

## Media and environment: how indonesia online news portal frames biodegradable issue?

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**Abstract** Environmental problems are still an important issue and cannot be resolved completely until now, even after the 1970s the United Nations established a world environmental day. Plastic waste is considered the most responsible for the problems of environmental damage today. Therefore, an innovation that comes from biodegradable material, with its biodegradable product is considered to be the answer to this environmental problem. This study examines how reporting on the environment is framed in online mass media, especially in relation to biodegradable material and biodegradable products. This is qualitative research, with the object of two Indonesian online news sites, namely [www.detik.com](http://www.detik.com) and [www.okezone.com](http://www.okezone.com). Data collection techniques used is document studies and data analysis techniques employed is Robert N. Entman's Framing analysis model which involves four elements, namely: define problems, diagnose causes, make moral judgment, and treatment recommendation. The findings of this study are that environmental issues have not dominated online media coverage, and the biodegradable issue has not been framed thoroughly by online media.

**Keywords:** environmental communication; online news; biodegradable; framing analysis

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## **INTRODUCTION**

As part of human life, the environment is pivotal, since it is a place of living for humans from time to time. Along with the changing times and eras, it is very important to preserve the environment, so that it can still be a decent and healthy place to live for current and future generations. At present, there are many good organisations or agencies that are affiliated with the government and the private sector that are engaged in protecting the environment. However, in reality, environmental problems also still cannot be resolved perfectly until now.

Moreover, mass media is one of the pillars in the life of the nation and state that has a function as media surveillance (Dominick, 2009). Practically, this function allows media to observe the social phenomenon, particularly in term of how the government runs the country. In line with this function, McQuail also stated that one of the functions of mass media is as a medium of information to provide knowledge to the public related to circumstances that occur both on a national and international scale (Nurudin, 2013).

On the other sides, the ownership of a media industry has affected the content in the media itself. There are at least three parties with the most influence in media content based on McQuail's conception, which are management, media professionals, and technical or technological supporters (Morrisan, 2010).

In term of media and environment issue, some of the studies have been done, such as the research conducted by (Pacoma, 2019) about climate change issue coverage by the Philippine media. In Indonesia, there is a study about the living environment in local printed media news, particularly in East Kalimantan, conducted by Fitryarini. She concluded that two local newspapers, which are Kaltim Post and Tribun Kaltim, still remain minimum in reporting the environmental issue (Fitryarini, 2013). Another research on the printed mass media that explore the environmental issue is an undergraduate thesis written by Manulong. She found that Kompas newspaper and Koran Tempo have different agendas in relation to reporting environment issue. Both of them did not show a lot of environmental themes in their reporting. However, the disaster issue had emerged as an agenda in Kompas newspaper, while in Koran Tempo, the issue was not prominent (Manulong, 21012).

This paper aims to explore how the online news portal, as one of the mass media platforms, frames the environmental issue, specifically in the matter of biodegradable products as one of the alternative products to keep the environment clean.

Having a sustainable living environment is a priority of all countries, including Indonesia. However, like many other countries in the world, environmental problems still leave an enormous homework currently, because these problems cannot be separated from people's lifestyles. General policies regarding the environment in Indonesia

have been stated in Law Number 32/ 2009 concerning Environmental Protection and Management, which constitutes the provisions of the Law are most related to all forms regulations regarding environmental issues. Based on the Law Number 32/ 2009, the environment is the unity of space with all objects, power, circumstances, and living things, including humans and their behaviour, which affects that nature own life, survival, and welfare humans and other living things (Republik\_Indonesia, 2009).

From the definition above, it can be understood that there is strong connectivity between the living environment and the behaviour of human beings. In the context of the communication field, studying environment can be classified to environmental communication. Environmental communication is the deliberate exchange of information both in the form of knowledge and environmental policies, to manage and protect the environment (Flor & Cangara, 2018).

