

Framing Environmental Discourse in Seba Baduy 2024 News on the BantenNews.co.id Portal

Afdi Maulfianti, Agung Gunawan Sutrisna

Communication Science Study Program, Faculty of Law and Social Studies, Mathla'ul Anwar University Banten

afdi.maulfianti@unmabanten.ac.id

ARTICLE INFO	ABSTRACT
Received: October 2023 Accepted: October 2023 Published: October 2023	Online media play an important role in shaping public perceptions of environmental issues through news construction. This study aims to analyze the framing of environmental discourse in the news coverage of Seba Baduy 2024 on BantenNews.co.id. The research employed a qualitative approach using Zhongdang Pan and Gerald M. Kosicki's framing analysis method. Data were collected through documentation of news articles related to Seba Baduy 2024 published by BantenNews.co.id. The findings reveal that BantenNews.co.id framed Seba Baduy as a symbol of environmental preservation and the local wisdom of the Baduy community in maintaining ecological balance. This framing is reflected in the selection of headlines, diction, and news narratives emphasizing environmental conservation. The study shows that online media functions not only as a source of information but also as a medium for building public environmental awareness.
Keywords: Framing, Environmental Discourse, Online Media, Seba Baduy, BantenNews.co.id	

INTRODUCTION

Mass media have an important role in shaping social reality through the process of producing and disseminating information to the public. From the perspective of social construction, the media not only functions to convey facts, but also selects, emphasizes, and compiles information so as to produce a certain meaning to an event. According to Eriyanto (2018), the media has the ability to frame reality through the *framing process* so that the audience is directed to a certain point of view in understanding an issue. In the context of environmental communication, the media play a role in building public awareness of the issue of nature conservation through news that is published continuously.

The development of *online media* in the digital era has further strengthened the function of media in shaping public opinion. *Online media* has the characteristics of being fast, up-to-date, and easily accessible, so that it becomes the main source of information for the public. Nasrullah (2017) explained that digital media allows the dissemination of information to take place widely and quickly, thus influencing the communication patterns of modern society. In environmental issues, *online media* not only function as a conveyor of information but also as a means of forming social discourse about the importance of protecting the environment.

Environmental issues are currently a global concern due to the increasing destruction of nature, climate change, environmental pollution, and uncontrolled exploitation of natural resources. This condition encourages various parties,

including the mass media, to help build community ecological awareness. In the study of environmental communication, the media has a strategic role in shaping public understanding of the relationship between humans and nature through the construction of news delivered to the audience. Cox (2013) stated that environmental communication is a process of conveying information and forming meaning about human relations with the environment, which aims to increase people's ecological awareness.

One form of local wisdom that contains the value of environmental preservation is found in the Seba Baduy tradition. Seba Baduy is a tradition of the Baduy indigenous people in Lebak Regency, Banten Province, which is carried out as a form of respect for the government as well as to convey a moral message about the importance of maintaining the balance of nature and social life. The Baduy people are known to have a life principle that upholds harmony with nature through customary rules that prohibit excessive exploitation of the environment. These values make the Baduy people often seen as a symbol of nature conservation and environmental conservation based on local wisdom.

The implementation of Seba Baduy 2024 has received the attention of the mass media, especially *local online* media in Banten. One of the media outlets that actively reported on the activity was BantenNews.co.id. In its news, BantenNews.co.id not only presents Seba Baduy as a cultural tradition, but also builds a narrative about the importance of protecting the environment and preserving nature. The choice of news titles, the use of diction, and the prominence of ecological messages show the construction of environmental discourse in the news published by the media.

In communication studies, the way the media constructs an event can be analyzed through the *framing* approach. Zhongdang Pan and Gerald M. Kosicki explained that *framing* is a news construction strategy carried out by the media through syntactic, script, thematic, and rhetorical structures in news texts. Through the framing process, the media not only conveys information but also highlights certain aspects of social reality, so that it affects the way the audience understands an event.

