

Content Analysis of Online Media Reporting on Environmental Issues of PT Semen Tonasa Company

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Abstract

Fajar.co.id's online media reporting regarding corporate environmental issues at PT Semen Tonasa has become an important concern in the midst of industrial activity, where the news is able to shape opinion in the community depending on how Fajar.co.id reviews news published to the public, there are tendencies of News is the cause of the formation of issues. To see whether Fajar.co.id tends to report positive or negative news, a content analysis of the news was carried out. This research uses a descriptive quantitative method, which is a method with an analytical approach that uses quantitative data to provide a description or description of the observed phenomena. This research focuses on how to determine the trend of reporting on news content related to environmental issues of the PT Semen Tonasa company through word-for-word analysis by a coder. by using the Scott formula to see the results and their explanation. The research data is primary data taken from the Fajar.co.id portal, namely news related to environmental issues of the PT Semen Tonasa company from 2019 to 2023, totaling 20 news articles. The research was carried out by analyzing the words made by a coder and then entering them into the Scott formula for get the trend value of positive or negative issues from the news. The results of the research showed that 85% of the reporting tended to be positive and 15% tended to be negative, where in conducting reporting, Fajar.co.id had shown good independence and was in line with ethics in the journalistic process.

Introduction

News related to environmental issues is still one that is hotly discussed and of interest to the public, this is due to the widespread reporting carried out by the mass media, both print media and online media, several reasons why news related to environmental content has increased, among others, is because of the news. carried out by the mass media are very diverse, such as environmental pollution, climate change, biodiversity, tourism, forest environments, city or village environments and others. One of the interesting pieces of news is news related to environmental issues from the company, where the company's stake holders certainly really hope that the company will not ignore the surrounding environment (Utomo et al., 2022; Anggusti, 2020). However, news in the mass media sometimes has a tendency to report, so that the news produced by the news produces a tendency or sentiment value in the form of positive or negative sentiment. This is also because in the current era known as the era of digitalization where the media now has many online media apart from conventional media. owned, such as the Fajar Group, which is known as a large media organization in the eastern region of Indonesia, has online media, namely dawn.co.id, where this media often covers news related to PT Semen Tonasa, especially environmental news, as a large media it is certainly very full With this independence, this is what encourages researchers to focus on reporting on PT Semen Tonasa's environmental issues related to trends in news content through news content analysis. The resulting trend needs to be implemented because the nature of online media is synonymous

with speed or updating in reporting. Khumairoh (2021) explains that online media is media that uses the internet as a medium for distribution and consumption of media content. Some of the advantages compared to conventional media are that it can be accessed by anyone, anywhere and at any time, allows users to interact with the media, either by providing comments, sharing information or discussing, presenting information in various formats, namely images, text, audio and video (Kusumah, 2022).

On the other hand, Pangkep is one of the areas located in the South Sulawesi region, approximately 52 km from the city of Makassar (Yani, 2010). Pangkep is known as a 3-dimensional district, namely because Pangkep covers land, water and mountains in terms of the livelihood of its people. Recently, the area is known as As a milkfish producing area, it is being looked at by the international community because part of the area is included in a geosite or geopark which is internationally recognized, so this is also a big concern for the state, especially the residents of Pangkep, to continue to maintain and preserve this geopark area, one of the Pangkep area's income which comes from from taxes is because in this region there is the largest cement company in Eastern Indonesia, namely PT Semen Tonasa (Desi Wita Sari, 2014), where this company's activities process the surrounding environment to make products for the benefit of many people, namely Cement, from this activity of course there are many things related to the environment because of the activities Anything that exists on this earth will certainly have a small or large impact on the environment, as well as PT Semen Tonasa, which produces cement every day from processing existing nature, will definitely have an impact from these activities (Nur, 2022; Muhtar, 2023).

The company certainly has a policy regarding how to manage the environment, starting from the production process to post-production and preserving the existing environment (Soesanto, 2022). In managing the environment, PT Semen Tonasa has repeatedly received awards both nationally and internationally through its Social and Environmental Responsibility program. However, PT Semen Tonasa has also received accusations related to environmental issues several times in several media, so this can influence the views of the people of Pangkep or other communities outside Pangkep, this is because apart from several communities who live directly side by side with the company, the community is also often exposed to it through online media reports (Murhadi, 2024; Agus Niamlah et al., 2021). which of course plays a role in providing information and influencing their perspective towards PT Semen Tonasa. The good or bad views of the wider community regarding the existence of a company and the existing environmental issues depend on media coverage in reviewing the news, which will then become consumed by the wider community, so in reporting it will appear that there is a tendency on the part of the media. This makes it interesting to research the form of news trends.

