

# Environmental Journalism in the Flood News:

## An advocacy model

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**Abstract**—The purpose of this study was to find out about mass media advocacy activities in flood reporting through environmental journalism activities. This study uses the Case Study Method. In conclusion, the media uses model advocacy: Evaluation and rehabilitation, and fostering and structuring the environment, as well as the context of proximation. The implication is that the media must be more active in using environmental journalism.

**Keywords**—advocacy; flood; reporting; environmental journalism

### I. INTRODUCTION

In the context of media advocacy, environmental journalism is one part of mass media activities. The role of the media in flood coverage is very important. The media influenced the aid from the donors for victims after the disaster. The government is helped to take policies regarding flooding that occurs in one region. Media information is one of the references for various parties for assistance, handling, and saving steps from disaster situation such as floods.

Related to that matter, the role of media becomes a bridge. The media bridges the victims with various parties who help both the government and the community. The media bridges the handling of floods carried out by parties related to the region and the community that are affected by floods, so that similar disasters will not occur again in the future. The media bridges the needs of various parties who want to know all the details of the events that occurred during the flood disaster with exact and careful reports.

This research was conducted in " What is the Media Advocacy Model in the news of the Great Bandung Flood in the *Pikiran Rakyat Daily* and *Tribun Jabar*, as a mainstream newspaper in West Java ". The research questions are as follows:

- What is the advocacy model of the *Pikiran Rakyat Daily* and *Tribun Jabar* newspapers in mapping the problems and issues of the Bandung Raya flood in publications?
- How is the editorial system and management of the *Pikiran Rakyat Daily* and *Tribun Jabar* newspapers in running the Bandung Raya flood news activities?

- What is the packaging target for flood disaster reporting in the *Pikiran Rakyat Daily* and *Tribun Jabar* newspapers?

### II. STATE OF THE ART

Media coverage of environmental damage can have an influence on our views and behavior toward the environment. Various environmental damage is not only informed to the public, but also used as a reference to make people aware of the importance of protecting the environment around us. One of the media tools for this purpose is environmental journalism. Environmental journalism is a variety of news activities related to the environment.

This can be seen from the research conducted by Trikurniati [1], her research looked at the application of environmental journalism to the Kompas daily newspaper and *pikiran rakyat* newspaper. Her research uses four dimensions of research analysis, namely information, correlation, cohesion and supervision. The same research was also carried out by Haswari [2].

The results of the two studies stated that *Kompas* had shown its concern for the environment through its reporting. However, there were still shortcomings in the application of environmental journalism. The weakness lies in the dimension of correlation, where the material correlation of reporting on environmental journalism has not been unified with the interests of various parties involved. Especially when uncontrolled environmental damage reaps a disaster, this is where the disaster journalism plays.

On the other hand, it was found that the objectivity in environmental news writing is often ignored by journalists, this is evident from the research on several local and national newspapers. According to Noviriyanti, the objectivity violations of environmental news that often carried out include are not in accordance with applicable journalistic rules or the truth, inaccurate, unbalanced, invalid and not supported by facts and sufficient data [3].

This is also found in Windaryati and Widodo [4] when researching the Objectivity of Environmental News in Kompas Daily. Through a measure of accuracy, impartiality and validity, the objectivity of environmental reporting was found which could create disintegration between related parties in the

community. Various news about nature and environmental issues, if done with no regard for objectivity, will have a different impact on society; can create disintegration between one party and the other party. This means that it is related to the function of mass media, that in the reporting commitment, news must be able to report problems through more clearly and balanced information.

Media advocacy refers to the strategic use of news media by those who want to advance social or public policy initiatives [5]. While the importance of the role of the media in disaster risk management [6].

In this research, the focus of the study is the performance of journalism in carrying out the function of media advocacy, in reporting environmental damage to the problem of flooding. A variety of flood news in the Bandung Raya area, which is the object of research, will be elaborated into the display of advocacy, policies, targets, and media to obtain a model of media advocacy when carrying out the practice of journalism.

The existence of mass media is very influential on people's lives. The mass media is able to form opinions and even change people's behavior. Along with that, the presence of the media carries positive and negative values. Meanwhile, activities are aimed at forming good behavior for the community so that the media are expected to also contribute through reporting. The development of social behavior in the information era is most influenced by media construction. The media also knows the agenda setting or framing to construct an event that has a great impact on society.

