

Chapter I

Introduction

This chapter provides a complete review of the research. It provides the study's history, research questions, objectives, significance, and definitions of terms related to the The Analysis of Active Sentences in News Leads on *Kompas.com*'s Political Channel

1.1 Background of the Study

In journalism, a news lead is essential for engaging readers and summarizing the fundamental information conveyed. An effective lead encapsulates the core of the story while compelling readers to persist until the conclusion. Experts in journalism describe the lead as the "initial window" that provides the principal viewpoint of an event to the public. Consequently, comprehending the attributes and framework of leads is crucial, particularly in digital news platforms such as *Kompas.com*.

Kompas.com, as one of Indonesia's premier news portals, possesses a wide and varied following. This platform is often regarded as a principal source for precise and trustworthy news. With the progression of information technology, news consumption patterns have evolved, as the public increasingly demands succinct, precise, and easily understandable information. A poll conducted by the Indonesian Internet Service Providers Association (APJII) reveals a substantial yearly rise in online news consumption in Indonesia, underscoring the necessity for efficient information dissemination through digital media.

This study seeks to examine the construction of leads in news stories from *Kompas.com*. The examination includes the methods of beginning sentence development, word selection, and writing style employed to satisfy readers seeking succinct and direct information. This study is pertinent since a compelling lead can augment reader engagement and confidence in the presented news. A compelling lead will significantly influence the reader's faith in the content and their ongoing engagement with the news.

Moreover, the choice of style and structure in lead creation influences readers' sense of news quality. This study aims to evaluate the efficacy of news leads on *Kompas.com* in the realm of online media, as well as the platform's adherence to exemplary journalistic standards and fulfillment of users' expectations. This research offers both academic and practical insights on the significance of leads in online media, particularly in the contemporary, digitally-driven information landscape.

The preference for *Kompas.com* stems from its presentation of news in a more accessible and concise manner, catering to those seeking information quickly or without extensive analysis. *Kompas.com* offers the majority of its information at no cost, enhancing accessibility for all users. This facilitates access to news without the necessity of subscription or user login, which is advantageous for obtaining rapid information without navigating the login or payment procedures. *Kompas.com* emphasizes current news and frequently offers prompt updates on unfolding events, catering to users seeking real-time information or the newest developments. This differs from *Kompas.id*, which primarily emphasizes comprehensive reports or analyses, resulting in perhaps lower update frequency.

Kompas was established in 1965 by Jakob Oetama and Petrus Kanisius Ojong. *Kompas* was established to address the demand for independent and high-quality media capable of delivering genuine and accurate information throughout a tumultuous political climate. Jakob Oetama, with expertise in journalism and education, together P.K. Ojong, a prominent advocate for independent journalism, founded *Kompas* with the objective of prioritizing honesty and delivering news in an impartial and balanced fashion. The inaugural edition of *Kompas* was released on June 28, 1965, and it has since evolved into one of the largest and most prominent newspapers in Indonesia.

Kompas exhibits notable distinctions from other news media in Indonesia, demonstrating elevated journalistic standards and a unique editorial personality. *Kompas*'s primary strength is in its dedication to the values of professional journalism: truth, objectivity, and honesty. *Kompas* is recognized for its

meticulous analysis of topics in each report, providing news that is both useful and enriched with balanced viewpoints.

Kompas endeavors to uphold impartiality and eschews sensationalism, commonly prevalent in other media that may promote clickbait or content popularity. Research undertaken by the Indonesian Journalists Association (AJI) and numerous media professionals indicates that *Kompas* constantly adheres to journalistic standards by delivering reliable and verifiable information. This element has garnered *Kompas* credibility from readers from many backgrounds, including professionals, academics, and the general populace. Moreover, *Kompas* is esteemed for executing thorough investigations into intricate subjects, including politics, social challenges, and environmental concerns, approached with prudence and mindful of the implications of the information disseminated. *Kompas* serves as both a news source and a reputable reference in Indonesian journalism.

1.2 Identification of the Problems

The swift advancement of digital media has revolutionized news consumption, with viewers today anticipating immediate, accurate, and captivating information readily available. *Kompas.com*, as a prominent online news source in Indonesia, significantly influences public opinion. The efficacy of the lead, a crucial element influencing reader attention and engagement, requires more investigation.

