

## Peranan media massa dalam memasyarakatkan aspek lingkungan : Studi kasus di tiga media cetak ibukota

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### Abstrak

#### Masalah Penelitian:

Kasus-kasus pencemaran lingkungan hidup belakangan ini kian banyak terungkap di lapangan baik berupa polusi udara, air maupun alam pada umumnya.

Polusi udara yang terjadi pada waktu musim kemarau biasanya berupa kabut asap yang terjadi di Sumatera atau Kalimantan Barat.

Selain peladang berpindah, yang biasanya dituding melakukan pembakaran hutan adalah pengusaha yang sudah mengantungi izin perkebunan kelapa sawit yang ingin melakukan land clearing secara mudah, murah dan cepat, sehingga bisa menanam benih kelapa sawit tepat waktu ketika musim hujan tiba.

Belakangan ini fungsi media massa sebagai sarana hiburan semakin meningkat, terutama dengan munculnya berbagai stasiun televisi yang menambah khazanah media elektronik di tanah air.

Di bidang lingkungan hidup dalam fungsinya sebagai sumber informasi media massa berperan untuk melakukan kontrol sosial (watch dog) terhadap perusahaan yang melakukan pencemaran atau perusakan terhadap lingkungan hidup.

Metode Penelitian: Dengan Content Analysis/Analisis Isi dan metode survey/kuesioner di Kelurahan Menteng dan Kelurahan Jelambar.

#### Tujuan Penelitian ini adalah:

Untuk mengetahui peranserta media massa, khususnya media cetak terhadap masalah-masalah lingkungan hidup dan manfaat tulisan-tulisan di media massa tersebut terhadap masyarakat serta mengenai kesadaran masyarakat terhadap masalah lingkungan.

Berdasarkan hasil dan pembahasan data yang diperoleh dan penelitian ini, maka kesimpulan yang diperoleh adalah:

1. Peran serta media massa, khususnya media cetak dalam penyebaran berita-berita/tulisan-tulisan mengenai masalah-masalah lingkungan ternyata sangatlah kecil. Ini terlihat dari kecilnya persentase pemuatan tulisan mengenai masalah-masalah tersebut (tidak sampai 1%).
2. Pemberitaan media massa belum memberi manfaat yang besar terhadap pelestarian lingkungan hidup. Hal itu terlihat dari persentase responden yang membaca masalah lingkungan hidup hanya 13%. Sikap masyarakat belum banyak terpengaruh oleh pemberitaan media massa mengenai lingkungan hidup. Hal itu

terlihat dari responden yang menjawab dengan berbagai alasan untuk tidak menerapkan pengetahuan mengenai lingkungan hidup yang diperolehnya dari media massa dalam kehidupan sehari-hari.

#### Saran

1. Insan Pers perlu mendorong media massa cetak untuk meningkatkan intensitas pemberitaan mengenai lingkungan hidup. Dorongan pemerintah dalam era reformasi sulit diterapkan dalam era reformasi, karena pemerintah tidak mempunyai wewenang lagi sekuat seperti pada zaman Orba yang bisa mencabut SIUPP suatu Koran.

2. Para Redaktur-sebagai pelaku utama pengambil keputusan-di ketiga media cetak tersebut perlu meningkatkan intensitas pemberitaan mengenai masalah lingkungan di media masing-masing. Sehingga semboyan: think globally, act-locally benar-benar bisa diwujudkan.

*The Role of Mass Media in Socializing Environmental Aspect (Case Study in Three Newspaper published in Jakarta)* Recently cases of environments pollution are increasingly uncovered in the field such as air pollution, water pollution as well as the nature in general.

Air pollution in the dry seasons usually known as cloud fog that occurs in Sumatera Island or West Kalimantan. The smoke fog usually occurs because of fired forests that cause air pollution in the neighboring countries such Malaysia and Singapore. Because of the air pollution by the smoke fog make the neighboring countries deliver a protest to Indonesian Government.

If we make an exploration, apparently the fired forest is caused by shifting cultivation that wants to make land clearing for their swidden agriculture areas.

Besides that, the next person that accused doing the forest fired are the entrepreneurs that hold approval to build palm field who want to do land clearing easily, chip and rapid, so they can engage in planting the palm seed on time when the rain season come.

While the pollution in the big city that occurs because of the smoke form the muffler of the vehicle that mixed with lead. Pollution of the vehicle is aggravated by the sum of the vehicle those own by the people.

As well as the pollution that occurs in the environment near industries that throws the wastewater to the rivers, to the ground or release to the nature without chemically treatment process. The more over is pollution from the waste of the household to the water bodies such as lake, dam, river, pond or water channel. Those because of the People's manner that used the water bodies as place to defecation or used the water bodies as 'huge septic tank' for their closet in the household.

Whereas in the other edges the people also used the water bodies as water resources for daily need. Recently the need of the environment conservation is felt increasing. Those because increasing of the sum of population of the people made bigger compression to the environment.

#### Problem Formulation

In the Article 3 of The Law No. 40/1999 about Press, enclosed that national press (mass media) have functions as:

1. As information resources
2. Education
3. Entertainment and
4. Social control.

Recently, entertainment function of mass media is increasing, mainly because of the establishment of new private television stations in the country.

Trend of uniting the education and information function lead to shape of new communication such as Infotainment and Edutainment. (Dahlan 1990:3-20). In the field of environment, int its function as information resources, mass media has important role to provide social control (watch dog) to the private sector those doing pollution or destroying the environment.

But in the context as watch dog, not all of the mass media play its role excellently. Maybe in the side of the management of the mass media less understand the meaning of the air pollutions problems, pollution of the physical or social environment, to be covered intensively.

The less understanding of environmental problems in the management of the mass media, make them not give suitable place for environment news.

Survey Methods:

- Content Analysis for environmental news those were enclosed in the Kompas, Republika and Sinar Harapan Daily Newspaper.
- Purposive Sampling for wives in the slump area of Jelambar and exclusively area of Menteng.

Purpose of the survey:

- To identify the participation of mass media, especially printed newspaper on environmental problems and the benefit of the articles in mass media on society and about social awareness on environmental sustainability.

From the survey can be made conclusion that:

1. Participation of mass media especially printed mass media in spreading news/articles on environmental news very tiny. This can be seen from very little the percentage of contained in the publication on those issues.
2. Mass media coverage not yet gives bigger benefit on environmental sustainability. Those can be seen from the percentage of respondent only 13% reading environmental news. Society's attitude not yet influenced by newspaper coverage on environment. Those can be seen from the respondent that using various reason not to applicate their knowledge on environment they got from mass media on daily life.

Recommendations:

1. Mass media man need to push the mass media to increasing intensity of coverage on environmental news. Push from the government in reform era rather difficult to applicate, because the government has no power anymore as strong as Orba rezim that can banned license of a media.
2. Editors-as prime actor in decision making-in the three mass media need to increase the intensity of coverage on environmental issues in each media. So the motto: think globally, act locally can be realized.</i>