AN ANALYSIS OF LEAD ON HARPER'S BAZAAR ONLINE WEBSITE ABOUT BEAUTY NEWS

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ABSTRACT

This study is about leads of beauty news articles on Harper's Bazaar online website. The purpose of this study is to find out the kinds of lead mostly used in the beauty articles on Harper's Bazaar online website. This study uses a descriptive method to analyze the lead of the article. The data are analyzed by using Nnamdi Ekeanynwu's theory (2012) and supported by K.M Shrivastava's theory (2003). The result of this study shows that summary lead is applied in most of the articles to give a brief detail of the news in the first paragraph. Some other kinds of lead found are immediate identification lead, direct appeal lead, and suspended interest lead. The rest of the lead applies a combination of leads. In this research of beauty article, for emphasizing the structure of the content, Harper's Bazaar used immediate identification lead, summary lead, and two types of lead which is the summary and the quotation lead. Meanwhile, for focusing on the content like to give more information in detailed way, Harper's Bazaar used direct appeal lead, suspended interest lead and question and suspended interest lead.

Keywords: News lead, summary lead, beauty articles.

ABSTRAK

Penelitian ini membahas tentang lead artikel berita kecantikan di website online Harper's Bazaar. Tujuan dari penelitian ini adalah untuk mengetahui jenis lead yang paling banyak digunakan dalam artikel kecantikan di website online Harper's Bazaar. Penelitian ini menggunakan metode deskriptif untuk menganalisis lead artikel. Data dianalisis dengan menggunakan teori Nnamdi Ekeanynwu (2012) dan didukung oleh teori K.M Shrivastava (2003). Hasil penelitian ini menunjukkan bahwa summary lead diterapkan di sebagian besar artikel untuk memberikan detail singkat dari berita di paragraf pertama. Beberapa jenis lead lain yang ditemukan adalah immediate identification lead, direct appeal lead, dan suspended interest lead. Jenis lead lain yang digunakaan adalah kombinasi lead. Dalam artikel kecantikan ini, untuk menekankan pada struktur isi, Harper's Bazaar menggunakan immediate identification lead, summary lead, dan dua jenis lead yaitu summary dan quotation lead. Namun, untuk fokus pada konten yang ingin memberikan informasi lebih detail, Harper's Bazaar menggunakan direct appeal lead, suspended interest lead dan question dan suspended interest lead.

Kata kunci: Lead berita, summary lead, artikel kecantikan

INTRODUCTION

There Everything that is currently happening is open to the public through the mass media. The mainstream media has become an integral aspect of living, whether consciously or unconsciously. The media as a whole deliver all of the information required to its viewers so that they are aware of everything that is going on worldwide.

In present era, it's essential that we all understand the actual condition. Here is where media, whether print, electronic, or any other form of media, plays a role. The media provides a lot of information that could range from small details to huge chunks of content. People learn a great deal from media. This is due to the mass media's ability to efficiently disseminate information (Paul et.al, 2013). As a result, information in the media has the ability to shape the reader's opinion because one of the roles of mass media is to inform, aware, educate and entertain the people. (Ullah & Khan, 2020).

One way to get the information is through the news. News is one of the elements that give information to the public. The information which is reported in the news is the one that has already happened or will happen soon. News is information about a break from the normal flow of events, an interruption in the expected and a deviation from the norm. News is the information which people can use to help them settle on quality choices about their lives (Mencer, 2011).

The structure of the news consists of headline, lead, body and ending. A good headline creates the reader's interest and curiosity. Meanwhile, a good lead also takes important role for giving a short of the story in the news. The

lead must be attractive so that the readers want to read the news until the end. Furthermore, the body and the closure should give supporting facts and additional information.

In writing the news, lead is the most important part of the news because the main purpose of the lead is to make the reader read and encourage them to keep reading the news until finding out the important fact of the news. Lead usually appears in the first paragraph of the news and possibly the second paragraph too. The most crucial part in any article is the first paragraph of the article. If the reader doesn't get the means in the first paragraph of the news, it means the journalist is failed to deliver the messages in the first place. (Zinsser, 2006). Thus, the lead contains the most important information of the news. It is also stated by Ekeayanwu (2012) who explained "The lead is the keys of the news and contains of 5Ws and H. As a matter of fact, lead is the key of the news due to the fact that it contains the most important facts of such a news story. The lead also summarizes the facts of the news story and it must be attractive, fascinating and meaningful" (p.54). Furthermore, the function of lead is to give a brief summary of the article.

