandung* at the Stadium *Si Jalak Harupat*, *Bandung* regency, on Sunday (27/4) afternoon.

Analysis:

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| Analysis of leads: The writer has determined text as’who’ lead. Because this text explained “*Manager Persib Bandung, H Umuh Mochar, sangat kecewa dengan kekalahan Maung Bandung. Apalagi kekalahan kali ini berasal dari saudara mudanya*”. From this text explained ‘who’ say what. Compared to other elements, such as ‘what’ and ‘why’, this text is more accurate with consideration of element of ‘who’ lead. So ‘who’ lead is the accurate type and selected for consideration the elements ‘who’ is people on this is event. |

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| Analysis of Function of lead: The writer has determined that this news lead contained four functions of lead, as follow:  The first is attractive function because this is something unusual derby of Bandung. There are only two teams that could participate in this derby first is *Persib Bandung* and the second is *Pelita Bandung Raya (PBR)*. This event rarely happened. So the reader will atrtract and read this news.  The second Introductory function because the author used straight news. When the readers read the text the readers will easily get the main point of this text talk about. The third is correlative because second sentences explained the first sentence. The last is credible because the lead used as a title of the news. Its mean the reporter credible in this field This news told about H Umuh feel when *Persib Bandung* defeated by *Pelita Bandung Raya (PBR)*. Everybody will mad and disappointed if their team lost in the match. The readers will continue this news when they finished read the first paragraph. |

**Text 29 “Konate Sangat Kecewa” 29 April 2014**

Real text of leads:

*Bandung, Tribun – Persib Bandung harus menelan pil pahit ketika dijamu Pelita Bandung Raya (PBR) dalam derbi Bandung. Tak urung, kekalahan 0-1 dengan tim sekota itu membuat gelandang Maung Bandung asal Mali, Makan Konate, seakan tak terima.*

English translated:

*Bandung Tribun* - *Persib Bandung* had to swallow a bitter pill when treated *Pelita Bandung Raya (PBR)* in the derby of *Bandung*. Inevitably, the defeat it 0-1 with city rivals that make *Maung Bandung* midfielder from Mali, Makan Konate, can not accept it.

Analysis:

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| Analysis of leads: The writer decided that this text was a ‘why’ lead. Seeing there was an element of ‘why’. As mentioned in “*Persib Bandung harus menelan pil pahit ketika dijamu Pelita Bandung Raya (PBR) dalam derbi Bandung.*” This text mentioned the most important parts of this text. It was mentioned that *Persib Bandung* was defeated by his city rival *Pelita Bandung Raya (PBR)*. This text clearly includes ‘why’ lead, as selected above basic considerations inherent of ‘why’ an event happened. |

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| Analysis of Function of lead: The writer has determined that this news lead contained four functions of lead, as follow:  The first is attractive Function. This text told about *Persib Bandung* has been defeated by his young brother *Pelita Bandung Raya (PBR*) with scored 1-0 and also Makan konate didn’t accept that *Persib* lost by *Pelita Bandung Raya (PBR).* This news is something experienced/happened to people or figure. The readers want to find out why only Makan Konate who didn’t accepted the reality. The second is Introductory function because the author used straight news. When the readers read the text the readers will easily get the main point of this text talk about. The third is correlative because second sentences explained the first sentence. The last is credible because the lead used as a title of the news. The credibility of reporter shown by how he writes the news lead. This news about *Pelita Bandung Raya (PBR)* succesfull defeated *Persib Bandung*. The readers will read until the end because they want to know why *Persib* lost by *Pelita Bandung Raya (PBR).* |

**Text 30 “Persikab Jadi Korban Laga Persib” 30 April 2014**

Real text of leads:

*Bandung, Tribun – Persib Bandung dijadwalkan akan menjalani laga persahabat Internasional di bulan Mei ini. Maung Bandung bakal bertemu juara liga Belanda musim ini Ajax Amsterdam.*

English translated:

*Bandung Tribun - Persib Bandung* is scheduled to undergo an International friendly match in the month of May. *Maung Bandung* will meet Dutch champions Ajax Amsterdam this season.

