FRAMING NEWS ON RELIGION AND LIVING ENVIRONMENT IN ONLINE MEDIA

Vanesa Bella Sadmego & Muchammad Nasucha

ªCommunication Science Department – University of Al Azhar Indonesia – Kompleks Masjid Agung Al Azhar, Jl. Sisingamangaraja, South Jakarta, Indonesia – 021-7399510 - vanessabella20@gmail.com

Abstract

Heretofore, we are facing serious, complex, and also multi-global crisis situations in the earth. Pollution and environmental damage seem are happening everywhere. Environmental pollution continues to occur without any action has intervened by religious people to overcome them, even religion principally has taught people to life in harmony with others, as well as the environment. Looking at the crisis of natural damage getting worse, religious people should understand the religion in a substantive way which is they considered as a leader to preserve nature and provide prosperity, particularly in Indonesia context. Indonesia is famous or painstaking as a largest Muslim population in the world. The role of all religious leaders is crucial in this matter. Regarding the development of this case, the media as the vital agent is required to convey this information to the public, namely with online media which has enormous penetration, private and public space. This research aims to find out how the online news media frame religion and the living environment issue. The researchers used framing theoretical conceptual and methods that are taken from some authors as the framework, concern on some concepts, simply verbal and nonverbal attributes, are issue or news issue, actor(s) in news, story of news, metaphor or lexical aspects, and other elements that appear in online news. In this research the news selected by related keywords. The results show even the concern is similar the story or narration are various in presenting issue of important stance of religion in dealing with environment. Some nonverbal features used to describe how the story involving the crucial actors and the related event(s).

Keywords: Religion, Living Environment, Framing Analysis, Media Online

1. Introduction

The earth where we live everyday experiences a lot of pollution and environmental damage that often happens. In this case, we face a serious, complex and also multi-global crisis situation on earth. At present environmental pollution continues to occur without any action being intervened by religious people to overcome it. Basically, religion teaches people to live in harmony with other people and their environment. Religious leaders must understand the religion substantively which they consider to be a leader to preserve nature and provide prosperity. Especially in the Indonesian context by seeing the crisis of natural destruction worsening, of course the role of religious leaders is needed. Indonesia is synonymous with the large number of human populations with Muslim religion.

Media is known as a means of delivering complete information to the public. In the current era of digitalization, online media has a tremendous penetration to the public. When there are natural disasters and even environmental issues in life on earth, a religious perspective is often used. This study aims to find out how online news media frames religion and the environment in the news. In this case religion becomes the main perspective including about the environment. Previously, there was research on a combination of religion and environment, but research that was concerned about how the media framing the issue did not yet exist.

Based on the result search of "*Berita Tentang Agama dan Lingkungan*" this research found that 26.400.000 related result on internet that consider as news. New media is a kind of channel which is the content very dynamic. We can find the fluctuation and changes in this such media. For example, the search on different slightly minute in this case designate and bring us to the different result, may increase or decrease the result. In this case the result in the next search was (24.500.000) decrease (see figure.1).
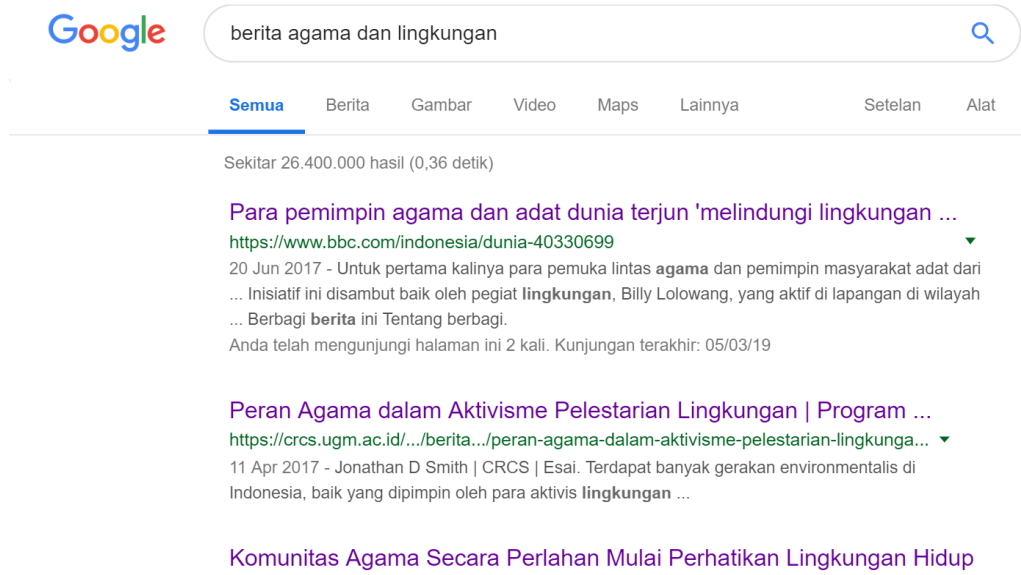
Figure 1. Sorting news in online media with keyword "*Berita Agama dan Lingkungan*"