A lot of research on *media framing* of environmental issues has been done before. However, most research focuses on reporting on natural disasters, environmental damage, and government policies related to the environment. Research that specifically examines the construction of environmental discourse in local cultural reporting, especially the Seba Baduy tradition in *online* media, is still relatively limited. Therefore, this study is novel by focusing on the *framing* of environmental discourse in the news of Seba Baduy 2024 on the BantenNews.co.id portal using the framing analysis of Zhongdang Pan and Gerald M. Kosicki.

This study aims to analyze how BantenNews.co.id frames environmental discourse in the news of Seba Baduy 2024. This research is expected to contribute to the development of Communication Science studies, especially in online media

studies, environmental communication, and media *framing* analysis in the construction of social reality.

LITERATURE REVIEW

Online Media and Reality Construction

Mass media is a social institution that has the ability to shape reality through the process of producing and disseminating information to the public. From a constructionist perspective, the news conveyed by the media is not entirely objective reality, but the result of a construction influenced by the process of selecting facts, viewpoints, and certain interests. Eriyanto (2018) explained that the media constructs reality through the process of selecting issues and promoting certain aspects so as to produce a certain meaning for the audience.

The development of digital technology has given birth to online media as a new form of media that has the characteristics of being fast, interactive, and easily accessible. *Online media* allows the dissemination of information to take place in real time, so it has a great influence on the formation of public opinion. According to Nasrullah (2017), digital media is not only a means of communication, but also a space for the production of meaning and social representation in modern society.

In the context of environmental communication, *online media* have an important role in building people's ecological awareness through news that highlights issues of nature conservation, climate change, and environmental conservation. The way the media frames environmental issues will affect the way people understand the relationship between humans and nature.

Environmental Discourse in the Media

Environmental discourse is a form of communication that discusses human relations with the environment through various social, cultural, and media practices. According to Cox (2013), environmental communication is the process of conveying information and forming meaning about environmental issues that aims to build people's ecological awareness. In the mass media, environmental discourse is often formed through news about nature conservation, environmental damage, ecological disasters, and environmental policies.

The media has the power to determine how environmental issues are understood by the public. Through the process of news construction, the media can present the environment as a crisis issue, a social responsibility, or part of a particular cultural identity. Therefore, media coverage of environmental issues is not neutral, but contains certain points of view that are built through language, symbols, and news narratives.

In this study, environmental discourse is understood as a meaningful construction of nature conservation that is built through the news of Seba Baduy 2024 on the BantenNews.co.id portal. The news presents the Baduy people as a traditional group that has local wisdom values in maintaining the balance of nature and the environment.

The Wisdom of the Buddhist Society

The Baduy people are an indigenous community living in Lebak Regency, Banten Province, and are known to have a lifestyle that maintains a balance between humans and nature. The life of the Baduy people is governed by customary law that prohibits excessive exploitation of nature and emphasizes the principles of simplicity and environmental conservation.

According to Permana (2010), the Baduy people have a cultural value system that upholds harmony with nature through customary rules that are inherited from generation to generation. These values are reflected in the way the Baduy people maintain forests, water sources, and the environment as an important part of their social and spiritual life.

One of the most important traditions of the Baduy people is Seba Baduy. This tradition is a form of traditional communication carried out by the Baduy people to the government as a symbol of respect, as well as conveying moral messages regarding social life and environmental conservation. In the context of cultural communication, Seba Baduy is not only understood as a traditional tradition, but also as a representation of the ecological values of the Baduy people in protecting nature.

Framing Analysis by Zhongdang Pan and Gerald M. Kosicki

Framing is a media analysis approach that is used to see how the media frames an event through the process of selection and highlighting certain facts in the news. According to Pan and Kosicki (1993), *framing* is a strategy of reality construction that the media carries out through language devices and news structures to form a certain meaning among the audience.