Methods

This research uses content analysis with a descriptive quantitative approach method, namely an analytical approach that uses quantitative data to provide a description or description of the observed phenomenon. This research focuses on how to determine the trend of reporting on news content related to environmental issues of the PT Semen Tonasa company through word-for-word analysis by a person. coder using the Scott formula to see the results and their explanation. This research was conducted in the Pangkep district, South Sulawesi. In this research, the author took the entire population as a source of research data as well as a research sample because the data studied was relatively small.

Results and Discussion

Reducing Fossil Energy, Semen Tonasa Uses Fuel from Waste

FAJAR, PANGKEP — The Badriah Plant (Fuel from Waste), which is a facility for processing waste into fuel based on Refuse Derived Fuel (RDF) in Padang Lampe Village, Ma'rang District, Pangkep Regency is officially operational. PT Semen Tonasa as the offtaker of the fuel produced by the Badriah Plant welcomed this with joy. The Finance Director of PT Semen Tonasa, Anis, who was also present at the activity expressed his support for the start of operation of the Badriah Plant. "PT Semen Tonasa is ready to become a beacon for the use of waste-based energy in South Sulawesi in particular and in Eastern Indonesia in general. "Therefore, as the offtaker of the Badriah Plant, we have built several supporting facilities at our plant site or factory, so that later we can use the fuel from processing this waste as alternative energy in the production process." he said. Anis added that with the future supply of fuel from waste, it is hoped that it will be able to increase the Thermal Substitution Rate (TSR) or heat energy substitution which is being promoted by PT Semen Tonasa in the last 5 years. "Currently, by using rice husks and other agricultural waste, we have succeeded in substituting up to 15% of heat energy in the production process. With the fuel from the waste released by the Badriah Plant, we hope that in the coming years it can reach up to 25%. This will of course further strengthen our commitment to using renewable energy and also supporting sustainability programs." he concluded. The Badriah (Fuel from Waste) Plant was inaugurated directly by the Governor of South Sulawesi, Andi Sudirman Sulaiman, on Saturday, September 2 2023. (fit).

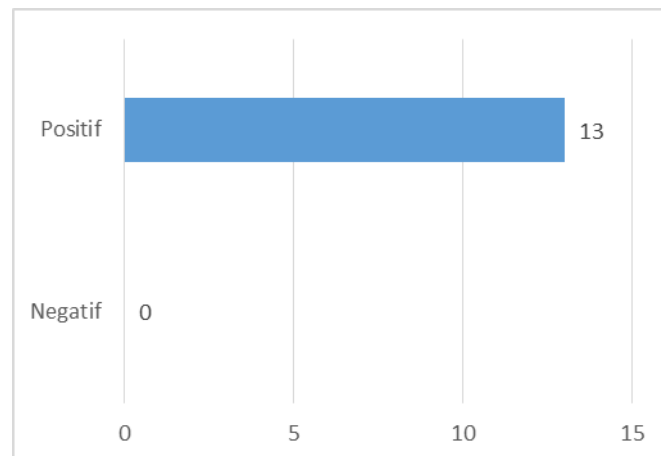


Figure 1. collection of positive and negative statements/ words

Trend or Sentiment Analysis with the Scott Formula:

Scott's formula: (a) Positive: 13; (b) Negative: 0; (c) Overall sentiment: $(13 - 0) / (13 + 0) = 1$ (Positive)

This news has a strong positive sentiment based on wording analysis and sentiment formula. PT Semen Tonasa, with the operation of the Badriah Plant, shows a high commitment to reducing fossil energy and using renewable energy through fuel from waste. Support from PT Semen Tonasa and the Governor of South Sulawesi reflects confidence in the success of this project. Additionally, the company hopes to increase its Thermal Substitution Rate (TSR) to 25%, indicating their focus on sustainability and the use of renewable energy.

Semen Tonasa carried out a beach cleanup activity (Coastal Cleanup), which was attended by around 300 participants, Saturday, June 10 2023. This activity, which was carried out at the

Bulu Cindea Mangrove Tourism location, was attended by the Chairman of the Pangkep Regency DPRD, Abdul Haris Gani, together with Forkompinda.

Apart from that, also present was the head of the Pangkep Regency Environmental Service, Thamrin Taba, Plt. Main Director of Semen Tonasa Anis, Director of Operations Mochamad Alfin Zaini, members of Band 1 and 2 of PT Semen Tonasa, Director of Affiliated Companies of Semen Tonasa, Head of Bulu Village Cindea Made Ali, the community, environmentalists, and students.