2. Method

This research is based on the constructivist paradigm dominantly in qualitative (Guba, 1990; Patton, 2002). The paradigm assume that reality is socially meaning constructed, in this research is frame. Data was collected using document studies, and purposive judgment sampling applied based on the news category (Patton, 2002; Neuman, 2014). The data source of this research is the published news in online media. Technically, news was chosen using the Google search engine with the keyword "*Berita Tentang Agama dan Lingkungan*", dan "*Berita Tentang Lingkungan dan Agama*" starting from the first layer that appeared on Google search pages to tenth.

The analytical method used qualitative framing derived from framing concept combination of Robert N. Entman, Murray Edelman, William A. Gamson, Zhongdang Pan & Gerald M. Kosicki. The mere application of a frame should promote a certain interpretation, problem definition, and causal relationships. (Eriyanto, 2002; Entman, 2004). The frame manifests itself in media content through various framing devices, such as word choice, metaphors, exemplars, descriptions, arguments, and visual images (Gamson & Lasch, 1983; Pan & Kosicki, 1993).

Result and discussion

News, also on internet structure and display construct of events or topics as general news in other media, using visual, verbal and nonverbal communication. Telling the story by language whether in formal or informal, also use image and picture as supporting frame, complimentary, or other according to the goals of news. (see figure.2).
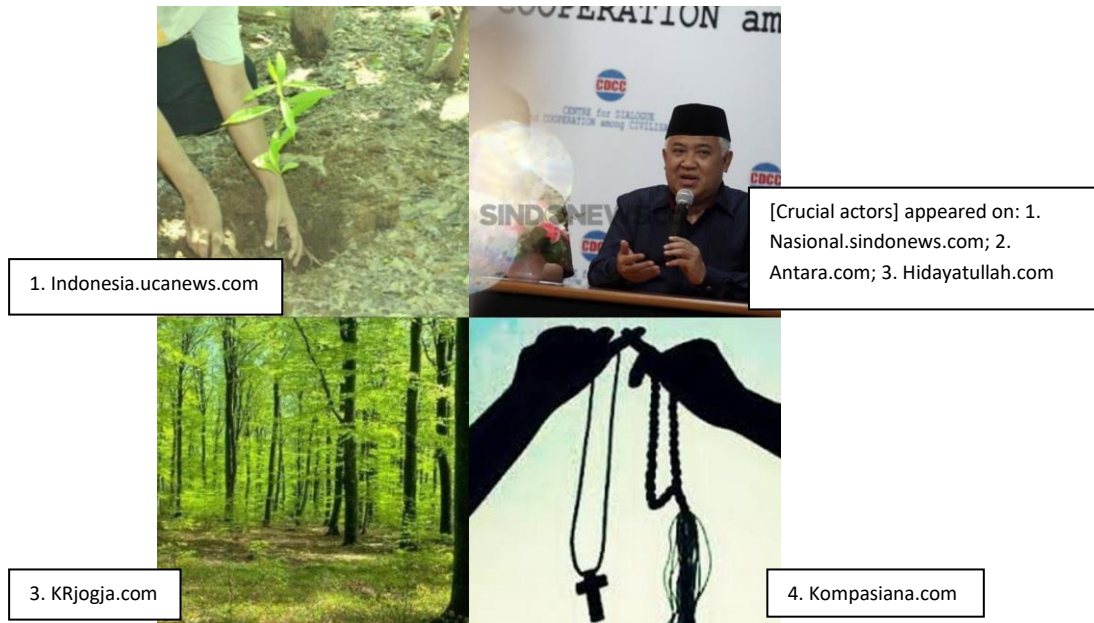
Figure 2. Visual images in a few news with the keyword "*Berita Agama dan Lingkungan*"