Zhongdang Pan and Gerald M. Kosicki's framing model consists of four main structures: syntactic, script, thematic, and rhetorical structures. Syntax structure deals with the order of news, such as *headlines*, *leads*, and news sources. The structure of the script is related to the completeness of news elements, such as 5W+1H. The thematic structure looks at how the media arranges themes and intertextual relationships in news texts. Meanwhile, rhetorical structure deals with the use of certain words, images, or symbols to emphasize a certain meaning in the news.

Pan and Kosicki's *framing* approach was used in this study to analyze how BantenNews.co.id frames environmental discourse in the news of Seba Baduy 2024. Through this analysis, this study seeks to understand how the media builds the meaning of environmental preservation and local wisdom of the Baduy community through the construction of news published to the public.

Previous Research

Research on media *framing* of environmental issues has been conducted by several researchers previously. Haryanto's research (2021) shows that *online* media frames environmental issues through an emphasis on aspects of ecological crises and

the government's responsibility to protect the environment. Meanwhile, Rahmawati's research (2022) explains that local media have an important role in building public awareness of environmental issues through local culture-based news.

Another study by Setiawan (2023) regarding environmental communication among indigenous peoples shows that the values of local wisdom can be a medium of ecological education in maintaining the balance of nature. However, research that specifically discusses *the framing of environmental discourse in Seba Baduy's news on online media* is still relatively limited. Therefore, this study has differences and novelties because it focuses on the construction of environmental discourse in the news of Seba Baduy 2024 on the BantenNews.co.id portal using the framing analysis of Zhongdang Pan and Gerald M. Kosicki.

RESEARCH METHODS

This study uses a qualitative approach with the *framing analysis method* of Zhongdang Pan and Gerald M. Kosicki. The qualitative approach was chosen because this study aims to understand the construction, meaning, and way the media frames environmental discourse in the news of Seba Baduy 2024 on the BantenNews.co.id portal. According to Creswell (2018), qualitative research is used to understand social phenomena based on the interpretation of meanings constructed in a certain context.

The paradigm used in this study is the constructivist paradigm. The constructivist paradigm views that social reality is not something objective, but the result of construction formed through the process of communication and social interaction. In the context of this study, media reporting is understood as the result of a reality construction formed through the process of selecting facts, using language, and highlighting certain issues in news texts.

The object of this research is news about Seba Baduy 2024, which was published on the BantenNews.co.id news portal. The research focuses on news that contains environmental issues, nature conservation, and local wisdom of the Baduy community. The research data is in the form of news texts obtained through documentation techniques by collecting news related to Seba Baduy 2024, which will be published in May 2024.

Data collection techniques are carried out through documentation and literature studies. Documentation is carried out by collecting, reading, and recording the content of news that is the object of research. Meanwhile, the literature study was carried out by collecting various references in the form of books, scientific journals, and previous research related to *online media*, environmental communication, and *framing analysis*.

The data analysis technique uses the framing analysis model of Zhongdang Pan and Gerald M. Kosicki, which consists of four analysis structures, namely syntactic, script, thematic, and rhetorical structures. Syntax structures are used to analyze news arrangements such as *headlines*, *leads*, and news sources. The script structure is used to see the completeness of the news element through the 5W+1H

pattern. Thematic structures are used to analyze themes and character relationships in news texts. Meanwhile, rhetorical structure is used to look at the use of certain words, images, and symbols that the media uses to emphasize certain meanings in the news. To maintain the validity of the data, this study uses a theoretical triangulation technique by comparing the results of the analysis with various relevant concepts and previous research. In addition, the researcher also conducts repeated reading of the news text so that the interpretation of the data is carried out in depth and in accordance with the context of the news analyzed.

RESEARCH RESULTS

This study analyzes the framing of environmental discourse in the news of Seba Baduy 2024 on the BantenNews.co.id portal using the *framing analysis model* of Zhongdang Pan and Gerald M. Kosicki. The analysis was carried out on news that contained issues of environmental conservation, local wisdom of the Baduy people, and human relations with nature. Based on the results of the analysis, it was found that BantenNews.co.id framed Seba Baduy as a symbol of environmental preservation and a representation of the ecological value of the Baduy indigenous people. The framing can be seen through the syntactic, script, thematic, and rhetorical structures in the news text.

