Dissecting Environmental Discourse Strategy in Media: A Case Study of Kompas and Utusan Malaysia

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As a part of society, the media have equal rights and opportunities to protect the environment. In many cases, the media face various challenges in the environmental reporting production process. However, these were should not be a barrier to implementing the role of media in creating equal and fair society on their participation in maintaining a sustainable environment.

This paper is part of Eli Jamilah Mihardja's dissertation (2017). Using Discourse Analysis of Sociology Knowledge Approach to analyzed environmental reporting in Kompas and Utusan Malaysia. As a result, there were a close relationship between the environmental ideology and ideology of media, the role of the government, the media and the journalist. In both newspaper, they had agreement that environment is used better for the greater benefit of the state. Thus, journalists working for media outbreaks are conquered to the media police and report coverage of the environment in accordance with the media police subjugated to the foundations of the owners and the power of the media. Thus, the role of media in creating equal and fair society for the interest of environmental preservation will also be largely determined by various interest factors within the media organization.

Keywords: Environmental journalism, Environmental reporting, Environmental discourse, Media and environment, Discourse Analysis of Sociology Knowledge Approach

1. Introduction

This study is based on the problem about environmental condition which has decreased its quality so that it requires the efforts of various parties to maintain its sustainability, especially from the media. Mediahas a social power that can use its power to ensure that the quality of the environment is maintained. But, previous studies have shown that the media do not play their part in prudence.

Media in Indonesia and in Malaysia have already begun to show their concern for environmental problems. However, studies have shown that the role is implemented with many deficiencies. AF Alias (2005) and Nik Norma (2007) stated that environmental news in Malaysia was influenced by media editorial policies. Nuryadi (2004) and Yustinus Stirman (2005) also point out that in Indonesia, newspapers have

little concern over environmental issues as opposed to other issues. Similarly, Friedman and Friedman (1989) point out that reporting on environmental issues in Southeast Asia faces limited time, lack of space allocation, less-trained journalists, lack of news sources and censorship issues.. Mass media have not been able to maximize their role because their main function is to support development. This has made them more in favor of development interests (Friedman and Friedman, 1989; Massey, 2000).

2. Discussion

Environmental news is defined as news of events, problems, and conditions related to environmental health including land, air and water. It also includes human influence on the environment (Hornig-Priest, 2010; Nik Norma, 2007 E. J. Mihardja, 2017). Environmental news is a result of a construction. Meanwhile, community knowledge on the environment is influenced and directed through the process of reporting (Campbell, 1999: xi). Williams (1992) also notes that the media is a social instrument for building environmental knowledge. The importance of environmental sustainability in media coverage is a development that is influenced by other interests, such as political, economic, media and editorial policies in media practice (Cox, 2006). Therefore, it is important to know how the media strategy forms a discourse on the environment in order to develop the knowledge of society. Therefore, the Sociology of Knowledge Approach of Discourse (SKAD) is used to understand the formation of community knowledge through public relations strategy.

A. Discourse Analysis of Sociology Knowledge Approach

Discourse Analysis of Sociology Knowledge Approachsees the reconstruction of the processes that occur in social construction, objectivity, message delivery and confirmation of structures found. Discourses can be seen in the way the media broadcasts the news and the context of the news while the strategy of publicity can show the media's ideological view of an event or environmental issue (Keller, 2011; Smith, 2006; Cavalho and Burgess, 2005; Jensen, 2004).

Keller (2001) debates the discourse of garbage disposal in France by introducing a method he called the Sociology of Knowledge Approach of Discourse (SKAD). This analysis aims to analyze the relationship between knowledge and circumstances in society. This analysis is rooted in Social Construction of Reality by Berger and Luckmann (1966) and discourse theory by Foucault (1972). The social perspective on discourse focuses on the process of generating, disseminating, and compiling knowledge in society (Keller, 2011).