A newspaper is a documentary tool for various actual events reported by journalists [7]. Documentation of these events is used to disseminate information about developments that occur in the readers' environment. Community life has various events and developments, which must be known by the public, in the form of information.

In social construction theory, there are at least several figures who develop the theory or supporting theories. Among them, Derrida, Habermas, Berger and Luckmann. The construction of media is inseparable from the reality of society so that the construction process stands on events which then become the unrealistic reality made by the media as an interesting news. In relation with media advocacy in the reporting of the environment, the construction of social media is seen from the extent to which the media contains news whose implications are expected to influence public opinion and behavior in public life, including being expected to influence the decisions of public policy actors related to environmental issues.

**III. METHOD**

**A. Research Design**

The design of this study uses the Case Study approach. the design of case study in this research is single case (embedded), which uses multi-level analysis [8]. The case is single, namely environmental journalism in flood reporting: in the advocacy

model (Environmental Journalism in Flood News: An Advocacy Model).

TABLE I. ADVOCACY MODEL FOR ENVIRONMENTAL JOURNALISM IN FLOOD COVERAGE

Environmental Journalism Flooding: As an Advocacy Model			
The media advocacy maps flood problem and issues	media model	Editorial policy and media editorial management carry out flood reporting activities	Packaging target for flood news coverage in the media

**B. Characteristics of the Subject/Object of Research**

As for the subjects of this study were 20 news on flood issues taken from *the Pikiran Rakyat Daily* and *Tribun Jabar newspaper* by purposive sampling from October 2017 to March 2018. The object of this study was Media Advocacy in the Greater Bandung News Flood. Media reporting performance is assumed to be the media capacity in reporting and reporting as well as the reporting of floods that become a magnitude in the *Pikiran Rakyat Daily* and *Tribun Jabar*.

TABLE II. LIST OF ENVIRONMENTAL NEWS OF THE PIKIRAN RAKYAT PUBLIC DAILY AND TRIBUN JABAR

Pikiran Rakyat Daily Newspaper	Tribun Jabar
1. Cimahi-Bandung Terputus Akibat Banjir (10/11/2017)	1. BNPB Catat Ada 20 Titik Banjir di Kota Bandung (14/11/2017)
2. Hujan Terus, Bandung Selatan Kembali dikepung Banjir (10/11/2017)	2. Korban Banjir Baleendah Mulai Terserang Penyakit (16/11/2017)
3. Banjir, Warga Bandung Selatan Mulai Mengungsi (10/11/2017)	3. Banjir Rancaekek Rugikan Banyak Orang, Warga Tuntut Pemprov Jabar Beri Solusi Kongkret (20/11/2017)
4. Akses Menuju Kota Bandung Lumpuh (22/11/2017)	4. Kali ini Banjir Terjang Sapan, Jalur Bojongsong Majalaya pun Terputus, 2 KM jalan Terendeam (22/11/2017)
5. Ini Strategi Presiden Joko WidodoTuntaskan Banjir (4/12/2017)	5. Pengungsi Betah di Loteng Tetangga. (16/3/2018)
6. Tol Air Belum Efektif (10/3/2018)	6. Siaga Banjir Bandung Susulan (22/3/2018)
7. Realisasikan Kolam Retensi (20/3/2018)	7. Buah Ketidakeriusan Pemerintah (22/3/2018)
8. Daya Rusak Kian Besar (22/3/2018)	8. Warga Jatihandap Tolak Relokasi (23/3/2018)
9. Administratur Perhutani:Kebun Sayur Pemicu Banjir Bandung Hutan Lindung Terjaga? (24/3/2018)	9. Banjir itu dari Manglayang (23/3/2018)
10. Waspada Banjir Susulan di Cicaheum. (28/3/2018)	10. Kembalikan Semua Daerah Resapan (23/3/2018)

**C. Data Retrieval Technique**

The data collection technique in this study was carried out by:

Depth interview with Deputy Editor in Chief *Pikiran Rakyat* Erwin Kustiman, Managing Editor *Tribun Jabar* Machmud mubarok, Editor in chief of Forum, Enton Supriyatna. observation, and Literature with search for news documents, literature books, mass media and online media.