Analysis:

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| Analysis of leads: This text explained that this month *Persib Bandung* has scheduled to go International and meet *Ajax Amsterdam in* this seaseon. The writer has determined text as ‘what’ leads. in that the element of ‘what’ selected on the basis of consideration inherent element of ’what’ happened on the event.  |

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| Analysis of Function of lead: The writer has determined that this news lead contained two functions of leads, as follow:  The first is attractive because this text told about about an Internatioanal friendly match of *Persib Bandung* against *Ajax Amsterdam*. This is rarely happened. The second Introductory function because the author used straight news. The readers will easily understand this text talk about.. This news is told about an International match between *Persib Bandung* and *Ajax Amsterdam*. The readers will find out the date of the match from this news. So the readers will read this news until the end. |

**4.2 Findings**

 **4.2.1 Leads**

 After completing the analysis the leads of *Persib Mania* coloumn on *Tribun Jabar* daily newspaper. The writer finaly found various types of leads on each text. The writer got new findings about 5W+1H types of leads in *Persib Mania* coloumn on Tribun Jabar daily newspaper during 30 days of April. The result is, fifteen news told about ‘who’ leads, twelve news told about ‘what’ leads, one news told about ‘where’ leads, one news told about ‘when’ leads, one news told about ‘why’ leads and zero news told about ‘how’ leads.

**Table 4.1 Types of Leads Chart**

From the six categories of leads, only five types of leads that appeared during April 2014. The chart 1 above has showed that ‘who’ lead and ‘what’ lead categories have blowed up on Persib Mania coloumn on *Tribun Jabar* daily newspaper. The table above can be seen that ‘who’ lead got the first position with fifteen leads. The second position placed with ‘what’ lead with twelve leads.

**4.2.2 Functions of Leads**

Lead is the main point of news to attract the reader’s interest. So the readers will continue to read until the end of the news. The writer got the news finding about the functions of lead from result the analyzed. We can see in the table below.

**Table 4.2.2.1 Functions of Leads**

|  |  |  |  |
| --- | --- | --- | --- |
| **Text** | **Title** | **Types of Leads** | **Functions of Leads** |
| **1** | Gol Tunggal Antarkan Persib Juara | Who | * Attractive
* Introductory
 |
| **2** | Djajang Sebut Persibat Selevel | What | * Attractive
* Introductory
* Credible
 |
| **3** | Yang Penting Main All Out | Who | * Attractive
* Introductory
 |
| **4** | Pelajaran Positif | What | * Correlative
* Credible
 |
| **5** | Suasana Baru  | What | * Attractive
* Introductory
* Correlative
* Credible
 |
| **6** | Tantan Bersyukur Selalu Main | Who | * Introductory
* Correlative
* Credible
 |
| **7** | Umuh Minta Persib Jangan Kalah Lawan Arema | Who | * Introductory
* Correlative
* Cresible
 |
| **8** | Ferdinant Kekuh Ingin Main | Who | * Attractive
* Introductory
 |
| **9** | Firman Yakin Bisa Atasi Arema | Who | * Introductory
* Correlative
* Credible
 |
| **10** | Yaya Naikan Intensitas Latihan | Who | * Attractive
* Introductory
* Correlative
* Credible
 |
| **11** | Adu Siap | Where | * Attractive
* Correlative
 |
| **12** | Bantu Doa | Who | * Attractive
* Introductory
* Correlative
 |
| **13** | Vujovic Tertekan dengan Kondisi Hujan | What | * Attractive
* Introductory
* Correlative
* Credible
 |
| **14** | Maung Terkam Singo Edan | What | * Attractive
* Introductory
* Correlative
* Credible
 |
| **15** | Key Player | Who | * Attractive
* Correlative
 |
| **16** | Supardi: Semoga Tidak Anti Klimaks | Who | * Attractive
* Introductory
* Correlative
* Credible
 |
| **17** | Bukan Lawan Mudah | Who | * Attractive
* Introductory
* Correlative
 |
| **18** | Tony Anggap Kans Persib Besar | Who | * Introductory
* Correlative
 |
| **19** | Belum tahu Lokasi Pertandingan | What | * Attractive
* Introductory
* Correlative
* Credible
 |
| **20** | Natasa Vujovic Selalu Temani Vujovic di Manapun Berlabuh | Who | * Introductory
* Correlative
 |
| **21** | Ferdinand Man of the match | What | * Attractive
* Introductory
 |
| **22** | Nervous Debut | When | * Attractive
* Introductory
* Correlative
 |
| **23** | Djibril Doakan Mahyadi Cepat Sembuh | What | * Attractive
* Introductory
 |
| **24** | Lawan PBR, Persib Terancam Tanpa Bobotoh | Who | * Attractive
* Introductory
* Correlative
* Credible
 |
| **25** | Akan Bertukar Jersey dengan Bambang Pamungkas | What | * Attractive
* Introductory
* Correlative
* Credible
 |
| **26** | Supardi Nasir Lebih Bahagia Beri Umpan ketimbang Cetak Gol | Who | * Attractive
* Introductory
* Correlative
* Credible
 |
| **27** | Persib Lawan Chonburi FC Kemungkinan Batal | What | * Attractive
* Introductory
* Correlative
 |
| **28** | Umuh: kekalahan Menyakitkan | Who | * Attractive
* Introductory
* Correlative
* Credible
 |
| **29** | Konate Sangat Kecewa | Why | * Attractive
* Introductory
* Correlative
* Credible
 |
| **30** | Persikab Jadi Korban Laga Persib | What | * Attractive
* Introductory
 |