In addition, lead is used by the journalist or the writer to catch and keep the audience reading the whole article. A good lead is one of the keys of the news to get the reader's attention. They have to catch the attention of the readers with a good lead. With a good lead, the reader will decide to read the article to the end. Thus, there are many kinds of lead that are used for creating the news.

There are many types of lead which can be applied in the news. The journalist can vary the use of lead to make the news interesting for the readers. Nnamdi Ekeanyawu (2012) categorized 10 types of lead which are:

1. Summary Lead. This lead is often used to summarize the story briefly by answering the 5WS and H. The summary lead summarizes the whole story

   and gives the detail later.

2. Figurative or Coloured Lead. This lead permits the extensive use of figures of speech or allows the use of words in the figurative sense rather than the literal sense. The power of a figurative lead is in its eye-catching effect.

3. Quotation Lead. This lead contains of striking statement that could make readers interested in the story. Because the quotation lead is easier to write and the explanation should be appeared in the next paragraph.

4. Question Lead. This lead raises up a question and attempts to answer the question. This lead uses to make a reader wonder the answers of the article.

5. Bullet Lead. This lead usually made in a short sentence that will be raised a great impact. This lead is similar to the headline.

6. Staccato Lead. This lead contains of a short sentence that comes in a steady progression to make elevated impact. This lead used to set up a state of mind for the sort of report.

7. Immediate-Identification Lead. This lead focuses on the "who" element. This lead is often used by journalist when someone important or someone whose name is considerably recognized by the public.

8. Delayed-Identification Lead. This lead is utilized when an individual or somebody included has little name acknowledgment among general society or the readers.

9. Multiple-Element Leads. In such cases, the journalist can pick a different – component lead to work more data into the principal passage. Be that as it may, such a lead should be composed inside the limits of an unmistakable, simple sentence.

10. Lead with Flair. Although the inverted pyramid is designed to tell readers the news first and fast, not all stories start with the most important statement. When the news value you want to emphasize is novelty, often the lead is unusual.

However, a categorization is sometimes not sufficient for the a certain type of magazine/news. Thus, to complement the types of lead that do not exist in Nnamdi Ekeanyawu's theory (2003), category of leads of Shrivastava (2003) is applied. This theory needs to be used because it has some types of lead that compatible to analyze the articles. Shrivastava categorize the types of lead into nine.

1. Hard/Direct/Summary Lead. This kind of lead often used in news because of the fact that news needs to be abbreviated or to the point. In other words, this lead tells the entire article briefly.

2. Suspended Interest Lead. This type of lead will serve as a stimulator of interest. It will give the reader information about their appetite and no more.

3. Blind Lead. This lead starts with summing up the article however leaving out one essential detail; this is done to make the reader interest about the article.

4. Narrative Lead. This lead is one of the types of feature lead that takes the reader to understand into the main person in the article.

5. Quote Lead. This lead begins with a quote by the person as the interviewees which show the main idea of the topic.

6. Question Lead. This lead is used to answer one of the "w" questions (what, who, why, where and when). In other words, this type of lead guides the readers to try to answer of the article.

7. Direct Appeal Lead. This kind of lead tends the reader directly or by implication as 'you'. It has the effect of making the reader, a collaborator and partner when they read the article.

8. Circumstantial Lead. Here the beginning stresses on the circumstance of the news. It crops up usefully when the story has a human interest slant.

9. Tabulated Lead. This lead usually used for creating the news when no one fact is prominent. Each aspect of interest has about same value. In that case, a practice has grown up of tabulating each item in the lead-one, two, three and so on.

These categorization is going to be applied in the analysis because research will investigate the types of lead in fashion magazine focusing on the lead Harper's Bazaar uses on their website for their Beauty news.