Analysis of the 2024 Smash Bros. Season

Table 1. Environmental Discourse Framing Analysis at the 2024 Seba Baduy News in BantenNews.co.id

Structure Framing	Analysis Results
Syntax	News <i>headlines</i> and <i>leads</i> highlight the issue of environmental conservation and the relationship of the Baduy people with nature.
Scripts	The 5W+1H element was prepared with a focus on the importance of maintaining forests and environmental balance.
Thematic	The main theme of the news emphasizes the local wisdom of the Baduy people in preserving nature.
Rhetoric	The use of dictionaries such as "conservation", "conservation of nature", and "preserving the forest" reinforces the ecological message in the news.

Source: Processed by researchers based on Eriyanto (2018) and Pan & Kosicki (1993).

Syntactic Structure

In the syntax structure, BantenNews.co.id builds environmental *framing* through the selection of *headlines*, *leads*, and news sources that emphasize the issue of nature conservation. The news headlines used by the media show that Seba Baduy

is not only understood as a cultural tradition, but also as a symbol of the harmonious relationship between humans and the environment.

In addition, the news lead directs readers to the importance of protecting nature as part of the cultural value of the Baduy people. The media also used speakers from traditional leaders and local governments who provided explanations about the importance of preserving forests and the environment. The selection of the resource persons strengthens the construction of news regarding ecological messages in the Seba Baduy tradition.

Figure 1. Headlines of Seba Baduy 2024 News on BantenNews.co.id



Source: BantenNews.co.id, 2024.

Script Structure

In the script structure, the news of Seba Baduy 2024 is prepared using the 5W+1H elements in full. However, the media emphasizes more on *the why* and *how* elements related to the importance of protecting the environment and how the Baduy people maintain natural balance through customary rules.

The news narrative explains that the Baduy people have cultural values that teach life in harmony with nature. Seba Baduy is positioned as a medium for conveying moral messages about the importance of protecting the environment and preserving customary forests.

Structure Theme

In the thematic structure, the main theme built by the media is the preservation of the environment and the local wisdom of the Baduy people. BantenNews.co.id consistently displays the relationship between the Seba Baduy tradition and the ecological values of the Baduy indigenous people.

The media portrays the Baduy people as an indigenous community that maintains the balance of nature through a simple lifestyle and customary rules that

prohibit excessive exploitation of the environment. The theme is strengthened through news narratives that show that the cultural values of the Baduy people can be an example in protecting the environment.

Structure Rhetoric

In the rhetorical structure, BantenNews.co.id uses dictionaries related to environmental issues such as "preservation", "nature preservation", "protecting forests", and "harmony with nature". The use of these words is a form of emphasizing ecological meaning in the news.

In addition to the use of diction, the media also displays visual elements in the form of photos of the Baduy community, which strengthens the image of the Baduy community as environmental guardians. These visual elements are used to build a positive perception of the Baduy people as a symbol of nature conservation and local wisdom.

Figure 2. The Battle of the Bulge in 2024
Masyarakat Adat Baduy Minta Pemprov
Banten Lestarikan Hutan

Penulis: BantenNews.co.id - Minggu 19 Mei 2024, 00:10 WIB



Ribuan masyarakat Adat Baduy mendatangi Gedung Negara untuk melaksanakan proses adat Seba Baduy.

Source: BantenNews.co.id, 2024.

Results of Framing Environmental Discourse

Based on the overall results of the analysis, BantenNews.co.id frames Seba Baduy 2024 as a cultural tradition that has an ecological message regarding the importance of maintaining the balance of nature and the environment. The media builds the image of the Baduy people as an indigenous community that has high environmental awareness through cultural values that are inherited from generation to generation. Through *this framing* process, the news of Seba Baduy 2024 not only functions as cultural information but also as a medium for forming environmental discourse and ecological awareness of the community on the importance of nature conservation.

