

ABSTRAK

Pembangunan Proyek Strategis Nasional (PSN) memicu konflik agraria dan deforestasi di Indonesia, sementara minimnya perhatian media arus utama terhadap isu lingkungan berkontribusi pada rendahnya kesadaran publik. Project Multatuli sebagai media alternatif mengambil peran advokatif terkait isu lingkungan melalui Serial “Proyek Sengsara Nasional” sejak 2022. Penelitian ini bertujuan menjelaskan praktik jurnalisme lingkungan di Project Multatuli, mencakup proses produksi berita, prinsip yang diterapkan, serta faktor yang memengaruhi peran jurnalis. Penelitian menggunakan metode studi kasus dengan pendekatan Robert K. Yin. Data dikumpulkan melalui wawancara, observasi, dokumentasi, dan studi literatur. Temuan yang didapat kemudian dianalisis menggunakan *pattern matching* dan *explanation building*. Hasil penelitian menunjukkan, kekecewaan jurnalis terhadap dinamika politik pembangunan, disertai stagnasi keberpihakan media arus utama, menjadi faktor pendorong munculnya sikap advokatif dalam peliputan isu lingkungan. Oleh karena itu, prinsip keberpihakan pada masyarakat terdampak menjadi inti dari praktik jurnalisme lingkungan di media alternatif seperti Project Multatuli. Hal ini termanifestasi dalam pendekatan peliputan yang bersifat *bottom-up*, *immersive*, serta menggunakan penceritaan naratif untuk menyoroti sudut pandang masyarakat terdampak dalam isu lingkungan.

Kata kunci: *Jurnalisme Lingkungan, Media Alternatif, The Hierarchy of Influences Model*

ABSTRACT

The National Strategic Projects (PSN) scheme framework has triggered agrarian conflicts and deforestation in Indonesia, while the lack of attention from mainstream media toward environmental issues contributes to low public awareness. Project Multatuli, as an alternative media outlet, takes on an advocative role through its “Proyek Sengsara Nasional” news series since 2022. This study aims to explain the practices of environmental journalism at Project Multatuli, including the news production process, the principles applied, and the factors influencing journalists’ roles. This research employs a case study method using Robert K. Yin’s approach. Data were collected through interviews, observation, documentation, and literature review, and were analyzed using pattern matching and explanation building techniques. The findings reveal that journalists’ disappointment with the dynamics of development politics, along with the stagnation of mainstream media’s alignment, has driven the emergence of an advocative stance in reporting environmental issues. Consequently, a commitment to affected communities becomes the core principle of environmental journalism practices in alternative media such as Project Multatuli. This is manifested in a bottom-up and immersive reporting approach, as well as the use of narrative storytelling to highlight the perspectives of affected communities in environmental issues.

Keywords: *Environmental Journalism, Alternative Media, The Hierarchy of Influences Model*