The selection of content in October based on the dynamics of the 2024 Election campaign shows an increase in the intensity of political rhetoric disseminated through various media platforms, including online media such as *Kompas.com*. During the campaign period, various political actors actively formed their self-image by prioritizing populist political promises but often not accompanied by measurable data or work programs. This emotionally packaged political rhetoric is one of the main strategies to attract voters' attention, but at the same time has the potential to obscure the substance of information that should be conveyed objectively and critically. Media such as *Kompas.com*, which has a role

as a public information provider, faces challenges in sorting and presenting these political statements so that they remain within a factual and balanced journalistic framework. In this context, the question arises regarding how the selection and presentation of content by the media during the campaign period can influence public understanding, shape opinions, and even determine the direction of public political participation. Therefore, an in-depth study is needed to analyze the extent to which the media, through its selection of content, plays a role in shaping public political perceptions during the crucial period of the 2024 Election campaign.

Several Advantages Offered by *Kompas.com* in Lead Selection and Writing, Which May Be Superior in a More Formal and Reliable Journalistic Context:

1. Depth of Information and Content Quality:

Kompas.com is recognized as a premier news media platform in Indonesia, emphasizing the quality and breadth of its content. The leads on *Kompas.com* are frequently crafted to offer comprehensive context, enabling readers to grasp the backdrop of the story effectively. Through this methodology, *Kompas.com* aims to guarantee that readers not only comprehend the events but also understand their significance.

2. Credibility and Public Trust:

Kompas.com has been acknowledged as a reliable and reputable news source for an extended period. The leads produced by *Kompas.com* are typically more serious and impartial, demonstrating their dedication to preserving public confidence. As a result, readers in pursuit of authentic and reputable news are more inclined to use *Kompas.com*.

3. A More Classic and In-Depth Journalistic Style:

Kompas.com utilizes a traditional journalistic methodology, which is frequently esteemed in professional journalistic spheres. Leads on *Kompas.com* are composed in a professional, non-sensational tone, prioritizing factual information and impartial analysis. This imparts an impression of professionalism and substantial reliability in news dissemination.

1.3 Limitation of the Problems

In order to focus on the issues to be discussed and to prevent the discussion from being too broad, therefore, there is a limitation of the study, The researcher limits the research to analyze the types of leads and how to use active sentences in news lead political channels on *kompas.com* in one month of October 2024 edition by taking 100 news leads.

1.4 Research Questions

In line with the above research problems, the research objectives worded as follows :

1. What types of news leads are often used in political news article on *kompas.com* news for the October 2024 period using Syntax analysis?
2. How to use active sentences in political news articles on *kompas.com* for the October 2024 period?

1.5 Research Objectives

In line with the above research problems, the research objectives worded as follows:

1. To identify and categorize the types of news leads commonly used in political news articles published on Kompas.com during the October 2024 period using Syntax analysis.
2. To analyze the usage of active sentences in political news articles published on *Kompas.com* during the October 2024 period, in order to understand their function, frequency, and impact on message clarity, objectivity, and reader engagement.

1.6 Significances of the Study

This research is expected to be useful both for the reader and the next researcher. The expected benefits are as follows:

1. Theoretical Benefits:

Development of Journalism Knowledge: This research contributes to the development of journalism knowledge by adding insights into the structure and writing techniques of news leads in the context of digital media. By analyzing the types of leads commonly used on *Kompas.com*, this study can help other researchers understand the dynamics of news writing in the digital era.

Foundation for Future Research: The findings of this research can serve as a foundation for further studies in journalism, particularly in content analysis and media communication strategies. Future researchers can use these findings to explore more about the impact of leads on reader behavior or compare them with other news platforms.

2. Practical Benefits:

Useful Benefits: Enhancement of News Writing Quality: This study offers editors and journalists at *Kompas.com* and other online media useful advice on lead writing strategies. They can match the audience's expectations for timely and reliable information by improving the quality of news stories by knowing how leads may grab readers' attention.

Improved Content Marketing Strategies: This study's conclusions can help create content marketing plans that are more successful. Media outlets may increase reader engagement and retention by creating more enticing headlines and introductions based on their knowledge of the lead kinds that people find most engaging.