This beach clean-up was carried out in commemoration of World Environment Day 2023, which was carried out simultaneously at 135 locations. On this occasion, additional mangrove tree planting was carried out by the participants at the location.

The Minister of the Environment of the Republic of Indonesia, Siti Nurbaya, in her remarks simultaneously expressed her thanks to all parties who supported and took part in this activity.

“In recent days, the international community has been discussing how to tackle plastic pollution. Plastic pollution is a real threat that impacts every community around the world. Therefore, through the commemoration of World Environment Day 2023, I call on all stakeholders to work together to fight for solutions to plastic pollution. And I believe, Indonesian people are ready to beat plastic pollution.” he said.

Meanwhile, the acting President Director of PT Semen Tonasa Anis, in his speech, said that protecting the environment is a collective obligation and responsibility. PT Semen Tonasa as a company located in Pangkep, specifically also has two pillars in its CSR program which have the value of supporting sustainability, namely Green Tonasa and Friendly Tonasa.

"It is through this pillar that PT Semen Tonasa contributes to supporting environmental-based programs in Pangkep Regency, including waste issues. "In the future, we will try to ensure that this waste can be processed in such a way through RDF, which we are currently implementing, that it can become an alternative fuel at PT Semen Tonasa." he concluded

In the same place, the Head of the Pangkep Regency Environmental Service, Thamrin Taba, expressed his thanks and appreciation to PT Semen Tonasa, which had initiated this activity based on instructions from the Ministry of Environment and Forestry of the Republic of Indonesia, and was able to run successfully.

He also hopes that in the future, this activity can be continued consistently by involving all levels of society. (fit)

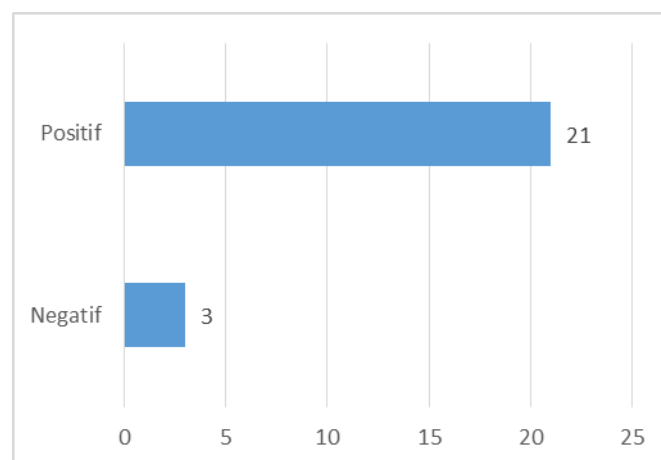


Figure 2. collection of positive and negative statements/ words

Trend Analysis

This news is very positive with words that support the environmental preservation program and Semen Tonasa's contribution, such as support, beach cleaning, collaboration, support, planting mangrove trees, thank you, obligations and responsibilities, CSR, sustainability, contribution, RDF project, alternative fuel, consistency, guidance, appreciation, and success. The word negative only appears in the context of plastic pollution as a real threat.

Positive: 21, Negatives: 3, Overall sentiment: $(21 - 3) / (21 + 3) = 0.75$ (Positive)

This news is very positive with strong sentiment supporting Semen Tonasa's commitment to environmental preservation, especially through beach clean-up activities and collaboration with Forkopimda Pangkep Regency. Semen Tonasa's CSR programs, such as Tonasa Hijau and Tonasa Bersahaja, have received appreciation and positive contributions in protecting the environment. The mangrove planting program and the RDF project as an alternative fuel show the company's consistency in supporting sustainability. In addition, the appreciation from the authorities and the hope to involve all levels of society confirm the success and importance of the program.

PT Semen Tonasa together with the Pangkep Regency Government, Forkopimda, and the surrounding community carried out mangrove planting and beach cleaning activities on Laiya Island, Polewali Island, and Karangrang Island, Sunday, October 2 2022. This activity, which was initiated by PT Semen Tonasa, was attended by the Main Director of PT Semen Tonasa Mufti Arimurti, the Regent of Pangkep Muhammad Yusran Lalogau, the Deputy Regent of Pangkep Syahban Sammana, the Pangkep Regency Forkopimda Officer, several Heads of OPD, PT Semen Tonasa Band 1 officials, as well as members of the Rapid Response Team (TRC) Tonasa Cement.

