



## Lead in News Writing: Trace Perceptual Contraction on Lead Presence



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### Article history:

Received: 17 January 2017

Revised: 3 June 2017

Approved: 21 June 2017

Published: 6 July 2017

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### Keywords:

Lead;

News;

Writing;

Perception;

Contradiction;

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### Abstract

This study was aimed at solving the following problems. What are the rationales for writing lead in the news in Bali Post Daily Newspaper? What are the rationales for not writing lead in the news? What types of lead are dominant in Bali Post viewed from the emphasis on the news elements? This type of study is a descriptive type. The subjects are news that was taken from Bali Post newspaper starting from March to May 2016 and staff editorial. The objects of study are the rationale for writing lead in a news, the rationale for not writing a led in a news, types of lead that are dominant in the news viewed from the emphasis on the news elements. The data were collected using document recording as well as an interview. The data were analyzed descriptively. The results showed as follows. The rationales for writing lead in writing news in Bali Post are to focus readers' attention, to attract readers' attention, to help readers to immediately or to more quickly get the core or the main points and to reach a higher objective, which is carrying the ideology of Bali Post, that is, the Ajeg Bali ideology. The reasons / the rationales for not writing lead are : because every headline or the news page is designed to have only one news with led as the central lead that conveys Ajeg Bali while other news do not contain led and have a chance ( to focus and attract readers' attention to the central lead) since naturally, every news published has conveyed Ajeg Bali theme. Leads or news terraces that dominate in Bali Post daily newspaper viewed from the emphasis on the news elements are lead who (32.77%) and lead what (31.79%). Furthermore, followed by other leads with not so high percentages, that is, lead how (10.83%), lead where (10.06%), lead why (7.38%) and lead when (7.17%).

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## 1. Introduction

One of the effort to improve the curriculum is by incorporating the alternative skills as an additional skill for the students besides being a language teacher is the skill of journalism. Thus, in addition, prepared as an Indonesian teacher, the students also prepared as a workforce who engaged in the profession of journalism.

Pursuing the field of journalism, the main task that must be mastered by the students in writing news. In writing news, not only the lecturer who teach the subject of journalism but also the students are required to pursue the subject of journalism comprehensively, so all the subject matter of writing news become well mastered and it will help the students become really plunge into the society with the ability of writing news which can be relied in society.

One of the problems that often arise as a question which becomes confusion among the students is about the existence of leads in news writing. When does a news use leads and when does a news not use leads in its writing? What is the benchmark? Is it the content of the news? Is it the type of the news? Or is it the level of importance of a news? Until now there is no theory that provides guidance or a definitive guide to this problem.

Leads (the news terrace) is the essence of the news (Suhandang, 2010, Budyatna, 2005). Further confirmed by Budyatna (2005: 127) leads has the same function as an intro in music called also a teaser, because essentially the beginning of the writing is like a teaser so readers are interested to read on. Another term of lead is the news terrace is often called as the news crown. The essence of the news written in the leads is intended to help a busy reader who has limited time in reading and helps to meet the reader's curiosity quickly or hastily. Because it is realized that journalism is a hasty literature (literature in a hurry) (Budyatna, 2005). From the opinion of the journalistic experts, it is clear how important the presence of leads in a news. Lead can provide the essence searched by the readers and the readers assisted immediately and quickly in getting the source of the news. So for readers who have a limited time because of their busy activities of daily life can be helped immediately obtaining the essence of the required news. This means the presence of leads is needed by the readers and the presence of the leads in the news is very important.

But on the other hand, the reality is contrary to that thought. Based on the observations of news published in the Bali Post shown that not all news uses leads. The existence of leads in the news is inconsistent there is news that uses leads and there are no leads, whether viewed from the content of news or from the type of news. Even many news are written without leads. As the essence or a summary of the news, if it aims to help the reader to immediately know the content of the news, necessarily the news which rather long must be used leads to help the reader but the reality is not so. All this is very contrary to the nature of leads and this also makes students confused about the existence of leads in news writing.