From the table above proves that the news lead in *Persib Mania* coloumn on *Tribun Jabar* daily newspaper that has four functions of leads as follow; Attractive, Introductory, correlative and credibility. The Introductory Function exists in twenty six news leads, attractive function exists in twenty three news leads, corelative function exists in twenty two news leads and the last is credible functions exists in seventeen news leads.

From the table above also proves that in a month during April 2014. There is ‘who’ lead and ‘what’ lead that the most blowed up with attractive function in *Persib Mania* coloumn. On ‘who’ lead attractive function appeared in ten leads, ‘what’ lead attractive function appeared in ten leads, where lead attractive function appeared in one leads, when lead attractive function appeared in one lead, and the last is why lead attractive function appeared in one lead. Attractive function it means must be able to attract the reader’s attention and interest of the subject matter or topic subject matter or event that is reported. Ergo, the result given evidence of the functions of leads that contained in 5W+1H types of leads.

**Chapter V**

**Conclutions and Recomendations**

This final Chapter consist of conclutions which briefly summerize the answear to the research problem and present further interpretations; and recomendation which offer future direction of the research.

**5.1 Conclutions**

 News leads in writing news is very important. News leads will give influence for quality of news. Like as we knew, news leads is the criterias that fulfill the necessity to write the news. leads determined an interesting news and boring news. In this paper, writer analyzed about news leads *Persib Mania* coloumn on *Tribun Jabar* daily newspaper during april 2014.

 Leads are element in structure of news. The news is that lead from the element that should be owned by news. So lead write in the first paragraph of the story. This is very important element of a story. Lead is core of the news, describing the news as short as possible and clearly.

 As well as with *Persib Bandung* coloumn on *Tribun Jabar* daily newspaper that the writer analysis. From the thirty news during April 2014 in Tribun Jabar daily newspapers found fifteen news told about ‘who’ leads, twelve news told about ‘what’ leads, one news told about ‘where’ lead, one news told about ‘when’ lead, one news told about ‘why’ lead, and zero news told about ‘how’ lead. From the result of the research there is a type that does not contained in the text of the news, that is ‘how’ lead.

 After seeing the result of the analysis, ‘who’ lead is the most of the news raised on thirty the news. It can be concluded that the *Persib Mania* coloumn on Tribun Jabar daily newspaper more emphasized about the ‘who’ person on the event.

 The writer also analysis the functions of leads in news lead of *Persib Mania* Coloumn in *Tribun Jabar* daily newspaper that published during a month on April 2014. The result of the research there are the Introductory functions is most raised exists in twenty six news leads, attractive function exists in twenty three news leads, correlative function exists in twenty two news leads and the last is credible functions exists in seventeen news lead.

 Functions of lead beside attractive function, Introductory function, correlative function, and credibility function. Also, lead has a function determined the interesting news and boring news. More functions include in news more important and interesting that news is. The writer also found that *Tribun Jabar* daily newspaper successful used ‘who’ lead and ‘what’ lead seeing that both leads has a same number of attractive function.

 The writer also found the benefit of leads. After six elements that contained in the text it give evidences clarity of lead. Also it can make the readers more quickly knows the main point of the text by reading leads.

**5.2 Recommendation**

for further reasercher who will study the similar research, the writer give some recomendationin order to further researcher will make be better or continuing this research. The recommendations are:

1. This paper can improve knowledge about leads in news and function in journalistic aspect, especially in news of newspaper.
2. This paper can give some benefit for same research about news value that can developed by other researcher with a different point of view.
3. This paper can give some knowledge about the functions of leads and help to determine interesting news and boring news. To develop the same research bettere in future.
4. This paper can be used to add collection and information about journalism study for English Departement Pasundan University students.