

## **Chapter II**

### **Lead of Headline News Heading**

This chapter will support the research with some theory that the writer found by read some book and from the internet. This will include the definition of mass communication, journalism, press and media, news, headline news and leads. The theory is found by the writer based on the expert's opinion that already well-known by the others.

#### **1.1 Mass Communication**

Mass communication is the study of how people exchange their information through mass media to large segments of the population at the same time with an amazing speed. It is usually understood for relating newspaper, magazine and book publishing, as well as radio, television and film, even via internet as these mediums are used for disseminating information, news and advertising.

Mass communication differs from the studies of other forms of communication, such as interpersonal communication or organizational communication, in that it focuses on a single source transmitting information to a large number of receivers. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behavior, the attitude, opinion, or emotion of the person or people receiving the information.

According to Gerbner in Eldianto, Komala and Karlinah (2007) book *Komunikasi Massa*, mass communication is the tehnologically and

institutionally based production and distribution of the most broadly shared continuous flow of messages in industrial societies.

According to Wright in Severin and Tankard, Jr (2009: 4) defines mass communication in three characteristics:

1. Mass communication is directed towards a relatively large, heterogeneous and anonymous audience.
2. Publicly distributed messages are often scheduled to reach as many audience members as possible simultaneously and are temporary.
3. Communicators tend to be or operate in a complex organization that may require large costs.

Important elements in mass communication are:

1. Communicator
2. Mass Media
3. Mass Information
4. Gatekeeper
5. Public
6. Feedback

The connection between Mass Communication and Mass Media is they need each other. As already mentioned in elements of mass communication that mass media is one of the important elements that can help for communicating.

## **1.2 Mass Media**

According to the Communication Lexicon, mass media is “a means to deliver messages that relate directly to the wider community for example radio, television and newspapers”. According to Cangara (2010: 123, 126) media is a

tool or the means used to convey messages from the communicator to audiences, while the notion of mass media itself is a tool used in delivery of messages from the source to the audience using tools communication such as newspapers, films, radio and television.

Therefore, mass media is a means of delivering communication and information that disseminates information en masse and can be accessed by the public at large. Mass media is also an institution that connects all elements of society with one another through mass media products.

According to Cangara (2010: 74) there are also another types of mass media that we already know, there is:

- a. Print Media is mass media that is printed on sheets of paper. In terms of paper format and size, print media includes:
  - Newspaper is a periodical publication containing written information about current events and is often typed in black ink with a white or gray background.
  - Tabloid also known as rag newspaper is a style of journalism that emphasizes sensational crime stories, gossip columns about celebrities and sports stars, extreme political views and opinions from one perspective, junk food news and sun sign astrology.
  - Magazine is a publication, usually a periodical publication, which is printed or electronically published. Magazines are generally published serially on a regular schedule and contain a variety of content.

- b. Electronic Media is a type of mass media whose contents are disseminated through sound (audio) or live images (video) using electro technology, there is radio and television.
- Radio is the technology of signaling or communicating using radio waves.
  - Television is a mass medium for advertising, entertainment and news.
- c. Online Media - also called Online Media (On the Network), Internet Media, or Cyber Media - is the mass media that we can find or present on the internet (web sites).

Beside these kind of mass media above, there is other kind of mass media that already explained during the writer study about journalism, that is print media, broadcast media and digital media.

As we already know that print media is a communication tool that is printed and has restrictions in spreading its news, but the truth of the news can be justified. According to Septiawan in his book Contemporary Journalism (2017: 163) "print media, as the beginning of journalism, has media where the results of journalism work are distributed, it is a journalism medium that uses "printing machines" as the basis and format of reporting text, such as newspapers, magazines, tabloids, news bulletins, etc." (*media cetak, sebagai awal jurnalistik memiliki media tempat menyalurkan hasil kerja kewartawanannya, ialah medium jurnalisme yang memakai "mesin cetak"*)

*sebagai alas dan format teks pemberitaan dilaporkan, sebagaimana surat kabar, majalah, tabloid, buletin berita, dan sebagainya.)*

Broadcasting media, or radio and television broadcasting is mass media, a tool used to communicate with many people. Distribution of radio (audio) and television (video) programs is conveyed by transmission to the listener and audience. If print media are limited in their space, broadcast media are limited in time.

Digital media is media that is encoded in a machine-readable format. The concept of Digital Media is binary namely 0 and 1 using discrete waves. Digital media can be created, seen, distributed, modified and can survive on digital electronic devices. Digital processes use logic algorithms. Computer programs and software such as digital images, digital video; video games; web pages and websites, including social media; data and database; digital audio, like mp3, mp4 and e-books are examples of digital media.

Digital media is very different from analog media which relies on manual systems such as print media, printed books, newspapers and magazines that are still traditional in nature such as pictures, audio tape films and others.