Furthermore, from the ten guidelines on writing the news terrace, there is no provision on the existence of leads (news terrace) in news writing (Budyatna, 2005:326). Budyatna (2005) insists there is no applicable formula that will guarantee the creation of good leads. Experienced journalists can "feel" a good lead when they find it or when reading it. Another problem related to lead writing is the element of news which should be emphasized in writing? Journalist Rosihan Anwar (2004) argued that this does not need to be debated. Journalists should be studying and comparing the contents of leads will undoubtedly be known the existence and content of lead in a newspaper. This suggests that journalists or potential journalists should read and compare many leads so that later can find a pattern that should be associated with the leads and emphasis element news in the news writing. Thus the type of emphasis on the element of news on the lead will be known. For this reason, the study of the types of leads based on the emphasis on the importance is also examined in this study. This will give you an idea of the trends in the types of leads in the society. But the results of observations of the news written in newspapers as well as guidelines writing news terrace, Has not included provisions on the existence of leads in news writing or when news writing uses leads and when without leads. Thus, the study of the existence of leads is very pressing and important to do. Lexically the lexicon of lead in a dictionary Visual Indonesia English means the essence of news (Sareb, 2006:58). As the essence of the news, the lead is a climactic brief report of the events which are reports (Suhandang,2010). The news terrace is an important part, which can be composed consisting of a single sentence or a paragraph consisting of several sentences. News terraces are designed to satisfy the reader's curiosity quickly. In the writing of leads should be arranged in such way to attract the reader's attention and the readers can enjoy it. In the writing, this is using the style of giving emphasis or protrusion on one of the elements of news such as 5W + 1H (What = apa, Who = siapa, When = kapan, Where = dimana, Why = mengapa dan How = bagaimana).

For example, news about the fire, starting with leads that can answer What's questions "What happened suddenly". Meanwhile, to answer the question Who and Where, simply by saying "who became the base of the

fire or the people involved, and where the occurrence of the location of the event". Similarly, to answer the question When can be phrased, "when the fire starts to burn". As for answering the question Why should be put forward "the cause of fire burns up all the victims". Finally, the lead writer can answer How's question by "painting the shape of fire" such as among others blazing winds or briefly mention how much damage suffered and how many victims are harmed.

Summarizing the news in the opening paragraph or leads has some practical advantages such as allowing a newspaper publisher who rush the time, can pick up news from the news agency, for the example Berita Antara agency. Other newspaper publishers can only take the opening paragraph or lead the news without having to wait for complete news. From the reader side, the leads in the form of a summary makes it easy for the readers to read a news, it will also satisfy the reader's curiosity immediately, from the editorial side, leads will make it easier for editors to create news headlines, and allow the layout manager to adjust the length of the story with newspaper page columns by cutting the news from below.

Associated with the writing of good leads, there are things that must be considered that can be used as a guide in writing leads or news terrace. Guidelines by Budyatna (2005: 326) are described below (1) The news terrace occupying the first paragraph should reflect the most important point of the news. The first paragraph may consist of more than one sentence, but it should not exceed three sentences. (2) The news terrace, based on the use of Indonesian Language in the press, should not contain more than between 30 and 45 words. (3) The news terrace should be written in such a way that: a) is easily captured and quickly understood, easily pronounced with radio, television, and memorable broadcasts; B) the sentences are brief, simple arrangement, heed the standard language, so keep away from redundant words. C) clearly implement the provision of "one idea in one sentence"; D) does not incline or load all 3A and 3M elements (what, who, why and when, where, how); E) is allowed to load more than one element of 3A-3M. (4) Things that are not so urgent, but serve as a surrogate / supplementary information, should be published in the body (body) news. (5) The news terrace, in accordance with the human instinct that wants to know immediately what has happened, should prefer the "what" element. Thus, it is preferred that the news terrace which begins with the "what" element. The "what" element is given in the shortest possible phrase that summarizes the events which are published in society. (6) The news terrace can also begin with the "who" element because it always attracts human attention. "who" is a person which is mentioned in the then news. However the "who" element is not so prominent, then it should not be used in the beginning of the news. (7) The news terrace rarely uses the element "when" at the beginning of the news. Because the time element is rarely a prominent part in an event. The time element is only used as the beginning of the news terrace if it is meaningful in the news. 8) The order in the news terrace should be the place element first, then followed by the time element. (9) The "how" and "why" elements are described in the news body section, so it is not in the news terrace. (10) The news terrace can start with quotation leads, as long as the quotation is not a long sentence. In the next paragraph should be written immediately the name of the person, the place and opportunity he made a statement.