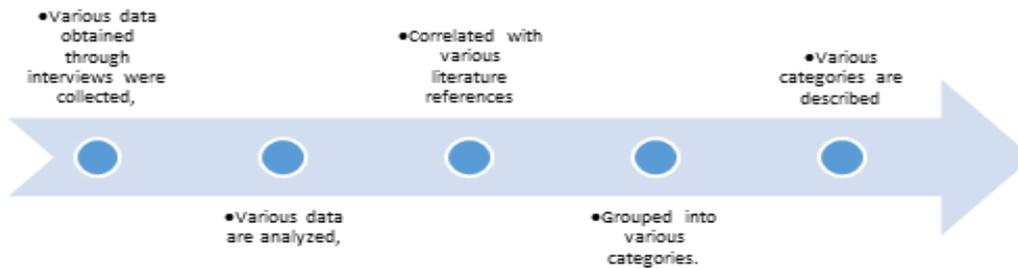


Fig. 1. Data analysis.

#### IV. RESULTS AND DISCUSSION

In terms of the results of the Research and Discussion it can be presented as follows:

##### A. *Pikiran Rakyat Daily and Tribun Jabar Newspapers Advocacy Model in the Greater Bandung News Flood*

The advocacy model of reporting on the issue of flooding between the *Pikiran Rakyat Daily* and *Tribun Jabar* newspapers has a different mapping, although both of them place as agents of information dissemination. *The Pikiran Rakyat Daily* Model is advocating for issues of evaluation and rehabilitation, with a strong education side. *The Tribun Jabar* model advocates for the establishment of guidance and structuring the flood problems in Bandung Raya, through the function of the media as a bridge of information asking the authorities to enforce the law.

Both media play an information traffic channel function. Both media become agents. Following the flow of social agent motion [9], both media also carry out mass communication activities that are two-way communication. Every flood event is communicated. Incidental events "flooding" in the community made a message, delivered to the mass audience. After being delivered, it was reported, the two media decoded various responses (messages) from the public who responded to the event.

Each media becomes the messenger of " flood news " with its own style and vision. The style and message of the news, in this case, are structured into the format of the advocacy (news) environment model of the *Pikiran Rakyat Daily* and *Tribun Jabar* newspaper.

Educational Evaluation and Rehabilitation Model carried by *the Pikiran Rakyat daily*. This educational characteristic is seen in describing flood events. It news generally evaluates the details of the event. Various factors surrounding the incident were revealed. The news presentation then brings the message "rehabilitation" that must, and has been, or is being done.

While *Tribun Jabar* positioned itself as an agent for the establishment of guidance and structuring of flood problems in Bandung Raya. Admittedly, in this case media serves as a bridge of information for the community, even though eventually the synergy of law enforcement officers is needed for further action.

On the other hand, *Tribun Jabar* bring out a model of law enforcement agents. Various flood events were delivered as law enforcement efforts. Environmental events are revealed in

the news of "violations" that have occurred, or committed by certain parties. The impact of these violations is disseminated to the public. Then is also with the victims of the flood disaster as the message package of the news. From those points, coaching efforts were carried out, and also from those points, *Tribun Jabar* seeks to organize the impact of the flood, through its reporting.

##### B. *The Aspects of Editorial Policy and Management Reported by the Pikiran Rakyat Daily Newspaper and Tribun Jabar newspaper in the Flood Coverage of Greater Bandung*

In reporting on the issue of flooding of the *Pikiran Rakyat Daily* and *Tribun Jabar* newspapers, have the same scheme. News that was revealed commonly was associated with flood issues that were on the surface, incidental or casuistic associated with proximity contexts.

The similarity is built in the work of environmental journalism in the area of Bandung Raya's environmental problems. There is a context of social space that is no longer dimensioned just to capture the issue. There is also a social space that the media tries to explore, but with measured ability in editorial, which is sometimes aggressive, sometimes just following the flow of environmental problems that occur in society.

In this case, the two media have quite intensive ideas and interests. The media moves to become a distributor of problems and also takes the initiative to find solutions to flood problems, such as the Pagarsih flood problem, Dayeuhkolot, Pasteur, Cicaheum and so on.

However, the intensity and the depth of attention has not yet reached the formulation of formal editorial policy, comprehensive, and adequate in addressing the problem of flooding. The interests of various parties have not been well anticipated. The media is still in a motion that follows the flow of the problem, which is the followed, not yet forcing itself to directly make the flood problems as a concern, vision and mission related to. For example, the arrangement of flood-affected environments through various pro-public policies.