Fashion magazines are known as the source to learn the present trends in fashion industry. Thus, the writing in fashion magazine dominated by photos and pictures printed in glossy paper to show high quality photograph (McKay, 2000 quoted in Vosper-Woghiren, 2013). When the content is easy to read, and the images will complement the story perfectly, (Kings, 2019). The fashion magazines feature headlines that are more creative than informative. In fashion, headlines capture the mood of the story. However, in fashion, the story is not necessarily a 'story', but refers to the theme of the fashion editorial layouts (McKay, 2000 quoted in Vosper-Woghiren, 2013).

Based on his research, Vosper-Woghiren, (2013, p. 34) stated that "fashion magazine is a reflection of culture, trends, and societal views. However, many scholars neglect to analyse fashion writing or consider fashion writing as a legitimate stylistic form. Research indicates that fashion writing has changed over the years, mostly evident in wording and phrases". With the unique characteristics of fashion magazine, wording and phrases of the in the lead of fashion articles has the possibility to be different because the writing of fashion magazine emphasizes on creativity and visual.

METHOD

This research uses a descriptive method from Miles and Huberman to analyze the lead of the article. The research analyzes the sentences on the lead

paragraph to find out the elements of the lead. The data is collected from www.hapersbazaar.com . The fifteen data are chosen randomly.

The data was analyzed using Nnamdi Ekeanyanwu's and K.M Shrivastava's theory. The data are analyzed to find out the kind of lead that is used on Harper's Bazaar website.

RESULT AND DISCUSSION

In order to analyze the types of lead in beauty news of Harper's Bazaar magazine, This study analyzes fifteen data that have been selected before about beauty news. The types of lead that appears in the article are immediate identification lead, summary lead and quotation lead, summary lead, direct appeal lead, suspended interest lead and the combination of two types of lead in one article which is question and suspended interest lead. The paragraph of an article is presented and followed by the analysis below so that the readers can easily understand.

The analysis shows that the beauty articles of Harper's Bazaar website applies six types of lead. Harper's Bazaar website uses summary lead, immediate identification lead, the combination of two types of lead for their article which is a summary and quotation lead.

The **Immediate Identification Lead** is found in the article entitled *Irina Shayk on the Beauty Lessons She Wants to Pass Down to Her Daughter* (Data 1)

> *It's clear that supermodel Irina Shayk adores being a mom to her four-year-old daughter Lea. In fact, she credits the joys of motherhood as one of the reasons for her glowing skin. The other reasons? Icing her face each morning and sticking to a consistent skincare routine*
>
> *(with Alo Beauty products). So it's no surprise that the yoga and wellness brand tapped Shayk for their Mother's Day beauty campaign.*

The lead of this article shows in the first paragraph. There are several elements that indicate the lead. The first element is **what** element which talks about "**Iriana Shayk adores being a mom to her four-year-old daughter Lea.**" The second element is **who** element which refers to the person that is being talked in the article which is "**Iriana Shayk.**" The third element is **for whom** element, which is Iriana Syahk's daughter "**her four-year-old daughter Lea**" and the last element is **why** element, it shows in second sentence "**she credits the joys of motherhood as one of the reasons for her glowing skin**" This is the reason why she is being thankful for her daughter because one of the reason she has a good skin is her.

The elements that appears are **what, who, for whom and why** element**.** All of the elements that appear are called content of structure. The purpose of using content of structure is to make the reader easily understand about the article since the reader start to read the first paragraph of the article. All of the elements are indicate of the lead but the most highlighted element in this lead is "**who**" element because it focuses on Iriana Shayk who is enjoying her life for being a mother. It shows in the beginning of the article "**It's clear that**

supermodel Irina Shayk adores being a mom to her four-year-old daughter Lea."

Therefore, the type of lead that used in this article is **Immediate Identification lead**. The writer uses that kind of lead to be more focused on **who** element which is talking about Irina Shayk as a main subject or character in the article. The Immediate-Identification lead is not only found in the data one. The type of Immediate-Identification lead is also found in another data which are in data 2 and data 4

Another type of lead also found that is the combination of two types of lead, summary and quotation lead. It is found in the article entitled *Gwyneth Paltrow on Getting Injectables: "I'm an Open Book!"* (Data 8)

[1] *The topic of aging and plastic surgery has always been sticky for some celebrities. While it's fashionable to take a makeup-free selfie or talk about embracing one's age, most A-listeners aren't as quick to start revealing the names of their dermatologists. Even in 2021, the subject of anti-wrinkle injectable remains a taboo. Actress and Goop entrepreneur Gwyneth Paltrow understands why so many famous women keep mum on the subject.*