The study of journalism news already exists and this is a further study to get a comprehensive picture related to news writing. The study of political languages based on stylistic especially in news writing in the form of journalistic articles conducted by Putrayasa (2012). The study of journalistic language use, especially the use of *majas* based on the type of news has been completed by researchers in 2014 (Wendra, 2014). The next research is to study news headlines in the use of journalistic language (Wendra, 2015). Other similar research has also been conducted by Waryaningrum (2012: 146) on Utilization of Metaphors and Language Revealed Political Caricature in Mass Media in Preventive Mental Language Learning Block. Thus, this research has not been reviewed before. This 2016 research is a continuation of the study to be concentrated to contribute the ultimate goal outcome which is comprehensively contributing to the writing of textbooks. Based on the background of the research problem of this study are as follows: (1). What is the basic consideration of writing leads in Bali Post newspaper? (2). What is the basic consideration of not writing the leads in Bali Post newspaper? (3) What kinds of leads dominate the existence of news in Bali Post Newspaper in terms of emphasis on the news element?

In line with the research problem, the purpose of this study is as follows: (1) To know the basic consideration of writing leads in Bali Post newspaper. (2) to know the basic consideration of not writing the leads in Bali Post newspaper. (3) to know kinds of leads dominate the existence of news in Bali Post Newspaper in terms of emphasis on the news element. The results of this study will provide benefits for the following parties (1) This research is useful for academic development, especially about the theory of news writing related to the existence of leads in news writing. (2) it is beneficial for the parties who involved in the field of journalism as guidelines on the writing of leads in the news. (3) It is useful for the subjects who are related to the journalism so that they can

determine the attitude and the clear steps in managing the material and direct the learning related to the existence of leads in news writing. (4) It is useful for students because it gets clarity so that there is no continuous doubt, avoid misconception and can be very clear in writing news especially in writing news lead.

## 2. Research Methods

This study used descriptive qualitative design (Lincoln and Guba, 1985). Research subjects of this study are in the form of news taken from the newspaper Bali Post starting from March to May 2016 and journalists Bali Post. The research data taken from Bali Post newspaper in that month in order to obtain the latest data, besides that there are many government program activities are implemented in that month. So that variation of the news is more varied. While the object of research related to the problems in this research namely the basic considerations used in the writing of leads, the basic consideration writing news without leads and the type of lead that dominates in news writing which is seen in terms of emphasis element news. Data collection was done by document recording method and interview (Denscombe, 1998). The way is taken, as follows. (1) Read the newspaper as a source of data carefully, (2) Marking the type of element of the news emphasized on each news lead (3) Create a card measuring 8 cm x 15 cm (4) Record the lead formulas used (5) Data taken from newspapers are coded. For example; BP5: 5 h15 means Bali Post newspaper, month 5 (May), 5th, 15th page. For more details see the example below.

**The State Prosecutor's Office (Kejari) Amlapura has named two suspects in alleged corruption of fertilizer procurement in 2013 at the Department of Food Crops and Horticulture Karangasem. The two suspects are known to have initials Komang Sub and Ham. Komang Sub is known as head of the department in Karangasem. Meanwhile, the suspect initials Ham is known as a partner.**

(BP5: 5, h.15)

The above card indicates that the data is data number 1 of the Bali Post newspaper on May, 5th, page 15. Data were analyzed descriptively inductively (Lincoln & Guba, 1985). This means that the special things which found during the study were grouped together, then create the abstract of it (Bogdan & Biklen, 1990). In this way is expected to be drawn a conclusion of the research results.