DISCUSSION

The results of the study show that the BantenNews.co.id portal frames the news of Seba Baduy 2024 as an environmental discourse that emphasizes the value of nature conservation and the local wisdom of the Baduy people. Through the *framing process*, the media not only conveys information about cultural activities but also builds a meaningful construction of the importance of protecting the environment. The framing can be seen through the selection of *headlines*, the use of ecological diction, the preparation of news narratives, and the use of visual elements in news.

From the perspective of the construction of media reality, news is not an objective representation of an event, but rather the result of a construction formed through a process of fact selection and the prominence of certain aspects. Eriyanto (2018) explained that the media carries out *the framing process* by choosing a certain part of reality to be shown to the audience. In this study, BantenNews.co.id emphasized the environmental aspect more than the ceremonial aspect of the Seba Baduy event. This can be seen from the focus of the news that places Seba Baduy as a symbol of nature conservation and the harmonious relationship between humans and the environment.

Environmental Conservation Framing

Based on the results of the syntactic and thematic structure analysis, BantenNews.co.id builds *a framing* that Seba Baduy is a representation of environmental conservation and ecological awareness of the Baduy indigenous people. The media portrays the Baduy community as an indigenous community that maintains the balance of nature through customary rules and a simple lifestyle.

The use of dictionaries such as "preservation", "nature preservation", "protecting forests", and "harmony with nature" shows the emphasis on ecological meaning in the news. In Pan and Kosicki's framing theory, the use of language is part of the media's strategy in building a certain meaning for the audience. Through this choice of words, the media directs readers to understand Seba Baduy not only as a cultural tradition, but also as a form of environmental communication that contains moral messages about the importance of protecting nature.

Table 2. Protecting the Environment in the 2024 Presidential Election

Unsur Framing	Framing Shape
Headline	Highlighting environmental conservation issues
News narrative	Connecting Seba Baduy with the balance of nature
Diction	Using ecological and conservation terms
News visuals	Showcasing the Buddhist community and nature

Source: Processed by the researcher based on Pan and Kosicki (1993).

These findings are in line with the concept of environmental communication put forward by Cox (2013), that the media has an important role in building people's

ecological awareness through the delivery of information about human relations and the environment. In this context, BantenNews.co.id not only carries out an informative function but also an educational function through environment-based news.

A Representation of the Local Population of the Badoun Community

This research shows that BantenNews.co.id represents the Baduy community as a symbol of local wisdom in protecting the environment. The media portrays the Baduy people as an indigenous community that maintains traditions and customary rules to protect forests and nature from damage.

This representation can be seen through news narratives that highlight the simple lifestyle of the Baduy people and their harmonious relationship with nature. According to Permana (2010), the Baduy people have a cultural value system that emphasizes the balance of human relations with the environment as an important part of social and spiritual life.

Through the *framing* process, the media builds a positive image of the Baduy people as an indigenous group that is able to protect the environment in the midst of modernization. The framing shows that local culture is positioned as an alternative solution to modern environmental problems.

Table 3. A Representation of the Local Population of the Badoun Community

Representation Aspect	Findings
Lifestyle	Simple and in harmony with nature
Cultural values	Maintaining environmental balance
The Tradition of Seba Baduy	Symbols of moral and ecological communication
The Story of the Badminton Society	Guardians of nature and customary forests

Source: Processed Researcher (2024).

The Role of Online Media in Environmental Discourse

Online *media* has an important role in shaping public opinion on environmental issues because of its characteristics of being fast and easily accessible to the public. Nasrullah (2017) explained that digital media allows the dissemination of information to take place widely, so that it affects the communication patterns of modern society.

In this study, BantenNews.co.id used Seba Baduy news as a medium to convey ecological messages to the community. In addition to the use of news text, the media also displays visual elements in the form of photos of the Baduy people with a natural background that strengthen the environmental message in the news.