[2] *"A lot of successful women in Hollywood are motivated early on by not being good enough, and so we're trying to prove something to ourselves," Paltrow tells BAZAAR.com. "By getting injectables, it's like admitting an vulnerability. I think sometimes honesty is perceived to be a weakness...There does seem to be a lot of stigma around injections."*

This article consists of six paragraphs. The lead of this article are in the first two paragraphs. The first paragraph, there are two elements that indicate the lead. The first element is the **who** element which refers to the person that is being talked in the article which is "**Gwyneth Paltrow.**" The second element is the **what** which is referred to the main idea of the article which is talking about "**aging and plastic surgery has always been sticky for some celebrities**" and the last element in the first paragraph is **when** element "**Even 2021**" it refers to the year when talking about the topic of taking an anti-wrinkle injectable is a taboo.

The element of the lead also appears in the second paragraph which are **what** element which is also the main idea of the topic in the article "*getting injectables*" and another element that indicate of the lead in the second paragraph is a quotation sentence which is said by Gwyneth Paltrow "**A lot of successful women in Hollywood are motivated early on by not being good enough, and so we're trying to prove something to ourselves,**" This is a quotation lead because the quotation has a striking statement on it that makes the reader interested in the story, the striking statement of the quotation shows in underlined word and the explanation about the striking statement will appear in the next paragraph.

From the analysis, it can be seen the article uses two kinds of lead. The first lead is a **summary lead,** which is shown by **what**, **who and when** elements in the first paragraph. The elements of the second paragraph that indicate the lead are **what** element and **a quote sentence** by Gwyneth Paltrow. The second paragraph applies a **quotation lead** because the first

sentence of the paragraph shows a quotation from Gwyneth Paltrow and it has striking statement. This type of lead is focused of the content of the structure of the lead because in the lead the writer or the journalist gives shorter information for what the article talks about. The summary and quotation lead does not only appear in data 8. This type of lead also appears in data 7.

The third type of lead that found in this analysis is summary lead. The title of the article is Kendall Jenner Is Releasing Three KKW Fragrances Inspired by Horseback Riding. (Data 12)

> *It was only a matter of time before Kendall Jenner released a fragrance. Kim Kardashian's brand KKW Fragrance has collaborated with sisters Kourtney, Kylie, Khloe, and even mom Kris in the last few years, but now supermodel sister Kendall is getting in on the action with a set of three distinct perfumes inspired by her love of the great outdoors and horseback riding. All three Kendall Jenner x KKW Fragrance perfumes are launching on March 25 at noon pacific, and will set you back $40 each.*

This article consists of 4 paragraphs which tell about Kendall Jenner launching her own fragrance. The lead of this article appears in the first paragraph because it shows some elements that indicate the lead. The first paragraph contains **who** element "**Kendall Jenner**" which tells the person that is being talked in the article. It also contains **what** element "**Kendall Jenner released a fragrance**" which tells about the main topic of the article and the last element is the **when** element "**on March 25 at noon pacific**" which tells what time that the fragrance will be released.

From the analysis, it shows that the article applies a **summary lead**. It shows that the lead only contains three elements of 5W+1H which are **who**, **what** and **when** elements without the element of why, where and how. This lead focused on content of structure (who, what and when) it because the writer wanted to explain the main topic of the article briefly. This type of summary lead is not only found in twelfth data. This type of lead also found in fifth data, sixth data, eleventh data and fourteenth data.

The Direct Appeal Lead was found in the article The title of the article is How to Lose 5 Pounds Fast (Data 3)

> *You don't need to count calories, cut calories, or drop carbs to quickly change the way you feel in your body. There are healthy and sustainable ways to reduce bloating and feel fitter (if that's your goal) without deprivation. After all, weight loss is not the same as fat loss. It's relatively easy to drop a few pounds of water weight, but if you're looking to change your body composition, that will come down to tweaking either your calories in your calories out (or both). Ahead, the best expert hacks for speeding up your metabolism and upgrading your daily routine in a matter of days.*

This article consists of nine paragraphs, which talks about giving a tips and tricks to lose weight fast. The lead in this article is only in the first paragraph because it shows a few elements that indicate the lead. The first paragraph contains the **what** element "**You don't need to count calories, cut calories, or drop carbs to quickly change the way you feel in your body.**" this **what** element is the main topic of the article. The second element is **for**

whom element which is the reader, it can be seen the writer use the pronoun "**you**" which directly pointed the reader.

