

ENVIRONMENTAL JOURNALISM AND NEWS PRODUCTION ENVIRONMENT CONSTRAINTS IN RIAU

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ABSTRACT

in my interpretation of the description of Robert Cox in his book Environmental Communication and the Public Sphere is the study and application of a variety of how various individuals, institutions, communities and culture shaping, deliver, receive, understand and use the message about the environment itself, as well as the reciprocal relationship between humans and the environment. In relation to journalism, then we can deduce that the Environmental journalism is the collection, verification, production, distribution and performance information associated with the latest events, trends, and community issues, as well as dealing with the non-human world where humans interact therein. Many names to mention the news about the environment, there are at least a term or Environmental Journalism Environmental Journalism, Press Releases Green or Green; Coverage and Environment or the Environmental Reporting. However, all these concepts refer to a series of news production activities involving environmental issues, ranging from the collection, verification, production, distribution and performance information. In other words, environmental journalism is news operations (collecting, processing and publishing newsworthy information) issues surrounding the environment.

Introduction: Environmental Issues as Environment News

According to John Clinic of the Department of Journalism, Central Michigan University, in his paper on "shaping journalism community environment", Environmental Journalism arises when journalists should raise issues relating the environment such as dioxins, smog, endangered species and global warming. in my interpretation of the description of Robert Cox in his book Environmental Communication and the Public Sphere is the study and application of a variety of how various individuals, institutions, communities and culture shaping, deliver, receive, understand and use the message about the environment itself, as well as the reciprocal relationship between humans and the environment. In relation to journalism, then we can deduce that the Environmental journalism is the collection, verification, production, distribution and performance information associated with the latest events, trends, and community issues, as well as dealing with the non-human world where humans interact therein.

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Environmental journalism rooted in the communication environment, which was developed by James Cox in his book, *Environmental Communication and the Public Sphere*. Environmental Communication is the study and application of a variety of how various individuals, institutions, communities and culture shaping, deliver, receive, understand and use the message about the environment itself, as well as the reciprocal relationship between humans and the environment. (2009: 20)

Environmental issues are now becoming a universal issue related to the deteriorating condition of the earth due to various environmental damage occurs. Global warming (global warming), deforestation, water shortages, and damage to biodiversity, which has now become an international issue discussed at various international conferences. The meeting is the latest international Conference of the United Nations Framework Convention on Climate Change (UNFCCC), held from May 31 to June 11, 2010 in Bonn, Germany and attended by no less than 180 delegates of member countries of the United Nations (UN) or the United Nations (UN). This meeting talking about the temperature of the earth is getting warmer, and endanger human life, so it is necessary to state agreements in the world to work together to take action to save the earth. (Puasini Aprilyantini, *Journal of Communication*)

REVIEW OF LITERATURE

Environmental Journalism and Mass Media

Development of mass media technology running rapidly. In modern society, the mass media have a significant role as part of everyday human life. Almost every aspect of human activity, whether done privately or together always have a relationship with mass communication activity. In addition, interest is high individual or community to program communication through mass media such as newspapers, magazines, radio, television, movies and the Internet make every moment an individual or society can not be separated from exposure or *menerapkan* themselves against the mass media.

Many communication experts who claim that we now live in what is called mass communication society. What is the mass communication society? Simply put, mass communication society is a society that daily life can not be separated from the mass media. Society of mass communication, selling and buying goods through mass media, looking for the latest information, look for materials for education, for entertainment, and even find a mate even through the mass media. (Iriantara, 2007)

The majority of Indonesia's population living in big cities have entered into the society of mass communication because almost in every house we meet television, radio, newspapers and magazines. The media has become a major source for people to find entertainment and information. There is also the traders who use print media to offer their products to potential customers.

The mass media has become an important social institution in our lives. In the context of the mass media as a social institution, the media certainly established himself as one of the organizations who live in the community.

