

## THE IMPLEMENTATION OF NEWS WRITING TECHNIQUE ON SOME NEWS LEADS ON WEBSITE OF STATE POLYTECHNIC OF MADIUN

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### *Abstract*

*The lead plays an important role in providing a good news for readers. The lead have the intention on attracting the reader to keep read the news from the start till the end of the news. The lead must arouse the interest, attention and curiosity in brief. This research is conducted to know the type of leads are provided on the news in the website and the news elements on the lead. This research used Qualitative Method. Based on the discussion, the writer can draw conclusion as follows; the most frequent lead used on the news on the website is The Descriptive lead (46,7 %) and followed by The Sequence lead ( 26,7 %), and the rest use The Epigram, The Cummulative, The Punch, The Quotation of (6,7 %) for each. The news on the website use some different kinds and different number of News elements. All the 5 W + 1 H news elements are used on the lead on the new on the website. The most of the news on the website use four News elements (8 data) and at least use one news elements (1 datum). However, the most frequent News Element used on the lead is What (13 data) and Who (13 data). The result of the discussion shows that the news on the website of State Polytechnic of Madiun uses some different kinds of leads and also the news mostly consist of four News Elements. Thus, this may make the news is not only provide information in the lead but also this may make the readers are eager to read the news.*

*Key Words : Lead, News Element, Writing Technique*

### 1. INTRODUCTION

In this era, the dissemination of information can be easily distributed and accessed openly by public. There are not only printed media but also there are choices of social media can be used to spread out the information. Whatever the media which is used, there is one important think the news itself. Writing the good news is as important as the news. According to Charles Dana in McKane (2013:1), News is anything which interests a large part of the community and which has never been brought to their attention. According to Fikri AR (2018:2) with the existence of the media, various information can be obtained by the public. People often visit websites to read online news.

There are many techniques that must be learned in writing a good news. Starting from creating a news outline, news headline, news leads, editing and so on. According to Dewabrata (2010:44). The sentence for writing news must be short and dense because the space (page and broadcast time) is very limited. To make the news interesting, the writer must know good writing techniques. Without good writing techniques, news with a good theme will lose its appeal. According to Hicks, Sally Adams, and Harriett Gilbert (2007:1) good writing techniques is essential to journalism: without it important news, intriguing stories insight and analysis gossip and opinion could not reach their audience. Journalists are competing to find the best and most interesting news to satisfy the public's curiosity. According To Ishwara (2011:4) The journalist

does not wait for the event to appear, but he will seek and observe with the instinctive sharpness of a journalist.

### **Problem statements and Objectives.**

This research is conducted to know the type of leads are provided on the news in the website and the news elements on the lead. Here, the writer will only discuss about the type of news leads and the news elements are provided in website of State Polytechnic of Madiun. The leads are taken from the news which are issued during the period of 2020.

### **Definition of News.**

News is information about something that is happening, presented in print, broadcast, internet. News reports are a duty journalists, when the news is reported by reporters of the report become a fact to be published. According to Wahyuwibowo (2015: 6). As for what is included in the news group are straight news, interpreted news, in-depth news, and so on. Non-news consists of articles, features, editorials, corners, caricatures and letters from readers. News is reported by a variety of sources, such as newspapers, magazines, television shows, cable and radio programs, Web sites, email messages, and word of mouth. According to Michael V. Charnley in Juwito (2008:42) states the meaning of news more complete and for practical purposes we deserve to make it reference. He said "News is the fastest report of a kind events or events that are factual, important, and interesting to most of the readers, As well as their interests."

### **News Writing Structures.**

In straight news writing usually use an inverted pyramid. The most important pieces of information are at the beginning of the news. In lifestyle news writing techniques, all important information is in the body of the news. According to Chrismonica (2020:6) The writing or production of news itself is usually referred to as lifestyle journalism. According to Fikri AR (2018:155) on the technical report, generally consists of several parts. There is an initial section called, lead; there is a middle called the body news; and there is an ending. According to Juwito (2008:82) The structure of news is generally structured like an inverted cone, which consists of: Title (headline), lead, bridge between the lead and body, news body, ending (closing).