## 3. Results and Analysis

### 3.1 Finding

Based on the study found as follows. The basis for the consideration of lead writing in Bali Post is to focus the reader's attention, draw the reader's attention, help the reader to instantly or more quickly acquire the core or essence of news and to achieve higher goals namely the Ajeg Bali ideology that carried the media Bali Post. The reason or basic consideration of news writing in Bali Post does not use leads are: Because each headline or news page purposely designed there is only one news that uses leads as central leads that carry Ajeg Bali, other news that does not contain leads gives opportunity (to focus and draw the reader's attention to the leads or the only news using leads) because essentially every news that is published has the theme of Ajeg Bali. While the types of leads that dominate the existence of news on the newspaper Bali Post seen in terms of emphasis element news is lead who (*siapa*) as much 466 (= 32.77%), lead what (*apa*) as much 452 (= 31.79%), and the other types of leads which have small percentage.

### 3.2 Discussion

The result that will be discussed in this study is the reasons or basic considerations of writing leads 1) focusing the reader's attention, 2) attracting the reader's attention, 3) to help the readers find out the essence quickly of the news in Bali Post 4) achieve a higher goal of the Ajeg Bali ideology that carried the newspaper media Bali Post. The reasons in Bali Post writing news without leads are: 5) because every headline or news page there is only one news that uses leads as a central lead that carries Ajeg Bali, 6) news that does not use leads does not mean unimportant news, if it is not important it is not worthy to report. 7) other news that does not contain leads aims to give the opportunity (to focus and draw the attention of the reader to the central lead which only uses leads) because essentially every news that has been reported loaded the theme of Ajeg Bali. While the types of leads that dominate the existence of news on the newspaper Bali Post seen in terms of emphasis element news

is lead who (*siapa*) as much 466 (= 32.77%), lead what (*apa*) as much 452 (= 31.79%), and the other types of leads which have small percentage.

Writing leads with the reason to focus the attention of the reader and attract the attention of the reader because the lead is the same function as the intro in the music is also called teaser, because essentially the initial part of the writing is like a teaser so readers interested to read and hold news (Chaer, 2010, Budyatna, 2005). To focus attention and attract attention are attempted by packing in various ways that are packing facts which are found in the society about what is unique and who is involved, making the reader feel a jerk, intrigued the reader's curiosity for the information obtained. For an interesting display can be poured in the form of pictures, cartoons, photo display. writing of leads is supported with carefully chosen words, written with bigger and thicker letters. This will lead readers to keep reading the news from beginning to end of the story (Rolnicki et al., 2008).

On the other hand, leads can help the reader to immediately or faster obtain a core of the news to meet the curiosity of the reader. There is so much news that offered by the various media for the readers. It requires each news compete to captivate the reader's curiosity. Readers nowadays are much busier than the older readers. The presence of leads gives the reader or consumer a benefit. The need for fast information on a news can be read only by utilizing leads in every news. The news or lead leads will take the reader to the main points of the post. Well-written news leads will be able to show the entire news. Lexically the word lead means the essence of news. Lead is the essence of the news, the lead story essence is a brief climactic report of the events it reports (Suhandang 2010, Sareb, 2006, Rolnicki et al., 2008). So leads can help the reader to instantly or quickly acquire the core or essence of the news so that it can immediately meet the curiosity of the reader.