Domininick (2001) mentions some of the functions of mass communication for the community, namely:

a. Function monitoring (surveillance)

This function consists of two main forms, namely monitoring and surveillance warning instrumental. Mass media oversight warning, if informed about the threat caused by several things. such as a natural disaster. military attack. inflation and economic crisis. Instrumental control functions of the mass media if the information conveyed usability or can help people in everyday life.

b. Function interpretation (interpretation)

This function is executed when the media other than convey facts and data to the public, also gives the interpretation of significant events. Media choose and decide which events are worthy and unworthy presented.

c. Function linkage (linkage)

The mass media can be a means of unifying diverse community members to form affinities and interests based on something similar interests.

d. Value spread function (transmission of values)

This function is called socialization. Mass media shows to the audience about how they should act and what is expected of them.

e. Function of entertainment (entertainment)

Entertainment function is always executed by any mass media. Media is very clear this is a function of television, radio and the tabloids. In addition to the above functions, there are some other general functions of the mass media, which is a function of information, education, influence, functioning process of mental development, adaptation to the environment and functions to manipulate the environment. More specifically the mass media have a function, namely the function of convincing, confers status, drugging, creating a sense of unity, and the relationship privitasi parasosial. (Karlina, et al, 2002)

Environmental activists were, would not want to follow this flow. They must be doing something unusual or extraordinary, something that is both attractive and strange, to get the attention of the mass media. Suppose campaigns conducted by Green Peace, pro-environment groups including the radical groups in performing its actions. When Green Peace protest pulp company PT Southeast Asia April on 25 November 2009, by way of pocket in 7 excavator belonging to the company in Kampar, Pelalawan, Riau, and 30 people on the Tools activists committed themselves to the weight. The actions of this kind was successfully attract media to cover, but often what happens is the media mass is only interested in the unique side action taken, but why ignore the message or what the purpose of the action. (Puasini Aprilyantini, Journal of Communication)

NEWS PRODUCTION ENVIRONMENT CONSTRAINTS

There has been some research done before thing, relates to the barriers faced by journalists during the process of making environmental news. Some research carried out among others:

1. Clark (1992), found that there are barriers that are logistical or technological, and obstacles such as long-term nature of the company's economic stability or occupational. Logistical barriers and technology barriers juag called short term, related to the availability of time for journalists to finish his journalistic work, often this causes loss of orientation journalists in seeing the issue.
2. Dunwoody & Griffin (1993). these researchers focused on media relations with its resources, which turned out to pose certain obstacles in the news production process. That, news sources have a very large force to control the information environment related events, because environmental issues are often about issues explanations are technical and complex. Furthermore, the news source also provides very complete information, which freed journalists present at each event, which can be very far-reaching.
3. Wilkins & Patterson (1990), saw that the journalists confined to the tendency of news based events (event-centered reporting). Coverage based on these events ultimately failed in seeing environmental issues long term. Journalists prefer to cover events tornadoes, hurricanes, flash floods, landslides, damage to marine ecosystems than the problem, or the earth's temperature is increasing from year to year

RESEARCH METHODS

Qualitative research is to examine the perspective of participants with strategies that are interactive and flexible. Qualitative research aimed at understanding social phenomena from the perspective of participants. Thus the meaning or understanding of the qualitative research is research that is used to examine the condition of the natural object where the researcher is the key instrument (Sugiyono, 2005). Qualitative research uses the natural environment as a source of data. The events that occur in a social situation is a major study of qualitative research. Researchers go to that location, understand and study the situation. Studies conducted at the time the interaction takes place on the scene. Researchers observe, record, asks, digging source closely associated with the events that occurred at that time. The results obtained during the immediately arranged the same time. What is observed is essentially inseparable from the context of the environment in which the behavior takes place.

DISCUSSION

Smoke Became the National Disaster Issues

Case smog that hit Riau Province that occurred in June 2013 to the public's 1997 as a result of this

disaster burning peatlands estimated at 16,500 hectares. Based on the results of the NOAA-18 satellite observations contained some 148 hotspots in Riau Province. Many number of hotspots and hotspots in Riau province spread causing increased levels of smog thickness and air quality are in danger status.

In addition, the impact of widespread smog, such as disruption of air and sea transport, disrupt community activities, respiratory problems and even spread to neighboring countries. Therefore, the central government set a smog cases that occurred in the province of Riau as a national disaster.