### **The Definition of Lead.**

There are some paragraphs in an article of a newspaper. Each paragraph has its own function. The lead or the first paragraph which also as the main idea of a news, has the function such as attracting the reader, giving the reader an impression, teasing the reader to keep reading the news till the end of the article. The writer gives the details of lead definition from the experts below.

According to Darsono and Muhaemin (2012), lead is part of a news composition. There are three main role such as attracting the interest of the reader, tell the most important fact of the news, and open the way to compose the other information well. According to Barus (2010: 69-70), lead is a key of news and act as the theme or main idea of a news. The lead have the intention on attracting the reader to keep read the news from the start till the end of the news. The lead must arouse the interest, attention and curiosity in brief.

According to Kusumaningrat and Kusumaningrat (2006: 127), lead have a role like a shop window which give the impression for the customer to come to the shop, lead give the impression for the reader about the continuance of the opening paragraph. That's why, the

functions of the lead is like an intro in music which act as the teaser to make the reader keep reading the news.

Meanwhile, there are 13 intro according to Bujono Hadad (1997) on Sumadiria (2006: 199 – 216). The short explanation is below:

1. Summary lead means the feature writer give the information about what, who, why, when, where and how on the first paragraph just like the straight news.
2. Narration Lead means the writer wants to invite the reader to the storyline of the feature story. The reader won't be the spectator but they involved on the story.
3. Description lead means the writer only give the description lead and place the reader on the spectator position.
4. Quotation lead means that the writer place the informant statement in the first paragraph. The informant statement is not just the statement but it must be interesting, or may be the source of idea, response and criticism of the citizen.
5. Interrogation lead means the writer give the question to the reader by the intention just for raise a curiosity or laugh.
6. Direct address lead means the writer just want to invite the writer to be involved on the story by giving the question at the first sentence with the form is not interrogative sentence.
7. Teaser lead means the writer cracks a jokes in the first paragraph. The intention of this lead is entertain the reader.
8. Unique lead means the writer deliver the information by using poem, state the life motto, analogy, proverbs, and quotes.
9. Composite lead means there are two leads that written.
10. Contrast intro raise the fact or act that is contradictory with the subject must be done.
11. Dialogue intro means the writer place the interesting dialogue of the two person in a incident.
12. Exclamation lead show the sudden scream or shrieking. It makes the reader will open the eyes and get shock therapy.
13. Statistic lead show the reader the incident with the number and specific data on the popular language to be easy understood.

### **The news elements.**

According to Rahardi (2006: 43) A writing is considered to have a principle of benefit if it can entertain, provide additional knowledge, educate, impart skills, enlighten, give direction, solve problems, bring prestige, and so on. A journalist doesn't just write what he thinks. Journalists must make news based on actual facts. Journalists must also write in accordance with the rules of news writing techniques. According to Muslimin (2019: 4) Writing skills require experience, opportunity, time, training, scientific teaching, and other specialized skills. A journalist must also have a prime mind and body. According to Wendratama (2017: 12) Clear thinking leads to clear writing. A person whose mind is confused is unlikely to produce good writing.

According to Karyani (2010: 13) The writers has many ideas in describing it. Although technically there are criteria that can be followed, but the form that will be produced is very dependent on the expertise of the writer in expressing ideas. According to Rannu and Jaelani Kunni (2019 : 53) The use of the formula which stands for what, who, when, where, why, how is indeed universally applicable, and determines the completeness and accuracy of written news.

News is not just written by journalists without the elements that come with it. Although 5W+1H is placed freely or it is not mandatory to be in the lifestyle news lead, this element must be present in news writing. The 5W+1H elements show that the news is real and based on facts. According to Juwito (2008 : 45) The news elements known as 5W+1 H are: What means what events will be reported to the public, Who means who is the actor in the news incident, When means when the event occurs: year, month, week, day, hour., Where means where the event occurred, Why means why the incident happened and How means how the event or how to care for the incident.