In the application of environmental communication, several things need to be considered, one of which is efficiency in using the media to regulate the social agenda (Flor & Cangara, 2018). It means that optimizing the media as a channel to socialize the message to the public about the environment is pivotal. Therefore, every newsroom in the media industry must have a specific strategy regarding this issue, so that the message about environmental life can be delivered to the public on the right track.

Every 5 June, world environmental day is being celebrated by all of the countries all over the world. This stipulation is part of the results of the Stockholm Conference which was the first UN conference on human environment in 1972. Japan and Senegal were two countries that suggested it in the first place. At that time, various environmental problems caused mutual unrest. In a number of regions in Europe hit by smoke haze, while in Japan Minamata's disease plagued. Meanwhile, in the 1960s, forest fires and fires took place everywhere, industrial waste was not well managed, and various other problems had an impact on the environment (Dewi, 2018). It shows that, from almost 50 years ago, all of the leaders in the worldwide already prepared to do something to improve the sustainability of the living environment because the environmental problems have appeared since that time.

Having a specific day that can be used as a momentum for every good purpose in terms of keeping the environment safe is a great thing. Usually, in this momentum, many environmental organizations conduct some activities with some key messages to be disseminated to the people, from talk show, music concert, fun walk event, until activities that relate to the environmental improvement like cleaning the garbage in the sea, or tree planting activities.

Indonesia is part of the top 10 countries with the largest population in the world, which definitely causes various other problems. Relating to the environment, the problem of waste and

disposal becomes inevitable. According to data from the Ministry of Environment and Forestry, there was an increase in the amount of waste in Indonesia, to 65 million tons of in 2016. Therefore, waste disposal has been the most crucial environmental issue besides some other problems, such as floods, pollution, global warming, and marine ecosystem damage, as to be found by Koran Sindo research and development division in 2018 (Koran\_Sindo, 2018).

At the end of 2018, a whale was stranded in Wakatobi, Southeast Sulawesi, Indonesia. When the whale's stomach is cut open, it turns out that it contains a variety of plastic waste weighing approximately 6 kilograms. Greenpeace Indonesia's Urban Campaigner, Rasyadi, as quoted in Liputan6.com, saying that plastic waste that ends up in the ocean has the potential to pollute and have a serious impact on the balance of the ecosystem in the sea. When everything is mounting, it's not enough to recycle it to be able to eliminate it. The main answer to this problem is to reduce the use of plastic (Defianti, 2018). However, reducing the use of plastic is not an easy thing, since plastic is widely used in everyday life, especially in packaging. This is common, because plastic has superior properties, such as un-penetrated, not easily changed in certain environments, durable, and has high stability. If disposed of in a particular environment, plastic will accumulate as solid waste if not properly recycled (Ashok, Rejeesh, & Renjith, 2016).

Therefore, an invention that able to answer this problem becomes more than just important. There is a discovery to answer this problem, known as biodegradable plastic (Flieger, Kantorová, Prell, Rezanka, & Votruba, 2003). Developed from a combination of agricultural biology and microbiology, this product clearly comes from renewable resources that have biodegradable properties and do not pollute the environment, so it is considered appropriate to be used as a substitute for synthetic polymers.

Biodegradable means the ability to be broken down into smaller compounds with the natural involvement of microorganisms such as bacteria, fungi or algae (Briassoulis, 2004). Biodegradable plastic is one of the products that is resulted from biodegradable materials. It is considered as an answer for the plastic waste problem that is occurred in Indonesia, which harms the living environment.

In the field of communication, there is a branch of communication science that has much to do with environmental conservation, considering that the environment is very important in human life, which in environmental communication. Environmental communication is one form of communication that is used as a form of prevention or improvement of the environment. So, in environmental communication, there is an element of communication between humans and communication with nature (Kadarisman, 2019). Environmental communication also involves some approaches, principals, strategies, and communication techniques in order to manage and protect the environment (Flor & Cangara, 2018).