In covering the flood issues in Bandung Raya, both the *Pikiran Rakyat daily* and *Tribun Jabar* newspapers rely on the initiative or reference to the movement of journalists in the field. Journalistic initiation from each media becomes the trigger. If the reporter finds an important question, and it is considered interesting, the media gets an injection of energy to cover the flood problem. Community problems are starting to form in public spaces. Without the initiative of journalists, the

flood problem is lost in circulation. There is no prominent attention that needed by the public space. With the initiation, the media reveal the environment by asking the attention of all parties related to the flood problem.

The actuality about flooding depends on that. This has an impact on various problem handling. Floods that were inundating a region, which the case had long been a complaint, began to be observed. The effect of scrutiny is no longer just a public discourse in various government spaces (and the responsibilities / authorities of related officials whose dealing with the issue) and discussion space in community organizations whether they are related to environmental or not. Thematically, flood reporting is still considered sporadic, stripping issues that appear thematically unstructured becomes a sustainable agenda. Often the news is present, lost and then appears again.

Therefore, the echoes of the Bandung Raya flood problem are fluctuating. The direction of discussion and resolution is sporadic and partial. The sporadic nature makes many environmental issues work without continuity of handling and the impact of their benefits. Sporadic styles also make environmental problems incomplete and are resolved.

If there is handling, it is partial. Its partiality is formed as if in the area of thematic-actuality-public issue. When new officials or new leaders appeared in the Regional Elections (Pilkada), the flood-environmental cases emerge in West Java, and in each region of the regional government. However, the problem disappeared again in the media when the local election was over and new officials / leaders were elected. The exposure of the Bandung Raya flood in West Java media eventually became the direction of how political power controls case by case.

### *C. The aspects of News Target of the Flood of Bandung Raya in the Pikiran Rakyat Daily Newspaper and Tribun Jabar*

Regarding the target news coverage of the Bandung Raya flood between the *Pikiran Rakyat Daily* and *Tribun Jabar* newspaper have a slightly different foundation or footing. Every media has an established pattern of editorial structure. Both of these affect the developed of editors' formations, and the direction of the news that characterizes the media. In this case, the media often searches for literacy repertoire and references to the founders, managers, and the successor of the media existence.

Based on that, it can also be traced how *Pikiran Rakyat daily* and *Tribun Jabar (Tribun)* determine their coverage. *pikiran rakyat daily* born from the realm of West Java has a direction of reporting that follows various conventions (values and norms) or agreements (the *inohong kesundaan* of West Java). *Tribun*, as a media led by *KOMPAS* (national) newspaper, has the color of reporting that often plays in public discussions; in accord with the direction of pendulum depending on the strength of opinion that is considered dominant; it means, sometimes opposite with the government, sometimes agreeing to government policies.

The problem of floods is the dimension of the news that is not so concerned. These two media in West Java have

similarities in the prominence of environmental reporting: both are not so a reference. it's different with, for example the reporting on soccer, with institutional of Persib, Viking, Bobotoh, and so on. Flooding become the direction of news coverage when the event has occurred. In the meantime, the environmental events in the past will usually encourage public figures and public officials to question environmental issues as a political tool and political existence for the stakeholders of the West Java community.

So the target of the coverage of the two media, based on that, has a difference in the schematic of each reporting target. *Pikiran Rakyat* daily places itself more normatively as a medium to convey information and then allows law enforcement authorities to assess and take follow-up actions.

The normative nature conveyed in public relations is a continuation of the editorial policy. *Pikiran Rakyat (PR)* has a testimony that deliberates public issues with various parties involved. Various parties were asked to solve their problems based on their respective contexts and interests. Their various interests, both from the government and the private side, are left to discuss. *PR* here has the duty to channel the needs and interests of the public to information. *PR* coverage is considered to channel information about the environment to the community so that it becomes a matter of public discussion, as well as encouraging public policy that will be decided in the matter of the environment.

In this case, the normative color of *PR* gives a certain dimension to the Bandung Raya flood disaster. *PR* becomes a medium for learning public norms in deciding, and resolving, environmental problems.

*Tribun Jabar* take sides and demands Law Enforcement, *Tribun Jabar* places itself more as a media for advocacy that sided with the victims of the flood issue, as well as giving effect to the perpetrators, so that law enforcers take steps.

The *Tribun* emphasizes the element of initiative, how to overcome the problem of the Flood in the Greater Bandung area. The target of the *Tribun* coverage is in the case of partiality to victims of flood problems. The victims that they raised were one of the *Tribun's* targets to the relevant parties to be considered. The victims, in the *Tribun* version, are area of issues that must be resolved, should not be denied. Thus, *Tribun* became the medium of victims of flood problems in voice their interests.