Table 1. Relation of religion and environment in news media online

Title	Frequency	Percentage
Involvement of religious leaders in protecting the environment	4	16 %
Religion role to keep the environment	**11**	**44 %**
Religious issues as the subject of discussion	8	32 %
Religion and environment issues from community perspectives	2	8 %
Total	**25**	**100 %**

From many news about religion and the environment in online media during 2013 until 2019, 25 news were selected and considered in accordance with this study. Based on the results of the framing of religion and environmental news conducted, it can be seen from the news headline entitled the news coverage in online media is for the role and involvement of religious leaders to address environmental issues. From the news that has been chosen, this chosen media shows the title of a news that needs to be considered about the actions taken from religious leaders on environmental issues being processed.

The highlighted topic in scope of the problem is about the existence of damage and destruction of nature by humans, so the damage caused by religion is considered very influential in efforts to guide humans that can be done through actors. Actors here means including religious leaders, communities, surrounding communities, interfaith, and others. Based on the news that has been selected for framing, the cause of the problem encountered is human behavior that has an impact on nature. It was found that, humans often view nature as an object, not a soulful subject. Humans get a mandate to protect nature and environmental problems caused by mental human beings, it is considered religious leaders can influence humans with a religious side approach such as moral approaches and religious ethics, religious teachings on how to preserve the environment.

From the 25 news were selected, the images displayed were vary and it turned out that it determined how the contents of the news presented, there were news with images of Din Syamsuddin as central leadership of Muhammadiyah, and things that included nature to supporting visualization that indicated every variety of religions needed to protect the environment. For example, one news with displayed image of Din Syamsuddin, as central leadership of Muhammadiyah, will provide a news series that including a recently happened phenomenon of nature, and persuade readers to increasing their sense of belonging to nature by reference to holy Quran

verses.

Based on the collaged images on the figure 2, picture of Din Syamsuddin as a central leadership of Muhammadiyah, is the picture that appears the most with the total of 3 news that has been selected in media online, and most of those pictures appears at the header of the news. From the 25 news were selected, a few of news had a picture that also appears at the header, and a few more had a picture that appears in the middle of the news. News that dominated by the figure of Din Syamsuddin, could be a support of the news. That's a make sense because the figure could be increasing awareness and herding public opinion. Central leadership of Muhammadiyah, Din Syamsuddin, famous for his moment as a more famous religious figure talking about ecology.

Each image that appeared in every news could be a strengthen a news when it becomes a unity between the title and the news. Beside that, image can be also a complementary, so it can develop people's imagination with these images. The image can be an attribute, attribute here means if it doesn't appear, it could decrease the identity of the title even of the news. The last, image also can be an ornament that could make news looks showy. The images of Din Syamsuddin appeared on the 3 media online which is Sindonews, Antara, and Hidayatullah. Only Antara write the title without the name of Din Syamsuddin, so it can be said Antara have an assumption that people who read that kind of news already know the figure of Din Syamsuddin as a religious leader.