Based on the definition above, it can be understood that environmental communication covers not only human communication but also media communication. In term of the current era, where the pattern of media use is dominated by new media, online media becomes prominent. Information that is disseminated through online media channels tend to be consumed by more people than information in conventional media. However, online media also hold the same function to conventional media, as a channel to spread the information.

Online media is a channel to disseminate messages through the internet connection (specifically on the website). Online media is the third generation of mass media after print media (such as newspapers, tabloids, magazines, books) and electronic media (like radio, television, and film/ video). It is an online journalistic product (Romli, 2012). Since it involves an internet connection, the characteristics of online media also correspond to the internet itself, from the scope and speed of content spread. Moreover, online news, as part of the content in online media, is certainly different from conventional news published through mass media that does not require the involvement of an internet connection. The differences lie in term of the content of the news, the working style of the journalists, the structure of the editorial room, and the arrangement of the media industry (Pavlik, 2001).

Similarly, Tewksbury and Althaus study, as cited by D'haenens et al., showed that there are also some differences between online newspaper and print newspaper. The number of articles in the online newspaper is greater than in the printed version. It happens because, in an online version, there is no limitation as exists in the printed newspaper. Moreover, there is also a difference in term of the format of the news. Online newspaper, tends to present information in a more or less parallel structure, can possibly impact the reader so that they can determine which articles are read and the order of them (D'haenens, Jankowski, & Heuvelman, 2004).

As a channel of communication, online news content is the message for the audience. Not only able to spread the information, but media also has the ability to frame an issue, and it can be studied in Media Framing Theory. Erving Goffman's argument about his interpretive design, which is believed to be able to form elements of a cultural belief system is the root of framing theory. This theory aims to identify schemes related to how individuals perceive the world. In Goffman's concept, one's beliefs, experiences, and knowledge are the basis for them in viewing the world. Meanwhile, traditionally, the meaning of this world can be known from the process of socialization, the creation of collective reality in a society or culture, where mediated communication has the power to frame world perceptions that will provide challenges and renegotiate in existing life experiences (Volkmer, 2009).

Generally, framing refers to the process of putting a news story in a specific structure that involves some hints about how to understand the news story. It has a close relation to agenda-setting since the agenda-setting identifies which issue is important, while framing informs how to understand the issues (Littlejohn, Foss, & Oetzel, 2017). The first theorist applied framing theory to a study was Todd Gitlin, who did research about the student movement in the 1960s. Based on Gitlin, framing a news story can be understood from some textual features of the story, such as headlines, audio-visual elements, metaphor, and the way the story is told.

It is qualitative research, where the data involved is in the form of words and sentences. The objects of the research are the news articles of two Indonesia online news, which are [www.detik.com](http://www.detik.com) and [www.okezone.com](http://www.okezone.com). The justification of choosing that two online news was because both of them were already be verified by the Indonesia Press Council, administratively and factually. By having been verified, it is surely that both of them are qualified as the source of information for the people. The process of gathering the data was done by the document study. As mentioned by Bungin (2008), in scientific research, document, as the source of data relates to not only some printed materials but also some other form of data source, like voice recording, film (moving picture), and also website content (Bungin, 2008). In the context of this research, the documents that are being collected are the news articles from the objects of the research.

The process of gathering data was started by typing a keyword, which is 'biodegradable' in the search feature of the research objects. The news articles which contains the 'biodegradable' word are limited to the period of April to August 2018. The selection of this research period is based on the stipulation of the 5<sup>th</sup> of June as the world environmental day. Thus, the news articles from 2 months before and after the day is assumed to have relevance to the environment issue still. From the searching process, it was found that there are 6 (six) news articles contain the word 'biodegradable' in [www.detik.com](http://www.detik.com) and 2 (two) news articles in [www.okezone.com](http://www.okezone.com).