In the rhetorical structure, the use of visuals is a form of affirmation of the meaning that the Baduy people have a close relationship with nature and play a role as guardians of the environment. Thus, the media not only conveys cultural

information but also builds the ecological awareness of the community through the construction of published news.

The Construction of Environmental Reality in Media

Based on the overall results of the research, *the framing* carried out by BantenNews.co.id shows that the media can build a social reality about the environment. Through the selection of facts, the use of language, and the preparation of news narratives, the media forms the public's understanding that Seba Baduy is a symbol of nature conservation and a representation of the local wisdom of the Baduy indigenous people.

From the perspective of constructivism, social reality is understood as the result of constructions formed through communication and media representation. Therefore, media coverage of the environment is not neutral because it is influenced by the media's point of view in choosing and highlighting certain issues.

This research shows that *online* media has a strategic role in building environmental discourse through local cultural reporting. The news of Seba Baduy 2024 in BantenNews.co.id proves that cultural traditions can be used as a medium of environmental communication to increase public awareness about the importance of preserving nature and the environment.

CONCLUSION

Based on the results of the research, it can be concluded that the portal BantenNews.co.id frames the news of Seba Baduy 2024 as an environmental discourse that emphasizes the value of nature conservation and the local wisdom of the Baduy people. Through the framing analysis of Zhongdang Pan and Gerald M. Kosicki, it was found that media framing is constructed through syntactic, script, thematic, and rhetorical structures in news texts.

In the syntactic structure, the media highlight environmental issues through the selection of *headlines*, *leads*, and speakers who direct readers to the message of nature conservation. In the structure of the script, the news emphasizes the reasons for the importance of protecting the environment and how the Baduy people maintain the balance of nature through customary rules. In the thematic structure, the main theme built is the harmonious relationship between humans and nature and the value of the local wisdom of the Baduy people in protecting the environment. Meanwhile, in the rhetorical structure, the use of ecological diction and visual elements in the form of photos of the Baduy people with a natural background strengthens the construction of environmental meaning in the news.

The results of the study show that BantenNews.co.id not only preaches Seba Baduy as a cultural tradition, but also builds the image of the Baduy people as a symbol of environmental preservation and ecological awareness. Through the *framing* process, the media forms the public's understanding of the importance of preserving nature through local cultural values.

This study confirms that *online* media has an important role in building environmental discourse and increasing people's ecological awareness through the construction of news. In addition, this study also shows that local culture can be an effective environmental communication medium in conveying the message of nature conservation to the wider community.

This research still has limitations because it only focuses on the news of Seba Baduy 2024 on one *online* media, namely BantenNews.co.id. Therefore, further research is expected to develop studies using broader media objects or comparing *framing* between media to gain a deeper understanding of the construction of environmental discourse in mass media.

BIBLIOGRAPHY

- Cox, R. (2013). *Environmental Communication and the Public Sphere* (3rd ed.). Sage Publications.
- Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). Sage Publications.
- Eriyanto. (2018). *Framing Analysis: Construction, Ideology, and Media Politics*. LKiS.
- Haryanto, A. (2021). Framing online media on environmental issues in reporting ecological damage. *Journal of Communication and Environment*, 5(2), 115–128.
- Nasrullah, R. (2017). *Social Media: Communication, Culture, and Sociotechnology Perspectives*. Symbiosa of Media Records.
- Pan, Z., & Kosicki, G. M. (1993). Framing analysis: An approach to news discourse. *Political Communication*, 10(1), 55–75. <https://doi.org/10.1080/10584609.1993.9962963>
- Permana, C. E. (2010). *The Importance of Local Leadership in Managing the Environment*. Literary Science.
- Rahmawati, N. (2022). The role of local media in building environmental awareness based on community culture. *Indonesian Journal of Communication Sciences*, 7(1), 45–58.
- Setiawan, D. (2023). Environmental communication among indigenous peoples as an ecological education medium. *Journal of Development Communication*, 21(2), 89–103.