

Chapter I

Introduction

1.1 Background of the Study

There so many thing change time by time and also the method to get the information. In the past, people get the information mouth by mouth, by letter, read the newspaper or listen to the radio. In this era of globalization news comes take turn at any time, even on every second there will be news published in various media.

Every day, the community is presented by various kinds of news coming from the country news or worldwide news. Therefore, the community must be able to choose and sort out which news that is useful for life and which are less useful or even detrimental to their lives.

The amount of news presented from various media both online and printed such as newspapers and magazines requires the public to be able to understand the news content quickly because some of them have little reading time, even they are too lazy to read the whole news, so news writers also need good news writing techniques to interest readers.

In this century, online media is more popular than other media it is because online media can be accessed quickly and easily everywhere and every time but online media still has many disadvantages, there still some news that cannot be filtered or that is the beginning of hoax news.

However, in the newspaper, news can be filtered really well so hoax news will not publish in the newspaper. In the newspaper especially in the Jakarta Post,

there are page called headline, entertainment, reader, business, world, feature and others. Headline is the place for the most important news in the newspaper.

Choose the news to put in the headline page on the newspaper is the most important thing because it can have bad effect if the headline news chosen is wrong. Also, the news in the headline page must be up to date, because headline is the first part that people read in the newspaper.

News writing is divided into several parts there is lead, body and closing. The three parts of news written in an inverted pyramid structure, but it is depended on the kind of news, Straight News or Feature News. Usually the lead has the most important information and the body has important information, when closing is just less important information. Especially when written the Straight News. In the lead part, it must include the most important information that journalist wants to deliver to the reader.

Beside definition above, there is also lead that just consist important information of an event. That lead must consist 5W+1H elements, because not all the people can read the whole news. Like CEO or important person that have busy schedule they just have a little time to read what happened lately. So, it must choose carefully.

Journalist or news writer must also try to publish their writing with easy techniques so that their writing can be immediately understood by the readers. One technique that is commonly used by news writer is by making readers curious about the news content they want to write. Techniques make curious readers usually presented in the initial paragraphs of the news they wrote. In the world of journalism this technique is called lead.

Lead is the opening of a news text that is intended to interest readers to finish reading the news so that they understand the message presented by the journalist in the news. As said by Chaer (2010: 12) in his book:

“Lead yang fungsinya sama dengan intro dalam music disebut juga teaser atau penggoda, karena pada hakekatnya bagian awal dari tulisan tak ubahnya sebagai penggoda agar pembaca tertarik untuk membacanya terus.” (Lead whose function is the same as intro in music is also called teaser or tease, because essentially the initial part of the writing is not as a tempter so that readers are interested to reading it.)

There are many types of leads used by writers to tempt readers so that they continue to consistently read the news that is written down until end of the news. These types of leads include: descriptive lead, teaser lead, question lead, story lead, and straight news lead.

On this occasion the author will try to analyze the types of leads used by writers to tempt readers in the Jakarta Post newspaper with the title “An Analysis of Lead of Headline News Heading on the Jakarta Post Daily Newspaper”

The Jakarta Post is a daily English language newspaper in Indonesia. The Jakarta Post was started as collaboration between four Indonesian media under the urging of Information Minister Ali Murtopo and politician Jusuf Wanandi. The first issue was printed on April 25th, 1983. The Jakarta Post also features an online edition and a weekend magazine supplement called J+.

They target the newspaper for foreigners and educated Indonesians, although the middle-classes Indonesian readership has increased. The Jakarta Post is also member of Asia News Network. It makes Jakarta Post become one of the

biggest English media in Indonesia and the best English newspaper. It made me curious for make a research about Jakarta Post. Especially the Headline pages in Jakarta Post newspaper. The writer will only focus on the newspaper only.

The headline page attracts the writer interest because there so many kinds of news on the headline page in the Jakarta Post. Like corruption news, sport news, politic news, etc. Also, the writer found that not all the lead on the Jakarta Post have the 5W+1H element in their first paragraph or lead. So, the writer wants to found out what kind of lead they use to write the news and the writer also want to know more about kind of lead of the news. So, the writer choose leads as a subject in her research final paper.

1.2 Identification of Problems

Every news writer always tries to make his work read and well understood by the readers from the beginning to the end. Commonly, the readers are lazy to finish reading a news activity because the news is considered unattractive. In addition, there are many types of leads that are expected to make readers interested in completing reading activities from beginning to end. For that reasons the writer would like to find out how are the effort of the news writer to make their news to become interesting through the lead that their arranged.

1.3 Limitation of the Problems

In accordance with the identification of the problems above, the writer limits the problems in this study as follow:

- The researcher limits her research to analyzing the types of leads used by news writers in the headline heading in the March 2019 edition of the Jakarta Post as many as 25 newspapers released.

1.4 Research Questions

The writer made some research questions base on the background above, there is:

1. What kind of news appear in the headline headings in the Jakarta Post daily newspaper by their fields?
2. What types of leads are used by news writers as an effort to interest the readers?

1.5 Objective of the Study

The purpose of this study is to analysis the lead of headline news on the Jakarta Post daily newspaper. The objective of the study is:

1. To find out kind of news that appear in the headline headings in the Jakarta Post daily newspaper by their fields.
2. To find out the type of leads that are used by news writers as an effort to interest the readers.

1.6 Significance of the Study

1. Theoretically

This study is to add theory insight, especially about writing leads and sequencing leads. In addition is to add insight into the limits in the headline

page news writing. This study is expected to tell many people what kind of leads in the news and have a new knowledge about this research.

2. Practically

It is expected to add to the skill of the writer in compiling the lead of a news and also can write news like what is appropriate to be stored in the headline page so that the newspaper has many interested people to read. The writer can get increases knowledge about the journalistic. Also, the writer hopes this research can help the others to have more knowledge after reading this.