After the news articles were gathered, the next step was reading the articles thoroughly and analyse it using Framing Analysis. In the realm of communication studies, framing analysis represents a tradition that puts forward a multidisciplinary approach or perspective to analyze phenomena or communication activities. Framing analysis is used to dissect media methods or ideologies when constructing facts. This analysis looks at selection strategies, online media and prominence, and links to facts into the news to make it more meaningful, more interesting, more meaningful or more memorable, to guide the interpretation of audiences according to their perspective. More specifically, this research used framing model of Robert N. Entman, which can be divided into four parts, which are defined

problems, diagnose causes, make moral judgement, and treatment recommendation (Eriyanto, 2015).

## **DISCUSSION**

In this part, the discussion will be presented using the model of framing analysis by Robert N. Entman. As mentioned earlier, Entman, as cited by Eriyanto, divided his framing model into four elements. The discussion also follows the elements, which are (1) define problems, (2) diagnose causes, (3) make moral judgement, and (4) treatment recommendation.

The explanation of each of the element is as follows: define problems is the first element that is the main frame that emphasizes how events are interpreted differently by the reporters, so the reality formed will be different. The next element is diagnosing causes, which involves a diagnose activity, where there is a need to estimate the cause of the problem. It is used to frame who is considered to be the actor of an event. The cause here can mean anything (what), but it can also mean anyone (who). How events are understood, of course, be determined by what and who is considered to be the source of the problem. In other words, the definition of the source of this problem explains who is considered the perpetrator and who is the victim in the case. The next element is evaluation, which needs a judgment about the moral. It is used to argue the definition of the problem that has been made. After the problem has been defined, and the cause of the problem has been determined, strong arguments are needed to support the idea. The idea cited relates to something familiar and known to the public. Lastly, it is a treatment recommendation. This element is used to assess what the journalist wants and what path is chosen to solve the problem. The solution depends, of course, on how the event is seen and who is seen as the cause of the problem (Eriyanto, 2015).

### **Biodegradable Issue in [www.detik.com](http://www.detik.com)**

From the manual searching process, there are six news articles that contain the word 'biodegradable' during the period of research.

Table 1. List of News Articles Contains "Biodegradable" from [www.detik.com](http://www.detik.com)

No	Title	Edition
1.	<i>Wajib Pakai Biodiesel, Organda Tunggu Rekomendasi APM</i> [Must Use Biodiesel, Organda Waiting for APM Recommendations]	28 August 2018
2.	<i>Instalasi Bambu hanya Tahan 6-12 Bulan, Ini Penjelasan Anies</i> [Bamboo Installation Only Lasts 6-12 Months, Here is Anies Explanation]	16 August 2018
3.	<i>Sambut Asian Games, Komunitas Ini Bersihkan 325 Kg Sampah dari GBK</i> [Welcoming Asian Games, This Community Clean 325 Kg Waste from GBK]	12 August 2019
4.	<i>Dinas LH DKI Imbau Panitia Kurban Tak Gunakan Kresek Hitam</i> [The Environmental Service of the Special Region of Indonesia Urged the Qurban Committee Not to Use Black Plastik Bag]	6 August 2019
5.	<i>Keren, Anak 10 Tahun Sukses Jualan Glitter Hingga ke Mancanegara</i> [Cool, 10 Years Old Child Successfully Sells Glitter to Abroad]	7 May 2018
6.	<i>Pakai Alat Makan Plastik di Kepulauan Ini Bisa Kena Denda</i> [Using Plastic Eating Utensils in This Island Comes with the Fine]	3 May 2018