According to Rahardi (2006: 56) 5W + 1H is an absolute necessity in the world of journalism. If one or more elements of the six elements that are not found in lifestyle news, then news these are called technical defects. In a journalistic perspective, any technical defects may not be published. These six elements must be present in every reported incident to ensure its completeness and completeness as news. News is written using the 5W + 1H formula, so that the news is complete, accurate and also meets journalistic technical standards. This means that the news is easily compiled in standard poles, and the contents are easy and quickly understood by readers, listeners, or viewers.

## **2. RESEARCH METHOD**

The design of this research uses a qualitative method, with a qualitative method approach has the objective to obtain real information, then presented in the form of narration, tabulation, pictures and so on, to illustrate in accordance with the purpose of writing this research. Bogdan and Biklen, S. in Rahmat (2009: 02) explained that qualitative research is one of the research procedures that produces descriptive data in the form of speech or writing and the behavior of the people observed. According to Siyoto, and M. Ali Sodik (2015:11) Qualitative research emphasizes that reality is plural, interactive and an exchange of social experiences interpreted by individuals. The primary data that the writer uses in this final project report are the result of observation, interviews, and documentation. The writer will make observations on news published on website of State Polytechnic of Madiun. In fulfilling the data in this research, the writer will use articles, journals, documents, books, literature, etc. Related to writing techniques of news as secondary data. This research uses qualitative methods so that the data processing method is carried out by describing the data in the form of regular, sequential, logical, and effective sentences so as to facilitate understanding and interpretation of the data. The stages in this data processing follow several stages, namely in the form of systematic data exposure. Data obtained from interviews, observation and documentation that can be presented in a narrative form so that conclusions can be obtained. The writer will draw conclusions from any data obtained through interviews, observation, and documentation to get the results of the fulfillment of this final project data.

## **3. RESULT AND DISCUSSION**

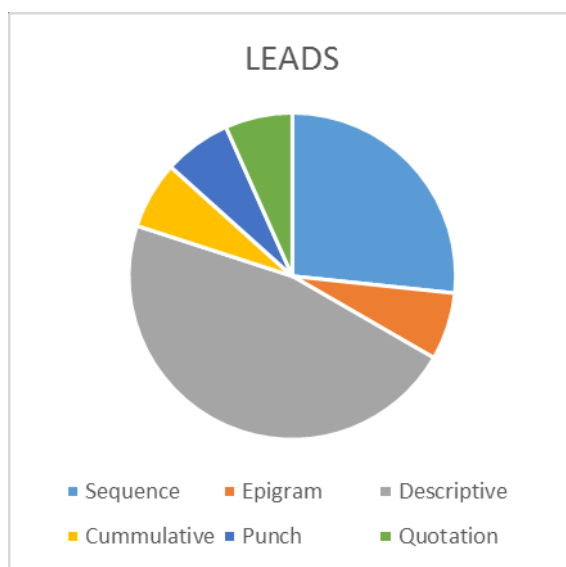
A good institution has media to provide and share informations for public. In this communication and information disruption era, the easiest way to provide information by using Official website. State Polytechnic of Madiun has also official website 'pnm.ac.id'. There are some informations can be accessed by public including these kinds of informations; Studying Programs, Academic Services, Current Academic News, Academic Calendar, some other academic informations.

### The kinds of leads are used in the news

Based on the data identified and categorized on the findings, in the following sub-chapter will be analyzed based on the theories. The distribution of the kinds of lead on the data can be read on the following table;

NO.	DATA	KINDS OF LEAD
1	Data No. 1	The sequence lead
2	Data No. 2	The epigram lead
3	Data No. 3	The descriptive lead
4	Data No. 4	The sequence lead
5	Data No. 5	The cumulative interest lead
6	Data No. 6	The descriptive lead
7	Data No. 7	The descriptive lead
8	Data No. 8	The Punch Lead
9	Data No. 9	The descriptive lead
10	Data No. 10	The descriptive lead
11	Data No. 11	The quotation lead
12	Data No. 12	The sequence lead
13	Data No. 13	The descriptive lead
14	Data No. 14	The sequence lead
15	Data No. 15	The descriptive lead

Based on the table of distribution of leads can be identified the frequency of the use of each kind of leads as follow; The sequence lead: 4, The epigram lead: 1, The descriptive lead: 7, The cumulative interest lead: 1, The Punch Lead: 1, The quotation lead: 1.