The moral judgment is dominated by depiction and catchphrase. Several depictions found that told about quotation from holy Quran verses, as a reference that the command to preserve nature has been explained in the holy Quran. Besides, there's also quotation from some actors in the news such as quotation from Ministry of Religion of the Republic of Indonesia, central leadership of Muhammadiyah organization, priest, hindu lecturer. Additionally, the moral judgment, consists of sub-framing elements such as catchphrase that tend to increasing awareness as human being to be a "protector of God's creation" and "a prevention is worth than a pound of cure". Islam told in the holy Quran verses consciously talking about humans have an obligation to manage nature, so they are not allowed to destroy nature. If a religious person is the highest end to the God, then he must obey orders.

The last is about **problem solving recommendations**. The result turned out after the news processed. Overall, there are some actions that humans must take on nature, including increasing each other awareness for being good to nature, apply what has been written in holy Quran, preach on environmental issues, establish religious values. Moreover, the religious approach to protecting the environment is also very important. The implementation of that is making the collaboration between religion and government by involving the role of clerics, and religious leaders.

Each of these frames can also be applied to cover different events and topics (Berns, 2004). Framing includes elements of the problem, causes of problems, visual images, moral judgment, and recommendations for problem solving. The element of the scope of the dominant problem to the issue of environmental damage is the concern of many figure so that's necessary to preserve the environment through a spirituality or religious approach. The cause of the problem is the damage and environmental crisis today happened caused of humans perceive nature as an object rather than a soulful subject. Generally, there is a picture in the news, out of 25 news items framing, the majority of the images that appear are pictures of the central leadership of the Muhammadiyah, Din Syamsuddin.

The depiction on moral judgment aspects also tends to be a lot. Few of news mentioned a holy Quran verses as a reference that environmental conservation must be applied in everyday life as a human being. Eventually, the solving recommendation is most of people in this world have their own religion, so religious leaders plays an important role here in addition to providing a preaching to citizens about the relationship of living side by side with nature. Religious-leaders' roles here can also pressure the government, both central and regional, to be smart in managing nature. Lexical aspects that appeared in the news such as leaders of religion, public, Islamic or Muslim, youth community across religion appears in scope of problem and also problem recommendation elements. Besides, choice of words such as characters and figures still used to distinguish between the two figures.

The results of previous studies from research with the title "*Religion In The Construction Of Mass Media; A Study On The Kompas And Republika Framing Of The Terrorism*" (Zakiyah, 2015) is concern how those two media frame a religion in context of terrorism. Meanwhile, one research with the title "*Religion And Environment Into The Direction Of Establishing Ethical-Ecological Behavior to Develop Green-Ecology*" (Zainuddin, 2011) focusing only on how religion and environment must be handled, not about how media frame

those issue.

From the table 1 above, it found that the news in the media online with the title that leads to religion role to keep the environment occupying a dominant or majority position with total frequency 11 and the total percentage is 44%. The number two position is occupied by the title of news that leads to religious issues as the subject of discussion with total frequency 8 and the percentage total is 32%. Next, is about involvement of religious leaders in protecting the environment with total frequency 4 and the total percentage is 16%. The last, the news in the media online with the title that leads to religion and environment issues from community perspectives with total frequency 2 and the total percentage is 8%.

This research using framing method in an unusual method and rare way to frame. The tools used in this study are a combination of framing methods introduced by four characters (Robert N. Entman, Murray Edelman, William A. Gamson, Zhongdang Pan & Gerald M. Kosicki). Using such as this framing device, it turned out that when explaining the scope of the problem, what appeared was syntax and script elements to describe how the problem situation existed. Syntax is how the media compiles facts, while the script elements are how a media presents facts. Whereas a text inevitably contains elements that are incongruent with the dominant frame, the frame has the effect of making elements that are congruent more salient, so that the receiver is more likely to notice them (Eriyanto, 2002; Entman, 1991).

When it moved to cause of the problem, what appeared the most are syntax, script, and also roots. As it described above, syntax is about how the media compiles facts, the script including elements are how a media presents facts in detail such as when, where, why, what, who and how, and also roots are causality. About the visual images appeared in the framed media, only syntax that appeared, it because of the description of syntax is compiles the facts. Visual images are a supporting element(s) such as relevant images and graphics. But most of visual images appeared here is an image of the central leadership of the Muhammadiyah, one of the biggest religion organization in Indonesia, Din Syamsuddin and following by the image of green forest, Indonesian maps, and so on.