In the specified research period, May-August 2018, there are six (6) news articles about the environment, especially those contain the word 'biodegradable' in [www.detik.com](http://www.detik.com), as shown in table 1. Generally, the news articles emphasize in suggestion to use the biodegradable product, like in the first, the fourth and the sixth news article. The title of the first article is "*Wajib Pakai Biodiesel, Organda Tunggu Rekomendasi APM*" [Must Use Biodiesel, Organda Waiting for APM Recommendations], the fourth news article is "*Dinas LH DKI Imbau Panitia Kurban Tak Gunakan Kresek Hitam*" [The Environmental Service of the Special Region of Indonesia Urged the Qurban Committee Not to Use Black Plastik Bag], and the sixth news article title is "*Pakai Alat Makan Plastik di Kepulauan Ini Bisa Kena Denda*" [Using Plastic Eating Utensils in This Island Comes with the Fine]. From the titles, it can be seen that the choice of words and phrases in the title emphasizes the suggestion to use a biodegradable product, such as the use of the phrase "*must use*" in the first article, and the use of the phrase "*urged not to use*". Meanwhile, the sixth article contains the word "*fine*" regarding the use of plastic utensils. It is similar to the framing theory of Gitlin as cited in Littlejohn, Foss, and Oetzel that



explains headline as one of the strategies to frame a news story (Littlejohn, Foss, & Oetzel, 2017).

In the context of environmental communication, the suggestion to leave equipment containing non-biodegradable material is the simplest form of persuasive communication. Suggestions reflected in the use of the phrase are also accompanied by other information, including the danger of the materials to the environment. This causes the reader to have more confidence in carrying out these suggestions because the supporting facts are also conveyed in the news.

This is also in line with the study of environmental communication that was done by Marwuri. In the research, it was found that the persuasive words or languages used by the Earth Hour Pekanbaru Community were words that were not patronizing and in the delivery of messages, the language was more refined and simple, for example "prepare your tumbler and reusable bag, let's reduce plastic waste" (Marwuri, 2016).

In addition, some of the other news articles give the stressing in the information dissemination, which is in line with Lasswell conception of press function as cited in Weiss, which is surveillance of the environment or news reporting (Weiss, 2009). It can be seen from the second, the third, and the fifth news article. The title of the second news article is "*Instalasi Bambu hanya Tahan 6-12 Bulan, Ini Penjelasan Anies*" ["Bamboo Installation Only Lasts 6-12 Months, Here is Anies Explanation"], the third article is under the title "*Sambut Asian Games, Komunitas Ini Bersihkan 325 Kg Sampah dari GBK*" ["Welcoming Asian Games, This Community Clean 325 KG Waste from GBK"], while the fifth news article's title is "*Keren, Anak 10 Tahun Sukses Jualan Glitter Hingga ke Mancanegara*" ["Cool, 10 Years Old Child Successfully Sells Glitter to Abroad"]. In these news articles, the dominance of the sentence used is informative sentences, without explicitly generating persuasive words.

Specifically, the analysis of the news articles used the model of Framing Analysis from Robert Entman, which is divided into four elements, where the first element is 'define problems'. The online news site [www.detik.com](http://www.detik.com) frames the issue of biodegradable generally as a problem of environment. It can be understood since biodegradable involves the capability of a material to break down into smaller compounds (Briassoulis, 2004). Its ability to break down into a smaller compound gets an involvement of natural microorganism, which is a lot safer for the environment than other synthetic polymer materials that are used widely in everyday life, from the products to the packaging.

However, the articles not only focus on an environmental issue but also in several other issues. The first news focuses on the field of transportation, while the second news emphasizes the arts. Moreover, the third news article focuses on the sport related to the 2018 Asian

Games. The health sector is the focus of the fourth news article, while the fifth and sixth news emphasise on entrepreneurship and tourism.

From the problems that are the focus of the news articles, it can be seen that environmental problems are closely related to other problems. The advantage of this is the variety of strategies that can be offered to solve it. However, with a wide range of problems related to this environmental problem, the solution that must be taken is not as simple as when the problem is taken from just one perspective.

Apart from various perspectives, communication is a solution that can be applied in environmental communication problems. This is also be shown in the research of Dincer & Dincer who conducted a study of social communication in campaigning the use of biodegradable bags that replaced nylon bags which had already been used for years. The campaign is not an easy thing because it must consider various aspects, such as consumers, employees, and managers (Dincer & Dincer, 2006).