Research was conducted on news archives of the 2012 issue of environmental issues published on an ongoing basis and can be followed in the process of collecting and earning during the course of my fieldwork. Through tiered sampling process, 6 news from Kompas and Utusan Malaysia were selected. Furthermore, news texts are learned to be analyzed using the formats below (Table 1) :

TABLE 1. SOCIOLOGY KNOWLEGDE APPROACH OF DISCOURSE

SOCIOLOGY KNOWLEGDE APPROACH OF DISCOURSE		
Issues		
Knowledge Configuration	Frame	Discoursive Strategy (Brulle, 2000)
	Classification	Politics, social, economy
	Structure of Phenomena	Solution Point of view The position of media
		Narrative structure
Discourse Production		Issues Development
Power		Dominant actor
Environmental Ideology		Environmental Ideology Typology (Cotgrove, 1976)

Modified from Keller (2011)

B. Environmental Ideology

Corbett (2006: 26) stated that the ideology of the environment is a way of thinking about nature that people use as a trick to act on that nature. Kellner (2010) summarizes the opinions of medieval philosophers who are all anthropocentrism. This anthropocentric understanding places humans as the center of the universe and thus the whole universe is to serve human life.Corbett explains that anthropocentrism is centered in humans. Natural resources exist only to be used to achieve human well-being and human beings are considered entities separate from nature. Whereas ecosentrism or biosentrism is of the view that humans and the whole body of nature are interdependent; man is an integrated part of this world. All living and non-living elements in the non-human world such as animals, fish, birds, insects, water, soil, corals, trees and so on are intrinsically important (Corbett, 2006: 27).

Miller (1985) quotes Cotgrove (1976) by differentiating the ideology of the environment to two, namely technocratic and humanitarian. The ideology of a technocratic environment is believing that the rule is due to the direction of experts; believe in the mastery of nature and its risks in pursuit of rewards, in parallel with putting scientific rational beliefs and the necessity of keeping separate facts with value. Whereas, the ideology of the humanitarian environment emphasizes the centralization and participation in decision making; harmony with nature and avoiding risks

C. Environmental Discourse about Mining (*Kompas*) and Lynas Project (*Utusan* Malaysia)

Configuration of knowledge is conveyed by means of framing, classification of phenomena, and structure of phenomena and narrative structures. This is to direct the audience to the knowledge of an issue according to the media's construction. Through discourse, Kompas strives to shape the public's knowledge of the mining industry as a detriment to the environment and the local

community. While Utusan Malaysia is trying to convey that the Lynas industry has more benefits than its losses

Discourse production refers to the formation of discussions in news coverage to become a discourse. This is an issue development strategy chosen because it is important for the community as well as for the media. Development as a network of national-level coverage and related to the political culture of the community because of significant significance and impact to society and the nation. The uncontrolled mining industry tends to hurt the current and future of the country and society. According to an interview, Utusan Malaysia editor-in-chief stressed that the Lynas problem was an environmental issue that was used as a political commodity by the opposition. Readers' audiences need to know the truth of this issue. Therefore, scientific facts are presented to answer the arguments of the opposition.

The effect of the power is indicated by the position of the media and its position as the message of a particular party. Kompas takes its place as a defender of the local community around the mining industry and the general interests of the country. It is also a criticism of the implementation of the regional autonomous system which has become a loss of control resulting in the rulers in the region. Utusan Malaysia supports the federal government's policy due to the benefits of the Lynas industry for the Malaysian Government. Utusan Malaysia views the issue of Lynas just being used as the political commodity of the opposition to attract Malaysians sympathy. There was no problem with the operation of the Lynas plant as scientists said it was safe. These results indicate that there is a close relationship between the state, the media, and the environmental interests. The media works to continue the interests of the country, including in the utilization of the environment to support the policy of parties representing themselves as a country.

Kompas's environmental ideology is concerned with humanitarian values while Utusan Malaysia handles environmental management based on scientific arguments. The ideology of a technocratic environment is believing that the rule is due to the direction of experts; believe in the mastery of nature and its risks in pursuit of rewards, in parallel with putting scientific rational beliefs and the necessity of keeping separate facts with value. Whereas, the ideology of the humanist (humanistic) environment emphasizes the centralization and participation in decision making; harmony with nature and avoiding risks. For humanitarian support, everything has a value that is a consequence of the discourse (Burgess and Carvalho, 2005; Corbett, 2006; Keller, 2011). Both ideologies are derived from anthropocentrism's view of laying humans as the center of the universe and thus the whole universe is to serve human life. (Kellner, 2010; Danny, 1996).

3. Conclusion

Discourse analysis demonstrates the close relationship between ideology, government role, media and journalists. In terms of ideology about the environment, it is found that media maintains the philosophy that the environment is being utilized

for human interest (anthropocentrism). This ideology is linked to the media's ideology that continues the interests of media owners. Human importance is translated socially as a benefit to a larger society. In both newspapers, the media is of the view that the natural resources are used for greater importance for the country.

The media find hard to apply the ecocentrism or biocentrism. Accordingly, journalists working for the media, subject to media police and reporting on environmental coverage in accordance with the media's policy.

Acknowledgement

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