It can be seen in the analysis the elements of the lead that used are **what** and **for whom** elements. From the analysis it can be inferred that this article applies direct appeal lead because in the beginning of the article the journalist or the writer uses the pronoun <u>**you**</u> **"You don't need to…"** which implies as if the writer talks to the reader as their colleagues or a partner. The type of direct appeal lead only used in the data 3 for this research. This lead is different from the other lead because the journalist or the writer use a pronoun "you" to be closer to the reader or make the reader like a partner when reading the article.

The fifth data in this research uses a two types of lead in one article which is question and suspended interest lead. The title of the article is Can Vitamin C Serums Irritate (Data 10).

What can't vitamin C do? Its skin benefits are vast—the antioxidant can lighten hyperpigmentation, diminish fine lines, and boost overall radiance, similar to the glow you feel after downing a glass of freshly squeezed orange juice. However, with great skincare ingredients comes great responsibility, and we're not just talking about how some vitamin C formulas can be less potent than others. For those with sensitive, reactive skin, certain forms of vitamin C can be shockingly irritating, leading to dryness, peeling, and redness, sensitive Skin?

This article consists of nine paragraphs that tell about the benefit of vitamin c for skin. The lead of this article appears in the first paragraph. In

the first paragraph, there are two elements that indicate the lead of this article. The first paragraph of this article begins with "**What can't vitamin C do?**" which is a question. This element directs the reader to try to answer the question. Therefore, the **what benefit** element is also appear in this article, which is an advantages of using a vitamin c for skin "**Its skin benefits are vast—the antioxidant can lighten hyperpigmentation, diminish fine lines, and boost overall radiance**"

From the analysis, it can be seen the first lead that used for the article is a **question lead** because at the beginning of the paragraph begins with a question and the second lead that used in this article is a **suspended interest lead.** It shows the writer providing information by using content of structure which is only **what benefit** because the writer wants to be more to give the advantages of using vitamin c after the writer begins with a question in the beginning of the article, "**Its** skin benefits are vast—the antioxidant can lighten hyperpigmentation, diminish fine lines, and boost overall radiance." The lead type like question and suspended interest is only found in data 10 for this research.

The last type of lead that Harper's Bazaar used for their article is suspended interest lead. The explanation about suspended interest lead is found in the the article: If You're Addicted to Sheet Masks, It's Time to Swap for Silicone (Data 13).

Sheet masks are popular for a reason. They're fun. They're Instagrammable (which, yes, does matter). They're great in a pinch, due to their ability to deliver super-potent serums quickly and directly

to your skin, mimicking spa results for a fraction of the cost and effort. And, like any single-use product that's difficult or impossible to recycle, they're enormously wasteful. Unlike a bottle of skincare, a sheet mask exists to be put on, soaked in then discarded to a landfill (or ocean) for eternity. But what if that didn't have to be their trajectory?

This article consists of 8 paragraphs and the lead of this article is in the first paragraph. In the first paragraph, there are a few elements that indicate the lead. In the first sentence of the article, the writer gives a stimulator of interest about the sheet masks **"Sheet masks are popular for a reason."** which is **what** element, the main idea of the article. It gives a feel of interest to the reader. The second element is **why** element, "**They're fun. They are instagrammable**" this is the reason why sheet mask is popular among other skincare and the last element is **what benefit**, it shows in the third sentence of the paragraph the writer gives provide information about the sheet masks "**They're greet in a pinch, due to their ability to deliver super-potent serum quickly and directly to your skin**."

From the analysis, this article applies a **suspended interest lead.** This kind of leads is to give the information that the reader needs to know more about the benefit of using the sheet masks for skins and the explanation about the sheet masks will appear in the next paragraph. This kind of lead is more focused on the content of the lead with using some content structure of the lead which are **why** and **what benefit**. The suspended interest lead is not only

found in data thirteen. This type of lead also used in the ninth data, entitled *"What is Hyaluronic Acid?"*

The analysis shows that the writer or the journalist of Harper's Bazaar website uses 6 types of lead to create their article about the beauty news. Harper's Bazaar website uses summary lead, immediate identification lead, the combination of two types of lead for their article which is a summary and quotation lead to talk about celebrities.