The next element is 'diagnose causes'. Various emphasizes on the news articles show that environmental problems can be viewed from various perspectives. Therefore, the causes can also be viewed from a broader field. However, in general, almost all of the articles from [www.detik.com](http://www.detik.com) mention that plastic waste is the main cause of many environmental problems.

It seems to be in line with a variety of news articles sourced from the results of research, such as the results of research from the Wall Street Journal in 2010 which seems still be used as a reference for scientists when reviewing environmental issues. Statista even completes the data by adding information about the plastic marine debris caused by plastic waste (McCarthy, 2019).

However, there are also other causes, for example, in terms of transportation, fuel, or in this case diesel fuel. They are considered responsible for the environmental problems. There is also a mention that environmental problems give a contribution of materials that leave residues, without specifying what material. In fact, there is also a news article that does not specifically mention the cause of the environmental problem.

After defining the problem and finding the causes, the next element is 'make moral judgement'. This element discusses the moral element of the problem and the cause of the problem. In this element, there is a need to decide whether the problem arose in the news articles were right or wrong morally (Eriyanto, 2015).

The moral is something that relates to good and bad, appropriate and inappropriate, wise and unwise, in the implementation of interactions between humans. In relation to the environment, maybe moral is not directly related, considering that the environment is not part of the interaction between humans.

However, interacting with nature is also a crucial thing and inevitable in everyday life. A balance between humans and nature as

part of the environment is needed so that both can be equal and give mutual benefit (Kadarisman, 2019).

Morally, it can be seen that the environment is a part of human life that needs to be considered and maintained properly. This can also mean that leaving these environmental problems also means that human moral values are low because those who do not want to try to solve environmental problems mean that they do not have the commitment to provide a decent place for future generations.

Finally, the last element of Entman model of framing analysis is Treatment Recommendation. This element can be defined based on the problem in the first element. It also can define the position of the media (Eriyanto, 2015). In general, the recommendations shown in the news at [www.detik.com](http://www.detik.com) relate to the use of biodegradable more widely in the community. Including with its use in several specific fields, not just to maintain environmental protection.

In detail, in the period of the research, the recommended biodegradable products for use were 20% palm oil mixed (B20) as public vehicle fuel, biodegradable plastic bags to collect waste and to wrap Qurban meat, biodegradable glitter sourced from natural trees, and reusable tableware. Furthermore, the recommended biodegradable materials for use include bamboo for art installations, banana leaves, taro leaves, and bamboo *besek* for wrapping Qurban meat.

### **Biodegradable issue in [www.okezone.com](http://www.okezone.com)**

The news articles searching process that has already done manually found 2 (two) news articles contain the word 'biodegradable' word during the period of research.

Table 2. Coding news article of [www.okezone.com](http://www.okezone.com)

No	Title	Edition
1.	<i>Hindari Bahaya Plastik, Pembalut hingga Sikat Gigi dari Alam Ini Bisa Jadi Penggantinya</i> [Avoid the Dangers of Plastic, Bandages to Toothbrushes from Nature Can Be a Substitute]	17 August 2019
2.	<i>McDonald's dan Starbucks Kena Denda karena Pakai Plastik, Kenapa?</i> [McDonald's and Starbucks get fines for using plastic, why?]	27 June 2018

In the specified research period, May-August 2018, there are 2 (two) news articles about the environment, especially those containing the word biodegradable in [www.detik.com](http://www.detik.com), as shown in Table 2. All the two news articles generally emphasize in giving information about biodegradable, which is in line with the function of press based on Laswell as cited by Weiss, as surveillance to the environment (Weiss,

2009). The first article, "*Hindari Bahaya Plastik, Pembalut hingga Sikat Gigi dari Alam Ini Bisa Jadi Penggantinya*" [Avoid the Dangers of Plastic, Bandages to Toothbrushes from Nature Can Be a Substitute] gives a list of some daily utensils that come from biodegradable materials that safe to the environment. Meanwhile, the second article title is "*McDonald's dan Starbucks Kena Denda karena Pakai Plastik, Kenapa?*" [McDonald's and Starbucks get fines for using plastic, why?] shows that although McDonald's in India already used wood cutting tools, paper cups, and straws made from corn starch. However, they were fined for not finding the same alternative for shipping goods such as plastic cups for drinks.

