

Media Agenda Setting To Strengthen Environmental Awareness and Concern Among Youth

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Abstract: Media has a very vital role in society. One of the important functions of the media is the agenda setting function. The Agenda Setting Theory is a theory that states the ability of mass media to transfer two elements, namely awareness and information to the public agenda by directing public awareness and attention to issues that are considered important by the mass media. Lately there have been many global issues regarding waste, pollution, global warming, climate change, all of which should be of concern to the wider community. The specific purpose of this study is to identify opportunities for the media to raise issues that have an impact on strengthening environmental awareness and concern for adolescents in the former residency of Banyumas. The long-term goal of this research is to make a comprehensive study of the condition of environmental awareness and concern among adolescents in the former Banyumas Residency area and later can be used as input for the media in order to build awareness and concern for the environment. The results showed that most of the teenagers in the former residency of Banyumas were aware of the environmental issues of the social media they were using. The awareness and concern for the environment of teenagers is quite high when they get exposure to information about environmental issues from social media they used. However, this awareness can be lost when other issues are reappointed by social media. From these findings it can be concluded that the environmental agenda by social media is very potential to generate and instil environmental awareness and concern among adolescents.

1 INTRODUCTION

Environmental problems in Indonesia and the world are increasingly complex, numerous and varied. A public awareness that is urged to be immediately sought a solution. Environmental problems should increasingly become public awareness. If these environmental problems are not immediately sought out, then the sustainability of human life on earth will certainly be of worse quality. All sources of meeting the needs of human life, such as air, clean water, sources of food, medicinal materials, aesthetics, and so on are diminishing in number and quality. All types of damage to nature are the same as damage to all carrying capacity of human life. Some of these environmental issues were reported from the Environmental Services website, including: Pollution, Climate change, Natural resource depletion, Waste disposal, Biodiversity extinction, Deforestation or deforestation, Genetic engineering.

Various programs with the theme of increasing environmental awareness lead to the fact that environmental awareness is expected to improve the quality of life of adolescents, in this case especially subjective well-being. This is supported by research conducted by Ferrer-i-Carbonel and Gowdy (2006, p.1-8) which proves that environmental awareness possessed by a person will bring positive psychological benefits which then increase his subjective well-being. Today's media influences the lives of many people. Through media the public can get many things. Media consumption, both online and off line, has become an inseparable part of today's society. The impact of media effect theory in its setting agenda is that the audience can consume whatever is presented by the media. The media makes an opinion, an agenda which according to the media is important. The next process of the agenda is disseminated to the public, so the public believes that what is presented by the media is the best for consumption. The strength of this agenda setting

theory can certainly be utilized as a means to strengthen the youth setting agenda regarding environmental awareness. Thus the researcher feels it is important to gain an understanding of the environmental awareness of adolescents in the former residency of Banyumas, related to the potential of the media to strengthen that awareness.

2 THEORETICAL

Consciousness according to Solso (2008, p. 240) is an individual's awareness of events in his environment and cognitive events including memory, thoughts, feelings, and physical sensations. Murphy (in Neolaka, 2008, p.18) defines awareness as a state of sober or aware of his behavior, namely the conscious mind that regulates reason and can make choices about what is desired. Kan et al (2013, p.33-39) explain that environment are conditions that affect development or growth, including: air, water, soil, vegetation, flora, and fauna. The definition means that the environment consists of a dead environment (abiotic) such as air, water, soil; and the environment (biotic) such as flora and fauna. The environment according to Gustavo (in Hamzah, 2013, p.5) is the total number of all conditions that affect the existence, growth, and the welfare of an organism on earth. Both definitions indicate that the role of the environment is very important for human life.

On the other hand Neolaka (2008, p.18) explained that environmental awareness is the soul's awakened state of something, in this case to the environment, which is seen from the behavior and actions of the individual concerned. Thus it can be concluded that environmental awareness is an area or individual's alertness to environmental conditions, both to the dead environment (abiotic) and the environment (biotic) so that the individual can control himself and the environment. Jha (in Shuebiri et al, 2007, pp. 28-34) suggests that there are five aspects of environmental awareness, namely: awareness of the causes of pollution, awareness of soil and air, awareness of energy protection, awareness of protection of aquatic life and extinction of animals, and awareness of protection of wild life and extinction of animals.

Campaigns about the environment through the media can be said to be quite influential. Research from Staats, Wit and Midden in 1996 concluded that the campaign about the dangers of the greenhouse effect in the Netherlands by using both print and electronic media turned out to increase

public knowledge and awareness regarding the importance of efforts to prevent environmental damage. Other studies conducted in the UK also support these findings. In Ader's study in Szaerszynsi (1991), it was found that the mass media has a real role in driving environmental awareness among British people. When viewed from the two studies, it is clear that the mass media is quite influential in providing understanding and knowledge of environmental issues to the public.

Agenda setting theory proposed by McComb and Shaw (McQuail and Sven Windahl, 1996) which suggests that the media pay different attention to each issue that is about to be presented. There are news issues that are given a larger portion, some are given smaller portions. This difference in attention will affect the knowledge and image of a particular issue in the eyes of the public.

According to McComb and Shaw (McQuail and Seven, 1996: p. 104) audiences not only learn how big events occur and are reported by a media, but also learn how important an issue or theme is from the way the media emphasizes existing issues. Most of the audiences know new knowledges through the media and will consider important issues that are considered important by the media. In mass communication, the media communicate through news. In this case the news has two roles namely the public setting and the policy agenda. First, news coverage that is repeated over a period of time has the ability to influence the level of importance of a public issue. Secondly, media news has the ability to describe an issue in a different way, which will then affect the way the public thinks and policy makers about the issue.