From the diagram, we can read the most frequent lead used on the news on the website of State Polytechnic of Madiun is **The Descriptive lead (46,7 %)** and followed by **The Sequence lead ( 26,7 %)**, and the rest use The Epigram, The Cummulative, The Punch, The Quotation of (6,7 % ) for each.

### The news elements

In the following sub-chapter will be identified the news elements which are conveyed in the data. According to Mappanganro (2020:18) 5 W+1 H is a common question that the public wants to know about information. This is needed for completeness of news content. According to Fitri (2008:38) the following is an explanation of the 5 W + 1 H writing technique:

- a. **Who** : means anyone who is involved in the incident/event, including perhaps the perpetrator, victim, main character, stunt man, extra, person, institution, organization, certain official, and so on.
- b. **What** : Explain about what happened or what was discussed in the news.
- c. **When** : the event/occurrence, the area of the event, the element of time, are usually written in the form describes when an event or events occur, the element of time, usually written in the form of days and dates.
- d. **Where** : Explain about where the location of the incident, the place where the event is, the element of place.
- e. **Why** : Explain why the event happened, why you need to know that information. Usually this explains the reason.
- f. **How** : Explain about how the process happened, how the event took place, what was the situation, how to solve the problem.

The distribution of the news elements on the data can be read on the following table;

No.	No. Data	What	Who	When	Where	Why	How	News Elements
1	Data No. 1	x	x					2
2	Data No. 2	x						1
3	Data No. 3	x	x	x			x	4
4	Data No. 4	x	x	x	x			4
5	Data No. 5	x	x			x	x	4
6	Data No. 6		x	x			x	3
7	Data No. 7		x	x	x	x	x	5
8	Data No. 8	x	x	x	x	x		5
9	Data No. 9	x	x			x		3
10	Data No. 10	x	x	x	x			4
11	Data No. 11	x	x			x		3
12	Data No. 12	x	x	x	x			4
13	Data No. 13	x		x	x		x	4
14	Data No. 14	x	x	x			x	4
15	Data No. 15	x	x	x			x	4
<b>Numbers</b>		<b>13</b>	<b>13</b>	<b>10</b>	<b>6</b>	<b>5</b>	<b>7</b>	

Based on the table of distribution of News Elements above can be explained that the news on the website use different kinds and different number of News elements. All the 5 W + 1 H news elements are used on the lead on the new on the website. The most of the news on the website use four News elements (8 data) and at least use one news elements (1 datum). However, the most frequent News Element used on the lead is What (13 data) and Who (13 data).

#### 4. CONCLUSION

The lead plays an important role in providing a good news for readers. The lead have the intention on attracting the reader to keep read the news from the start till the end of the news. The lead must arouse the interest, attention and curiosity in brief. Based on the discussion on the previous chapter, the writer can draw conclusion as follows; The most frequent lead used on the news on the website is **The Descriptive lead (46,7 %)** and followed by **The Sequence lead (26,7 %)**, and the rest use The Epigram, The Cummulative, The Punch, The Quotation of (6,7 %) for each. The news on the website use some different kinds and different number of News elements. **All the 5 W + 1 H news elements are used on the lead on the new on the website.** The most of the news on the website use four News elements (8 data) and at least use one news elements (1 datum). However, the most frequent News Element used on the lead is What (13 data) and Who (13 data). The result of the discussion shows that the news on the website of State Polytechnic of Madiun uses some different kinds of leads and also the news mostly consist of four News Elements. Thus, this may make the news is not only provide information in the lead but also this may make the readers are eager to read the news.

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