The framing model of Entman begins with the first element, define problems. Similar to the news articles on [www.detik.com](http://www.detik.com), during the research period, [www.okezone.com](http://www.okezone.com) also presented the environment as a crucial problem. The importance of maintaining the environment with the balance in life is the focus of the problems that are displayed in the two existing news articles. It has a close relation with the importance of the sustainability of balance environment has resulted in Ugochukwu and his colleagues' study in Nigeria. It is found that environmental sustainability and sustainable development of the region is crucial for future generations (Ugochukwu, Ertel, & Schmidt, 2008).

One article looks at these environmental problems in general, so that in the news also displays a variety of alternative items that can be used in everyday human life. Meanwhile, another article highlights this environmental problem from the restaurant business perspective, which is one of the fields with the use of very large plastic materials, both in the food utensil products they use and in the packaging of their products.

The second element of Entman's model of framing analysis is to diagnose causes. The cause of the problems mentioned in the first element of framing analysis is also dominated by the use of very large plastics in everyday life, causing waste that cannot be decomposed. In the end, this will disrupt the environment; even at some point, it will cause environmental damage. It is in line with Nicholson finding as cited in Tripathi and his colleagues' article. It is said that plastic waste has a long persistence, so it can cause a critical problem. Most plastic polymers are resistant to biodegradation, like the two most abundant ones, polyethene and polypropylene (Tripathi, Yadav, & Tripathi, 2016).

The next element is 'make moral judgement'. Environmental problems presented in the news on [www.okezone.com](http://www.okezone.com) are certainly still related to morals, as well as those found in [www.detik.com](http://www.detik.com). Maintaining the balance of life with nature is something that can be classified as morality in life. Therefore, all the people in the world must be aware of this and apply it to their everyday lives.

It is in accordance with one of the four ecological laws formulated by Barry Commoner, which is quoted in the book of Flor and Cangara.

Ecological law that deals with morals in relation to environmental problems is contained in the first law, "everything is related to one another". Everything in the ecosystem will be interrelated and interconnected like a giant network. If there is an imbalance in one of the things in the network, it will have consequences on the other part (Flor & Cangara, 2018).

Finally, the last element of Entman's framing analysis model is 'treatment recommendation'. In general, the recommendations presented in [www.okezone.com](http://www.okezone.com) related to environmental issues are the use of biodegradable products in everyday life that will help keep the environment healthy and not damage it in the long term.

In addition, to emphasizing the importance of biodegradable products for the survival of humans on a protected environment, recommendations are also given in relation to legal aspects, because the use of products that endanger the environment will have a negative impact on law, which can be subject to sanctions in the form of fines.

Dernbach and Mintz conducted a literature study related to the use of the law in enforcing environmental sustainability. The findings from their study showed that the law is very important to regulate the environment, one of which is related to the use of the law to realize the sustainability of a protected environment and the use of laws to protect and restore ecological integrity. However, it should also be noted that soft law is also important (Dernbach & Mintz, 2011).

## **CONCLUSION**

Based on the analysis in the previous section, it can be concluded that environmental problems are not much framed in the news in online media, even during the celebration of world environmental day. However, biodegradable products and biodegradable materials have actually been introduced to the community through framing in online media as a solution or recommendation for these environmental problems; only they have not dominated the contents of online media.

Moreover, the online news portal already showed the cause of environmental problems which do not comes from environment field only, but also from other fields, even they dominated. Finally, the treatment recommendation showed that the use of biodegradable products and biodegradable materials were considered as a more effective way, rather than reduce the use of non-biodegradable materials and products.

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