President Director of PT Semen Tonasa Mufti Afimurti said that PT Semen Tonasa consistently does various things in order to carry out business practices that are professional, efficient, environmentally oriented, and in accordance with good corporate governance. "One form of application is that the company always aligns various company activities so that they are in line with the Sustainability Development Goals," he said "The activities of planting mangroves and cleaning beaches from plastic waste that we are carrying out today are Social and Environmental Responsibility programs that PT Semen Tonasa carries out every year. "Since 2015, we have planted a total of 150,000 mangroves on the coasts and islands of Pangkep Regency," he added. Pangkep Regent Muhammad Yusran Lalogau really appreciated this activity. According to Yusran, this activity is proof that PT Semen Tonasa is contributing to development in Pangkajene and Islands Regency (Pangkep). He hopes that mangrove planting can reduce abrasion in the archipelago. "Hopefully what is given to the community can be useful in the future for the community and also the environment." he said. In the same place, GM Communications and Law of Semen Tonasa Andi Muhammad Said Chalik said that this activity was carried out as a form of concern for the environment by the company. "The mangrove planting and cleaning of beaches from plastic waste that we are doing today are our first steps to participate in preserving the environment. "The green nature around us, the good quality of air and water, and the preservation of flora and fauna in the future, are our shared responsibility." he said He also invited all elements of society to work together to properly protect the environment, habitat and ecosystem of our environment. "Please take care of it, please take care of it. Invite our children to care too. So that all of this can be a charity for all of us. "That our Earth will be green and beautiful in the future, there will be our contribution and hand in hand today." he concluded.

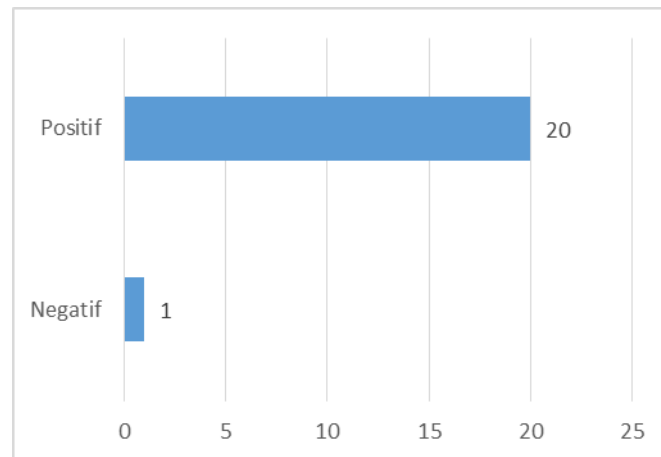


Figure 3. collection of positive and negative words

This news is very positive with words that show Semen Tonasa's real concern and actions towards marine ecosystems, such as caring, cleaning beaches, planting mangroves, consistent, professional business practices, efficient, environmentally oriented, sustainable, contributing to development, reducing abrasion, appreciate the benefits for society and the environment, care for the environment, first steps to preserve the environment, and an invitation to protect the environment, habitat and ecosystem.

Positive: 20, Negative: 1, Overall sentiment: $(20 - 1) / (20 + 1) = 0.90$ (Positive)

This news is very positive with strong sentiment towards Semen Tonasa's efforts to protect marine ecosystems, especially through mangrove planting and beach cleaning activities on Laiya Island, Polewali Island and Karangrang Island. Sustainability and concern for the environment, together with the benefits for society and the environment, are the main points. The invitation to protect the environment also strengthens the positive impression. Even though there are negative words related to abrasion and plastic waste, the positive impacts of these activities dominate.

Conclusion

Analysis using the Scott method itself provides many benefits in this research, including providing significant benefits related to news trends, namely a deep understanding of news narratives. This allows understanding how the news is structured, the emphasis of themes, and the way information is presented, identifying certain biases or perspectives that may be present in the news. It is important to understand how news is influenced by factors such as political interests, ideology, or media affiliation, to be able to monitor changes in news over time i.e. to be able to identify trends or patterns in news coverage, as well as shifts in the issues emphasized or the way the news is presented, helps in evaluating the quality and balance of news, understands how news can influence public opinion and attitudes towards certain issues, helps in filtering appropriate and relevant information from various news sources. By understanding news characteristics and trends, readers can develop the ability to identify news that is trustworthy and relevant to their needs. Although the Scott Formula method has provided significant insight into sentiment or trends in text data, there is room for further development. Future research can expand or refine this approach to increase the accuracy and depth of news trend analysis, for example by analyzing repeated statements or words that appear in news content and have different meanings.

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