On the other hand, the lead is made in order to achieve a higher purpose the ideology of the author or media of the newspaper. As stated by Siregar, et al. (2007: 159) the success of news in enticing the reader is not only determined by the title of interest but determined also by how the news terrace is prepared. The news terrace (lead) is an opening paragraph of a story that usually contains a higher importance. This structure relies heavily on the author's ideology of events (Mubarok and Adnjani, 2012: 29). Similarly, Bali Post deliberately set each page or headline using only one lead from some news on the page with the aim of ensnaring and focusing the attention of the reader. In other words, each page has only one news that uses leads as a central leader, while other news does not use leads. This does not mean news that does not use leads is unimportant news. If not important, interesting, extraordinary will not be made as a news because news is an event that contains interesting things, extraordinary and current (Trimansyah, 2007: 35). This is also a strategy of focusing and attracting the reader's attention toward the central leads because all the news that is published has brought Ajeg Bali. The central leads bring the ideology of Ajeg Bali. Ajeg Bali is an ideology promoted by the Bali Post newspaper media. In the research results, Budi Utama (2016) Narada the number one person in Bali post has put forward "The concept of Ajeg Bali will continue to report. The goal is to grow awareness among the people of Bali to always keep Bali and build it in the context of the unitary state of the Republic of Indonesia "(Budi Utama, 2016: 26). Thus, this can be understood why Bali Post uses only one lead in one news on every single page or headline.

Lead that dominates the existence of news on the newspaper Bali Post seen in terms of emphasis element news is lead who (WHO) as much as 32.77% and lead what (what) as much as 31.79% followed by other types of leads that the percentage is not so big. This finding is in line with the findings of Ayu Wijayanti (2016), the dominant lead type used in the Bali Post newspaper on 7-8 March 2016 edition is *what* leads and *who* leads. Budyatna has also asserted, the news terrace, in accordance with the human instinct that wants to know immediately what has happened, should prioritize the element of "*what*". So, it is preferred that the news terrace starts with the "what" element. The "what" element is given in the shortest possible phrase that summarizes/precedes the reported event. The news terrace can also begin with the "who" element because this always attracts human attention. If "who" is a person in the news (Budyatna, 2005: 325). The most important thing in the lead is written in a simple way of writing which is able to make the reader interested and catch the thing to be conveyed through the news lead. More asserted by Siregar, et al. (1998) states, on the news, the lead is usually a combination of *who* and *what*. Then *where* and *when* elements are more useful as a complement, while the *how* elements are rarely used.

This study discusses what is the basis of consideration write leads in writing and what the basic considerations do not write leads in writing a news story on Bali Post newspaper as well as dominant leads arise based on the emphasis of news items. Elements that are still missing from the study are kind of leads that can attract the attention of the reader, kind of the pattern of leads that liked by the reader, as well as the type of newspaper media more diverse. This will provide an opportunity for other researchers to study or continue this research in a wider and more intensive study. Thus information related leads in news writing become more comprehensive.

#### 4. Conclusion

Based on the results and discussion of this study it can be drawn a conclusion as follows. The reason or basis for the consideration of writing leads in the Bali Post is to focus the reader's attention, draw the attention of the reader, help the reader to immediately or more quickly obtain the core or the essence of the news and to achieve the higher goal of Ajeg Bali ideology carried by the media Bali Post.

The reason or basic consideration of news writing in Bali Post does not use leads is: because every headline or news page is purposely designed there is only one news that uses leads as central leads that carries Ajeg Bali, other news that does not contain leads gives opportunity (to focus And draws the reader's attention to the central leads who are the only news that uses leads) because virtually every news that has been published has the theme of Ajeg Bali.

Types of leads that dominate the existence of news on the newspaper Bali Post seen in terms of emphasis element news is lead who (siapa) as much 466 (= 32.77%), lead what (apa) as much 452 (= 31.79%), and the other types of leads which have small percentage.



#### Acknowledgments

The article entitled "Lead in News Writing: Trace Perceptual Contraction on Lead Presence" was created thanks to the motivation and contribute ideas from various parties. The most important motivator comes from friends alignment, who with full awareness that writing articles in journals is the duty of the teachers at the college. Other parties that provide convenience for the sake of this article published in the journal IJCU is Mr. I Wayan Suryasa. There are still many others who motivated the writing of this article. Therefore, on this auspicious occasion, the authors thank heartfelty, may contribute and their motivation rewarded deserving of God Almighty.

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