In this research of beauty article, there are two categories for creating the news. The first categorization is when the lead article focuses on the content of structure (who, what, when, why, for whom and sometime used quotation statement). The writer or the journalist will use three kinds of lead which are immediate identification lead, summary lead and two combination summary and quotation of lead. The three kinds of lead are usually give brief information about the article before giving the detailed information in the next paragraph after the lead.

Meanwhile, the second category focuses on the content in detail way on the lead, but still uses some structured content like what and why structure. The type of lead that used are direct appeal lead, suspended interest lead and two combination of lead which is question and suspended interest lead. The types of lead will be presented in the form of a chart that will be categorized according to the use of the lead.
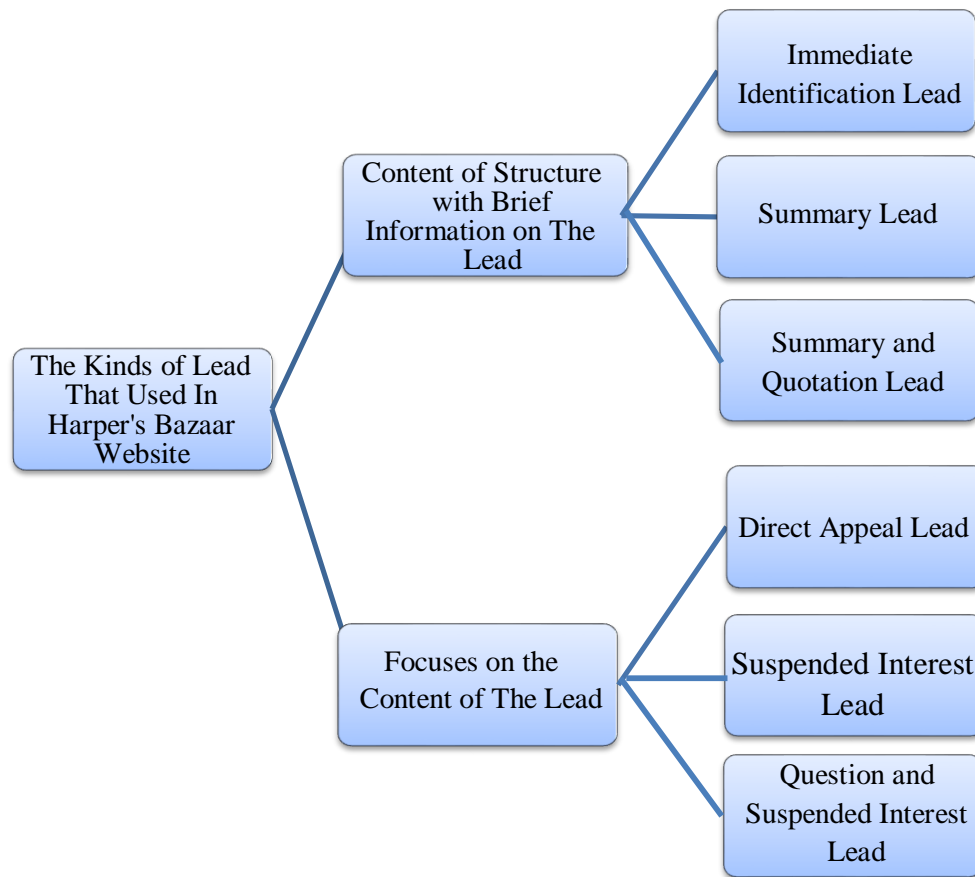
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                                                    ┌─────────────────┐
                                                    │   Immediate     │
                                                    │ Identification  │
                                                    │     Lead        │
                                                    └─────────────────┘
                            ┌──────────────────┐    ┌─────────────────┐
                            │ Content of       │    │                 │
                            │ Structure with   │────│  Summary Lead   │
                            │ Brief            │    │                 │
                            │ Information on   │    └─────────────────┘
                            │ The Lead         │    ┌─────────────────┐
                            └──────────────────┘    │   Summary and   │
     ┌──────────────────┐                           │ Quotation Lead  │
     │ The Kinds of     │                           └─────────────────┘
     │ Lead That Used   │
     │ In Harper's      │                           ┌─────────────────┐
     │ Bazaar Website   │                           │ Direct Appeal   │
     └──────────────────┘                           │     Lead        │
                                                    └─────────────────┘
                            ┌──────────────────┐    ┌─────────────────┐
                            │ Focuses on the   │    │  Suspended      │
                            │ Content of The   │────│  Interest Lead  │
                            │ Lead             │    └─────────────────┘
                            └──────────────────┘    ┌─────────────────┐
                                                    │  Question and   │
                                                    │  Suspended      │
                                                    │  Interest Lead  │
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[1]