3 METHOD

This study uses a qualitative design, with a pragmatic approach. This approach does not have a certain theoretical orientation, but rather an attempt to answer a concrete problem in human life (Patton, 2002). This approach becomes relevant, especially to produce a model of using social media for resource development, in this case human resources, namely youth and natural resources, namely the tourism potential of Serayu. Data mining was carried out through in-depth interviews (in-depth interviews), observation and focus group discussions (FGD). Observations made were by trying to dig up data from existing media reports both online and offline. While in-depth interviews and FGDs were chosen to explore the practice of using social media

in citizen journalism, by selecting informants purposively, namely adolescents who are active in using both online and conventional media.

The location of this research is located in four regencies of ex-Banyumas residency, namely Banyumas, Cilacap, Purbalingga and Banjarnegara Regencies. Using purposive sampling technique that aims to achieve the level of data saturation so that it has the desired information sufficiency. The study was conducted in 4 regions of this Regency in order to obtain comprehensive data and be able to fully describe the conditions of the existing problems.

The first phase of the research will identify the current conditions of awareness and environmental awareness of adolescents, in the four districts of the district. The second stage then examines the extent to which media agendas related to environmental awareness and concern can be absorbed by adolescents. Next associate the first finding with the second finding in accordance with the Media Setting Agenda theory so that adequate conclusions can be obtained. It is hoped that this method can reveal things that have not yet been seen to the surface, especially regarding intrinsic matters such as motivations, expectations and knowledge contained in informants relating to environmental awareness and experience with the media.

4 RESULT AND DISCUSSION

Informants taken in this study were adolescents aged between 11 to 23 years with domicile in four ex-Regency residencies of Banyumas, namely Banyumas Regency, Cilacap Regency, Regency, Purbalingga and Banjarnegara Regency.

Educational backgrounds of respondents varied from elementary school students to high school and equivalent. Parents' backgrounds also have different backgrounds, from government employee, laborers, general employees, entrepreneur, and farmer. Table below shows the characteristics.

Several previous studies relating to environmental awareness and the media agenda have been carried out. Sonia Visita Here and Pius Heru Priyanto in 2014, entitled Subjective Well-Being in

Adolescents Judging from Environmental Awareness. This study concludes that the greater the environmental awareness of adolescents, the greater the satisfaction of adolescents with their lives. Novita Eliana (2014) examined under the heading Environmental Journalism: Efforts to Incorporate Environmental Issues into the Mass Media Agenda in Indonesia. this is a literature study, thus the results obtained are not practical but theoretical studies.

Another study was conducted by Eko Kurniawan (2006) entitled Study of Content Analysis of Mass Media Coverage About the Environment and Its Implications on Environmental Management Policies in Bangka Regency. This study is a study of the media but not the audience.

Next up is a 2016 study by Danka Ninković Slavnić, entitled Agenda Setting in the World of Online News: New Questions For New Environment. Here what is investigated is the role of online media, which is seen as vertical and horizontal. Carina H. Keskitalo (2012) conducted a study entitled Agenda-Setting On The Environment: The Development Of Climate Change Adaptation As An Issue In European States. However, this research is not only about the media but government policies in which the media agenda policy on the environment is only part of the influence that results in environmental policy making on the part of the Government. In this study there will be something new that concerns specifically adolescent awareness associated with the most influential media.

Online news media are still considered as the major factor when it comes to public issue agenda, the agenda that is specific medium of connection for one society (Slavnić, 2016). In this context, the main media online media is a determinant in setting an agenda that will be considered a public agenda. As is well known the media contributes a variety of knowledge about the environment so as to raise public awareness.

Dr. Sutomo said, the mass media has three main missions in the field of environment: Growing public awareness about environmental issues, the second, press is a means of public education to realize its role in managing the environment, and the third press has the right to correct and control in environmental management issues (Atmakusumah, I.M., & Basorie, 1996).

Research from Staats, (1996) found that campaign of the danger of the greenhouse effect in the Netherlands through printed and electronic media has been proven to increase public knowledge and awareness to prevent environmental damage. other studies in the UK (Ader in Szerszynsi, 1991),

RESPONDENT EDUCATION CHARACTERISTICS				
primary school	Junior high school	high school	Associate's degree	Bachelor Degree
2	2	13	6	37
PARENTS' JOB				
Government Employee	laborers	general employees	Entrepreneur	farmer
13	11	7	22	7

found that the mass media play a role in driving environmental awareness among British society. It can be seen from the two studies, that the mass media is quite influential in giving understanding and knowledge regarding environmental issues to the audience.

Through the media, people get environmental issues not only from news but also public service announcements. This can be seen from the acknowledgment of the respondents who claimed to see environmental issues from the news as well as other sources like public service advertisements.

Which is interesting that environmental awareness is triggered more by public service advertisements than news shows. this might be because public service announcements are more designed to drive environmental awareness. This is most likely due to the news being made with inverted pyramid structures and accentuating actual facts which, though complete, are not designed to change the viewer's behavior.

5 CONCLUSION

Which can be concluded that social media is the main source of information for adolescents today. In young people themselves, awareness of the issue of environmental sustainability is already high. This awareness is mostly triggered by news and public service advertisements. News about environmental issues is preferred over other news such as politics, social and economy. Almost all respondents spontaneously stated that the media plays a very large role in providing information, education and persuasion regarding environmental awareness for the general public and adolescents in particular.

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