In this case, the Riau Pos as the largest newspaper in Riau smog making news this case as one of the media agenda. Riau Pos smog give priority in this case see the audience start to make this event as an important information because of the adverse effects caused by smog is increasingly widespread. Regarding this news, Riau Pos not only preach one event only, but preached this case from all sides. The news regarding the cause smog, dampakdampaknya, air condition, affected areas, government policies and legal measures for perpetrators.

ISSUES RELATED MEDIA PRODUCTION ENVIRONMENT

Overall, this study rejected the idea of "news value" and frame the news ". They explicitly reject when it is said to have certain values have underlying news-news that they make. They prefer to call it a "Story-formula" or efficient way of packaging information. According to one respondent (F) were 15 years working as a journalist at the Daily Environment Chicago Tribune, "If a word is defined as what is happening today, and need to be written in the newspaper the next day, then the angle chosen is" What's Happening ", or news information must contain 5 W 1 H. If the event is a series or a trend story, the story is based on ready-anyone with an interest in the event.

Consciously or not, journalists more pleasure from the news that are short-term effects such as: oil spills, toxic gas leak from the industry, or tergulinya kerepa fire bahan-containing materials harmful gases. They assume that the events of the longterm impact as an invisible disaster, and if there is then it it is normal consequence of modernization, an example of long-term effects are: damage to biodiversity, ozone depletion, and sea level is widespread due to global warming.

In fact, in the case of the environment, the long-term have a greater impact in scope, more danger, more complicated, and more difficult to overcome. But, because the impact is not directly visible, the more journalists often ignore and consider trivial.

Designation for those who fight for environmental issues Due to issues of this kind are rarely displays sensational drama that attracted public attention. According to one informant, the news must have properties: simple, direct, and concise. Environmental issues often contain technical explanations that are difficult to understand, making it hard working journalists. So, instead of being part of the journalist to speak at length to serve targeted issue.

SOCIAL ANALYSIS REPORTERS

For reporting cases of haze on the main page, the mass media in promoting news Riau smog most considered important and is equipped with a news-reporting associated with smog. Newspapers in Riau lifted by news of the smog from various sides and aspects. Start of cause, consequence or impact, government policies, efforts aimed at preventing and combating smog as well as expert opinion. Smog news on the main page of the newspaper in Riau, sourced directly from the work of journalists Riau scattered in various locations and regions that become a source of smog and the areas most severely affected. There are several things that affect cognition reporter for a national news production including emerging issues in public life is always raised with a different side. Including the case of this haze, Riau Pos tries to present news from various sides and aspects and roles of social control as much as possible. It is intended that the newspaper has more value in disseminating information related to the case of smog. There is a value added for the readers who read newspapers

Through information obtained by journalists from various sources related to the case of smog, from where they are mixed everything, related to the occurrence, how forest and land fire, smoke and what steps forest fire handling itself, how the pre-and post-incident condition and also acts law to be performed under the supervision by the public. Related news reporting and writing, journalists still refer appropriate accommodative journalism kaedah used in any reporting.

CONCLUSION

Global Environmental Issues, before the suspect global environmental problems more influenced natural factors, such as climate, which includes temperature, rainfall, humidity, air pressure. Later, people began to realize that human activities were affecting the climate and the environment significantly. Take the example of deforestation, affect changes in temperature and rainfall locally. When the forest area lost more widespread, then the impact is no longer local but has a regional scale. Why forests are cleared? Of course there are human motivations that make them cut down the forest, for example, the economic motivation. To scale the state, the country needs foreign exchange to run the building. Since the industry has not been established and powerful state, which can then be exported to increase the foreign exchange is to sell wood. Capital and expertise needed to cut down the tree is relatively small and simple, is not it?

Being a global problem that affects the environment include the world's population growth is very rapid. Citizen awareness and journalists in producing environmental issues are very important to keep the environment well maintained. Population growth means the growth of urban areas and the need for additional food production. Not to mention there is an increased need for energy. In each of these needs no implications on the environment.

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