Harper's Bazaar uses summary lead, when it comes to talk about celebrity that have something to share or want to launch products. Out of the fifteen data, sixth of them are in form of summary lead. This lead is common lead that is usually used by the journalist because it gives the content about the article briefly or in other words, this lead is to make the reader understand easily what the article will talk about. Meanwhile, immediate identification lead is only use in the three data out of fifteen data. This lead is used when talking about someone in specific way or a person who has a big recognition among the readers. This lead has a differentiation from summary lead, because for immediate identification lead, the journalist will give what is the profession first of the person that will be reported.

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[1] Was this your own chart or an adaptation? Clarify.

Furthermore, Harper's Bazaar also uses two leads when it comes to talk about celebrities in their beauty news which is summary and quotation lead. For summary lead, this lead gives the information about the article briefly. Meanwhile the quotation lead used for supporting the information in the article uses a statement from the person who is involved in the article. This summary and quotation lead is usually used when the celebrity shares their experience about their lives and the quote is taken from the celebrities itself. The quotation used when the words from the celebrity makes the reader surprised when reading the article.

The kind of lead like immediate identification lead, summary lead and the combination of two lead, summary and quotation lead are the type of lead that use the structure content of lead. It can be seen in the structure of the lead that is used for creating the lead. The structure content of the lead that usually used are what, who, when, why, for whom and quotation statement.

Other than that, Harper's Bazaar uses suspended interest lead and the combination of two types of lead for their article which is question and suspended interest lead. From the data that has been discussed Harper Bazaar used suspended and the combination of two types of lead which is question and suspended interest lead when it comes to talk about something interest which needs to be explained or discussed in detail ways. Both suspended interest and question and suspended interest lead are used when it comes to explain the ingredients of skin products.

Moreover, Harper's Bazaar also uses a direct appeal lead for their article when it comes to giving tips and trick. The use of direct appeal lead is

different from other lead that Harper's Bazaar used for their article in beauty news because this lead has a characteristic to identify, it usually uses the pronoun "you" to make the reader as a partner or collaborator when reading the article.

The three kinds of lead like direct appeal lead, suspended interest lead and the combination of two types of lead, question and suspended interest lead. The use of lead for three of them are focused more in content of the lead with some structure content like what and why element of the lead.

CONCLUSION

Based on the analysis, the articles about beauty in Harper's Bazaar website are written by lead or opening paragraph. The lead consists of one up to two paragraphs and followed by the supporting information and the detail of the news in the next paragraph. The lead is written by describing the event, people related to the news, tips and tricks, or providing interesting information that are discussed in the news.

Therefore, summary lead is the most common lead that is used in Harper's Bazaar website to give the information of the news in the first paragraph. This summary lead is usually used when it comes to talk about the celebrities releasing their products. An immediate-identification lead for the articles, the purpose of this lead is to attract the readers who is the main character being talked about in the news. One article uses direct appeal lead for giving tips and instruction. This lead is usually used in the casual situation for making the reader like a partner when they are reading the news. Furthermore, the suspended interest lead for their two articles and for their

two articles are used the combination of two types of lead for their article which are question and suspended interest lead and summary and quotation lead.

In this research of beauty article, Harper's Bazaar used immediate identification lead, summary lead, and two types of lead which is summary and quotation lead for emphasizing the structure content. Meanwhile, for focusing on the content like to give more information in detail way, Harper's Bazaar used direct appeal lead, suspended interest lead and question and suspended interest lead.

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