

## Tolok ukur surat kabar ramah lingkungan: studi kasus pada harian Kompas, Suara Pembaruan, dan Media Indonesia = Standars of environmental committed newspaper: case study of Kompas, Suara Pembaruan, and Media Indonesia

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### Abstrak

Kasus kerusakan atau pencemaran lingkungan terjadi hampir merata di setiap daerah dan mengakibatkan degradasi lingkungan baik lingkungan alam, sosial dan ekonomi akhir-akhir ini.

Kasus lingkungan itu, seperti penebangan liar (illegal logging) mengakibatkan total hutan yang rusak setiap tahunnya mendekati angka 57 juta hektar, dan membutuhkan dana rehabilitasi hingga Rp 285 triliun. dan negara menanggung kerugian hingga Rp. 31 triliun karena penebang liar (Majalah Harmoni No. 031 Tahun 112004). Sampah juga menjadi masalah kota-kota besar di Indonesia seperti, Jakarta, Surabaya dan Makasar. Selain itu, pencemaran air tanah dan air permukaan juga terjadi beberapa kota besar di Indonesia.

Berdasarkan penelitian Puslit Kelautan ITB (1995), diprediksikan pada tahun 2010 akan terjadi "dead water" pada air permukaan akibat pencemaran. Bank dunia. pada tahun 1990 meneliti kualitas air tanah yang mengalami defisit 181 juta m<sup>3</sup>/tahun.

Sementara itu, menurut Bank Dunia jumlah kematian akibat pencemaran udara mencapai 12,6 persen (1996). Biaya kesehatan mencapai Rp. 2 triliun per tahun (Swis Contact:2002) dan biaya kesehatan karena debu Rp. 725.4 miliar setiap tahun (Bank Dunia : 1996).

Berdasarkan catatan WHO pada tahun 2001. Indonesia menempati peringkat lima dunia dalam hal pencemaran udara. Akibat pencemaran udara ini, diperkirakan setiap tahun angka IQ anak menurun secara drastis

Semakin parahnya kerusakan lingkungan Indonesia saat ini menuntut perhatian pers (surat kabar) dalam pemberitaan masalah lingkungan. Studi ini mengkaji penyajian surat kabar dalam memberitakan berita lingkungan

kepada pembacanya menurut frekuensi munculnya berita lingkungan berdasarkan tanggal berita, letak berita, rubrik, jenis berita, teknik penulisan, pentingnya berita, lokasi peristiwa, narasumber, kekritisannya, kelengkapan dan sikap media terhadap lingkungan.

Berdasarkan hasil kajian dari pemberitaan itu dapat diketahui mana surat kabar yang ramah lingkungan dalam pemberitaannya. Untuk itu perlu dikembangkan tolok ukur surat kabar ramah lingkungan itu yang menjadi tujuan penelitian untuk diterapkan pada Kompas, Suara Pembaruan dan Media Indonesia.

Penelitian ini adalah *expo facto* dengan metode penelitian deskriptif dan teknik pengambilan sample secara purposive sampling. Penelitian ini menganalisis isi berita lingkungan Kompas, Suara Pembaruan dan Media Indonesia, tanggal 19 Mei - 20 Juni 2003. Validasi data untuk penelitian uji reabilitas dengan menggunakan rumus Halsti. Pengolahan datanya menggunakan metode SPSS.

Berdasarkan hasil penelitian ini disimpulkan bahwa lima parameter dapat digunakan sebagai tolok ukur surat kabar ramah lingkungan yaitu, frekuensi berita, berita utama, depth news, kekritisian berita dan kelengkapan berita

*Environmental damage or pollution occurs recently in almost every region and degraded natural, social and economic environment.*

In environment, illegal logging has damaged close to 57 million hectares of forests, which requires Rp 285 trillions to rehabilitate The state an annual lost of Rp 31 trillions because of illegal logging (see magazine of Harmoni No 03/Year 1/2004).

Garbage and pollution of ground and surface water problems become increasingly complicate in suffers like Jakarta, Surabaya and Makasar.

Based on the research of Marine Development and Research Center of the Institute of Technology Bandung (1995), it is predicted that in 2020 'dead water' will be in surface water due to pollution. The World Bank in 1990 researched the quality of ground water that undergoes deficit 181 million m<sup>3</sup>/year.

Meanwhile according to the world Bank total death caused by due to air pollution has reached 12.6 percent (1996). The health cost has reached to Rp. 2 trillion annually (Swiss contact: 2002) and health cost caused by dust has reached Rp. 725.4 billion annually (the World Bank : 1996).

According to WHO in 2001, Indonesia is the fifth largest air polluting country of the world. Due to Air pollution, every year IQ score of children will reduce significantly (KLH).

This serious deterioration Indonesian environment today requires the press more serious attention. The press has given more space news of politics, economy or entertainment compared with a news environment.

The low concern of media is caused by the internal interest of the owner, editor, and journalists and external interests of market that influence editorial policies an environmental news.

According to McQuail (2000), in general mass media has two kinds of accountability; they are internal and external. The Internal accountability refers to the system of monitoring within in the environment of the media itself. The journalists' freedom of searching and writing news is bound with rules stipulated by the chairman and owner of the media which raises conflicts of intern. The external accountability of mass media is related to external parties like social institutions, communities and pressure groups.

Conflicts arise between the press's idealism and media's business when the media increasing is depending on

advertisement and media's circulation. Business considerations often influence the editorial policies of a newspaper in selecting news that meets market tastes, particularly than media that has yet to be established financially.

The editorial policies of a newspaper in environment is revealed by of frequency and quality of news presented to readers. And this will indicate the newspaper's commitment to the environment.

On the basis question arise, "what are the standards of environmental committed newspaper," and (2) which newspaper (Kompas, Suara Pembaruan and Media Indonesia) has met these standard? The answers to these questions are the focus of this study.

This study is done *expo facto* on the basis of descriptive method. The technique of purposive sampling is used and conducted to analyze environmental contents of news of Kompas, Suara Pembaruan and Media Indonesia, from May 19 to June 20, 2003.

Data validation is based on reliability tests and Halsti formulation. To process the data, is used SPSS method.

The Conclusions of study are five parameters can be used as standards of environmental committed newspaper. These are news frequency, headline news, dept news, news criticism, and news completeness.