On the further side, the target of such coverage brought the *Tribun* to the frame of media presence in the community in the issue of flooding. This frame puts the *Tribun* as a media that wants to help enforce order and law in the matter of flooding. This gives a certain color media advocacy formation, that is, media involvement in flood issues and media targets that empower governments and communities to actively protect and manage the environment.

### *D. Overall Discussion: Pikiran Rakyat Daily Newspaper and Tribun Jabar*

The Advocacy Model of both media is a channel for information, to promote the problem of flooding. The two media in their reporting have not yet reached the stage "to

change” that is organized and systematic to change, and still carried out by the media "proxy" policy. In the context of flooding, the meaning of media advocacy in flood reporting is defense and empowerment efforts carried out by the media to make changes towards a better environment.

The aim of the media advocacy movement is to encourage policy changes in the management of flood disaster and its impact, encourage changes in the behavior of state apparatus in addressing environmental issues and the most important is how to encourage civil society movements to make improvements to environmental management.

In a situation like this, the existence of media everywhere is recognized as always having an advocacy side. As revealed by the Deputy editor in Chief of the *Pikiran Rakyat*, Erwin Kustiman (22/5), advocacy carried out in the form of a defense of the community. The same thing was acknowledged by Managing Editor of *Tribun Jabar*, Machmud Mubarok (6/5). The defense of the rights of the people affected by the flood becomes a focus that must be defended. The effect of short-term / long-term disasters is a concern, including the issue of arousing awareness of stakeholders, the government and the community on environmental supervision, especially the northern Bandung region which is neglected as the main cause of Bandung Raya floods. The media becomes a connector that defends the interests of the community, on the other hand it acts as a pressure on the government in matters of environmental policy.

TABLE III. FINDINGS OF THE MEDIA ADVOCACY MODEL IN THE GREATER BANDUNG NEWS FLOOD IN THE *PIKIRAN RAKYAT DAILY NEWSPAPER* AND *TRIBUN JABAR* (RESEARCH ADAPTATION)

Media / Findings	<i>Pikiran Rakyat Daily Newspaper</i>	<i>Tribun Jabar</i>
Advocacy Model	information dissemination agent, position on the issue of evaluation and rehabilitation, even though the educational side is bold.	information dissemination agent, position itself as an agent of enforcement of guidance and structuring of environmental issues.
Reported Policy	News that is revealed commonly associated with flood issues that appeared, incidental or casuistic associated with the proximity context of Greater Bandung.	News that is revealed commonly associated with flood issues that appeared, incidental or casuistic associated with the proximity context of Greater Bandung.
Target News	Putting itself in a normative manner as a medium to convey information and then allowing law enforcement authorities to assess and take follow-up actions	Place itself more as a medium for advocacy that sided with the victims of the flood issue, as well as giving effect to the perpetrators who then let the law enforcers take steps.

**V. CONCLUSION**

Based on the explanation of the discussion above, this study has the following conclusions:

- The advocacy model of reporting on the issue of flooding between the *Pikiran Rakyat Daily* and *Tribun Jabar* newspaper has a different mapping, although both places themselves as agents of information dissemination but the *Pikiran Rakyat* advocacy model is a matter of evaluation and rehabilitation, even though the educational side is bold. While *Tribun Jabar* positioned itself as an agent for the establishment of guidance and structuring environmental issues. Admittedly, the media here serves as a bridge of information for the community, even though eventually the synergy of law enforcement officers is needed for further action
- In the editorial policy regarding the flooding issue, the *Pikiran Rakyat Daily* and *Tribun Jabar* newspapers having the same scheme, the news that released commonly associated with environmental issues that appeared, incidental or casuistic associated with proximity context. Thematically, flood reporting is still considered sporadic, stripping issues that appear thematically unstructured becomes a sustainable agenda setting. Often the news is present, lost and then appears again.
- Regarding the target of reporting the issue of flooding between the *Pikiran Rakyat Daily* and *Tribun Jabar* newspaper has a slightly different foundation. the *Pikiran Rakyat Daily* places itself more normatively as a medium to convey information and then allows law enforcement authorities to assess and take follow-up actions. While *Tribun Jabar* places itself more as a medium for advocacy that sided with the victims of the flood issue, as well as giving effect to the perpetrators, then let the law enforcers take steps.

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