### **1.3 Definition of Journalism**

Etymologically, journalism comes from *journal*. In French, *journal* means notes or daily reports. In the dictionary (Assegaff, 1983: 9) that journalism is defined as an activity for preparing, editing, and writing for newspapers, magazines, or other periodicals. In *Kamus Besar Bahasa Indonesia (KBBI)* that

journalism is the work of collecting, writing, editing, and publishing news in newspapers and so on.

Journalism is the sending of information, from one place to another. The delivery of this information is done correctly, thoroughly, and quickly in order to defend the truth and justice of thinking that can always be proven. (**Erik Hodgins: 2004**) in **Kustandi Suhandang** book *Pengantar Jurnalistik: Seputar Organisasi, Produk dan Kode Etik*.

Representing all the opinions of experts who have read by the writer about

**Journalism, Asep Syamsul M. Romli (2003) defined:**

*Jurnalistik merupakan sebuah proses kegiatan dalam mengolah, menulis, dan menyebarkan berita dan atau opini melalui media massa.*

Journalism is an activity process in processing, writing, and disseminating news and or opinions through the mass media.

Journalism can be interpreted as the intricacies of the activities of delivering message or ideas to the public or mass through organized communication media such as newspapers/magazines (print media), radio, television, internet (electronic media) and film (news-reel).

Journalism really involves the study of the process of mass communication, message analysis, methodology, media research, audience, delivery of message, management, business management, industry, dissemination of message, study of effect, etc.

In addition, to be able to do writing and publishing activity for mass media, of course there must be a source that can be trusted and must be based on facts. The source that we can use is not only from writing or interview, but also from a photo. The important thing is that source has a truth and based on facts.

According to Barus (2010: 31-32) there is some element of news that must be understood and can be seen by the reporter, that is:

- **Significance:** has a great influence on the lives of many people or the event has a wide-ranging effect or impact on the lives of readers.
- **Magnitude:** something big in terms of number, value or number that counts so that it must be something meaningful and interesting to be known by many people.
- **Timeless:** load events that just happened. Because the incident was not long ago, this became actual or still being discussed publicly. Actual (current) is related to the grace period that the incident does not mean stale or late in fulfilling the loading time specified by the editor in chief.
- **Proximity:** have proximity (geographical) or emotional closeness with the reader. Including closeness because of the profession, interests, talents, hobbies and reader's attention.
- **Prominence:** things that stick out from someone or something, place or event. An event involving a famous person or something known to the public becomes important news to be known by the reader.
- **Human interest:** something that touches a sense of humanity arouses the heart and interest.

#### 1.4 News

In general, news is a report or notification about all actual events that attract the attention of many people. The events that involve facts and data that

exist in the universe, which actually occur in the sense of “just happened” or are warmly discussed by many people.

According to Kris (2005) in his book there is two type of news called straight news and feature. Straight news is the news that written briefly and straightforwardly. Straight news is divided into hard news and soft news, hard news is news about politics, economies, crimes, and social problems. Meanwhile, soft news is news about sport, art, entertainment, hobby, etc. Feature is news story. The news is about human interest and the style is using narrative. Feature does not apply the technique of inverted pyramid and not too attached to news values and factuality, but straight news is using inverted pyramid.

### **1.5 Leads**

There is two type of news called straight news and feature news. Straight news is a news compiled to convey incident or events that must be immediately known by readers or members of the community that containing 5W + 1H elements (who, what, where, when, why, and how) in the initial paragraph (first paragraph to paragraph second) to an event reported. This type of news is very time-bound (deadline). Usually straight news uses buildings like inverted pyramids. Whenever, feature is a typical story or essay that rests on facts and data obtained through a journalistic process. It is called a typical story or essay because features are not straightforward statements or reports about facts or slabs as found in straight news.

Lead is the first paragraph that contains the most important facts or information from the overall description of the news. According to Sumadiria



(2016: 128) there are twelve kinds of lead. Lead for the straight news must consist questions formulated as 5W + 1H (What, Who, When, Where, Why and How).

- Lead Who is chosen by considering which element or event that bigger, stronger or higher news value than the other elements such as what, when, where, why and how. In journalistic theory, there is an expression “name makes news”, people who has higher position everything they say or do will have attract and become news. There is two type of lead who: individual lead news and institution lead news.
- Lead What is chosen by considering which element or event that has a bigger, stronger or higher news value than the other elements such as who, when, where, why and how. Journalistic theory reminds, news value does not only refer to who is the perpetrator of the event but can also be determined by what happened. In journalistic theory, known an expression, news is disaster. Wherever, disasters always attract attention, both those of concern and those whose quality and impact are terrible.
- Lead When is chosen by considering which element or event that has a bigger, stronger or higher news value than the other elements such as who, what, where, why and how. The easiest way to recognize lead when is to find statements about time at the beginning of the lead sentence such as time, name of day, week, month, year, windu, decade and century. According to journalistic theory, humans do not just want

to know what events and who are the perpetrators. We also often want to know when the event actually happened.