When explaining the moral judgment, an element that appeared the most are depiction, catchphrase, and syntax. Depiction is depicting a connotative issue, in the form of vocabulary to make a label on something. Catchphrase is about interesting phrases, contrasts in a discourse, usually in the form of jargon. And syntax is about how the media compiles facts. In the end, when explaining the problem-solving recommendations, the only one element that appeared is syntax. This thing is same as visual images element. Eventually, after summarizing all the tools framing elements used, it was found that more detail was that the syntax elements could be found in every tool. It because of syntax provides a fact.

The framing devices proposed by each character are different in terms of the elements, there are advantages and disadvantages of each device. In one device, there are things that can be obtained by other character's tools, some of which cannot be obtained. Based on the advantages and disadvantages that the authors found, so that's the background why the author is tend to choose using the framing devices which has been introduced by the four actors and combined.

The advantages of the framing method introduced by Gamson and Modigliani include the most elements than the similarities with other figures, but unfortunately in this method there is no recommended effective solution. The method introduced from Zhongdang and Kosicki is also quite complete because it packs facts with added visual elements and emphasizes certain issues. Compared to elemental similarities than other figures, Edelman only provides elements starting from what the scope of the problem is, and how to define specifically about the problem, until effective solutions are recommended to package the problem. The disadvantage of this method is that the specific packaging about handling the issue is lacking. For the Entman method, the similarities that found with others are only 3 elements starting from how the issue can be understood and the existence of an argument on defining the last made problem is how the solution is offered to overcome the problem.

3. Conclusion

The conclusion of this research based on the data (news in media online) found that the environmental conservation that have been an important issue to face, so the roles of religious leaders were needed here as the frame of media. Other, religious leaders play the main role, they could and very potential to be an opinion leader(s) to bring the public opinion of the citizens to keep this nature properly. The results show that the concern is similar the story or narration are various in presenting issue of important stance of religion in dealing

with environment, in this research are four topic or such kinds of title of news: (1) Involvement of religious leaders in protecting the environment, (2) Religion role to keep the environment, (3) Religious issues as the subject of discussion, (4) Religion and environment issues from community perspectives.

Some nonverbal features and even displayed images used to describe how the story involving the crucial actors, and the related event. Sometimes, the visual elements also determine how the news in media online is presented and also bring around the key word on the Google search. It figured it out that, news dominated with the figure of the Islamic leader in Indonesia (related country) could herding public opinion and determine the news sequence. The scope of the problem element including syntax and script, the metaphor also including the depiction and catchphrase, other elements determined by how does the news arranging the news titles.

Acknowledgements

Reference

Eriyanto. (2002). Analisis framing; konstruksi, ideologi, dan politik media. LKIS, Yogyakarta.

Griffin, Em., Ledbetter, Andrew., Sparks, Glenn. (2015). A first look at communication theory, *(ninth edition)*. McGraw Hill, New York. 378-386.

Gorp, Baldwin Van. (2007). The constructionist approach to framing: bringing culture back in. Journal of Communication 57 (2007) 60–78, 2007 International Communication Association.

Guba, Egon G.(Ed.). (1990). The paradigm dialog. Newbury Park: Sage Publications.

Littlejohn, Stephen W., Foss, Karen A., Oetzel, John G. (2017). Theories of human communication, *(eleventh edition)*. Waveland, United States of America. 165-167.

Miller, Katherine. (2005). Communication theories; perspectives, processes, and contexts *(second edition)*. McGraw Hill, Boston. 275.

Neuman, W. Lawrence. (2011). Social research methods: qualitative and quantitative approaches. (edition seven). Boston: Pearson. 240-274

Patton, Michael Quinn. (2002). Qualitative research & evaluation methods (third edition). Thousand Oaks: Sage publications. 225-228

Scheufele, Dietram A. (1999). Framing as a theory of media effects. *Journal of Communication, Winter*. 103-122.