- Lead Where is chosen by considering which element or event that has a bigger, stronger or higher news value than the other elements such as who, what, when, why and how. Journalistic theory warns that location or place factors are often the cause of a shocking event.
- Lead Why is chosen by considering which element or event that has a bigger, stronger or higher news value than the other elements such as who, what, when, where and how. Lead why is most often found on criminal news and the easiest way to get to know lead why is to find the word because or the result of the first sentence on lead news. In journalistic theory, it is known as one of the news value criteria that are able to make explanations as well as predictions about the causes and effects of an event that occurs in a place, city or country.
- Lead How chosen by considering the element of how or something that becomes a clue about how an event occurs, the way out or the step of a solution will be taken and has a bigger, stronger or higher news value than the other elements such as who, what, when, where and why. The easiest way to recognize lead how is to find the word for or use in the first sentence of the lead news. Lead how generally more occur in positive events. Activities related to rehabilitation, reconstruction, revitalization, resocialization, reinvestment programs. By using lead how readers are expected to get inspiration, motivation and even sources

of creation and participation that can enrich achievement and self-actualization.

- Contrast lead chosen with consideration of something that is opposed on the subject the actor of events.
- Quotation lead chosen with consideration of elements direct statements that were raised by speaker or actors has news values events not larger than the other elements.
- Question lead, questions asked informants believed to have a high news value.
- Descriptive lead chosen with consideration elements in here in an event has news value much larger than the other elements.
- Narrative lead chosen with consideration elements of reality in a has news value events much larger than the other elements.
- Exclamation lead chosen with consideration of the elements that were raised by speakers has news value events much larger than the other elements.

According to Bujojo, Hadad (1997: 34-36) in Sumadiria book, there is seven kind of lead for feature news, there is:

- Lead summary almost the same as writing straight news leads with the technique of reporting, using an inverted pyramid pattern and referring to the formula 5W + 1H, so all important information is stated in the first paragraph. Lead summary is also deductive. Conclusions are expressed first in the first paragraph and then continued in the following paragraphs with explanations, descriptions, examples, quotations and

affirmations. Lead summary can be selected, provided that the event material which is told has a high news value, known and be discussed by the public.

- Lead story invites to simultaneously place the reader into the reality of the story. In other word the reader can feel that they are in the story. Readers are invited to be able to feel the incident directly, like watching a movie. Mysterious, mystical, criminal or adventure stories match this lead.
- Lead descriptive as the name suggests, this lead only describes the story of events. This lead does not invite us to feel the sensation of reading the news, but only puts us as spectators. According to R. Williamson in Feature Writing for Newspaper, descriptive leads can be effective caricatures. This lead is suitable for personal profile features.
- The lead quote is that we quote the speaker's direct words in the first paragraph of the feature assuming that the quote has a fairly high news value. There are three conditions that must be remembered, namely: (a) the speaker's direct words or figures are considered very important or extraordinary, (b) stated in clear, concise and firm sentences, (c) reflecting personal character, habits, leadership style or a review and depth of his life philosophy. In other words, we cannot just quote the sources' words to be made into news leads.
- Lead questions cannot even be used illegally in straight news, only in news features, lead questions may be used occasionally to simply lure readers to be more interested in reading the news, because not every

feature material matches these types of leads. If not used properly, this type of lead can be a boomerang for journalists.

- Lead teasers are used by journalists to intentionally invite readers to joke even occasionally playing hide and seek in order to entertain. The lead teaser of the results will be satisfactory if written by journalists are intelligent, creative and have imaginative sensitivity. Lead teasers are not suitable for material that is serious, suffering from grief, calamity and something sacred.
- The lead points directly at the lead of the question, but not in everything. This type of lead can be started by asking questions. Requirements the question is directly addressed to the reader. As a journalist, you can take the initiative to greet the readers first. In this type of lead reporters try to invite or involve readers to be able to feel the story of events written and also required to have a strong imagination.

According to Rahardi (2010: 136) in his book “*Dasar-dasar penyuntingan BAHASA MEDIA*”, leads made must be in accordance with the following editors:

- a. Lead is usually written using active sentences, not passive sentences. The active sentence used is no more than 20 words. The lead must be attractive, the language sharp, so readers will be more interested in looking at the news.
- b. Sometimes, these leads are the opinions of people or opinions of certain institutions. That is, the lead of the news is not made or the creation of the journalist concerned. In this context, “who” element must be included in it.

- c. In writing leads, when possible avoid the element “when” located at the beginning of the sentence. “When” element is placed after the element of place “where”, but not always so.
- d. It must be noted that in leads can contain one or more essence news. Usually written in the form of a double barrel, that is information loaded at once.
- e. To start a lead, it is best to use a style or style, followed by a colon (:).

So, from the theory above the writer can see that lead is placed in the first paragraph that contain the most important part of information about an event. Lead can divide into type, lead for straight news and lead for future news. Lead for straight news is must contain the 5W+1H question element and write about important fact of an event. Meanwhile lead for future news is must contain interest information that attract news reader so, they will read news until the end. There are twelve kinds of lead that often used on writing a news.