

**PERAN MEDIA DALAM KONTROL IMPLEMENTASI KEBIJAKAN
(ANALISIS ISI FOTO ESAI TENTANG PENGELOLAAN LINGKUNGAN
HIDUP PADA SKH KOMPAS TAHUN 2014)**

Oleh: Ronny Hertanto

ABSTRAK

Pemberitaan media dapat diarahkan untuk mendorong keikutsertaan masyarakat dalam perlindungan lingkungan. Sejauh mana media menyuarakan pentingnya perlindungan lingkungan dapat mempengaruhi pencapaian hal tersebut. Studi ini melihat interelasi komunikasi lingkungan dengan kebijakan pengelolaan lingkungan. Fokus kajiannya adalah analisis isi foto lingkungan hidup di surat kabar.

Penelitian ini dilakukan dengan teknik analisis isi. Unit analisisnya yaitu seluruh foto esai yang memuat isu lingkungan dalam rubrik Foto Pekan Ini. Data dikumpulkan melalui pengamatan 47 edisi tahun 2014, kemudian dipilah antara edisi yang memuat topik lingkungan dan non-lingkungan, selanjutnya dikoding. Analisis data dilakukan secara deskriptif kuantitatif, yaitu analisis frekuensi.

Hasil penelitian menunjukkan dari 47 edisi SKH Kompas tahun 2014, 17 edisi (36%) memuat topik lingkungan pada rubrik Foto Pekan Ini. Dilihat dari kategori tema foto, foto esai lingkungan terbagi menjadi lima tema, yaitu dampak lingkungan, partisipasi, pendidikan, konflik, dan budaya lingkungan. Tema dampak lingkungan dan partisipasi mendominasi dengan proporsi 41% dan 35%. Untuk kategori ruang lingkup implementasi kebijakan perlindungan lingkungan, pemanfaatan dan pengendalian lingkungan memiliki proporsi terbanyak, yaitu 47%. Artinya, pemenuhan hak atas informasi belum optimal karena sebatas informatif saja. Oleh sebab itu, direkomendasikan untuk meningkatkan intensitas foto esai yang dapat memberikan persuasi bagi pembacanya.

Kata kunci: komunikasi lingkungan, perlindungan lingkungan, analisis isi

PHOTO ESSAY AND ENVIRONMENTAL ISSUES (CONTENT ANALYSIS OF PHOTO ESSAY ON ENVIRONMENTAL ISSUE IN SKH KOMPAS 2014)

Submitted by : Ronny Hertanto

ABSTRACT

The issue of environmental pollution is rarely discussed by media. SKH Kompas as one of the printed media raises environmental issues in *Foto Pekan Ini* rubric. This won the media Newspaper with Environmental Photography News award. Beside the award, efforts to increase public's participation in environmental care through photo essay aren't optimal yet.

This study was conducted by content analysis method. The analysis unit was all photo essays which contain environmental issues in *Foto Pekan Ini* rubric. Data was collected by observing 47 editions in 2014. Editions which contained environmental issues were separated from those who didn't and then they were coded. Data analysis was conducted by descriptive quantitative.

The research result showed that of 47 editions of SKH Kompas in 2014, 17 editions (36%) contained environmental topic in *Foto Pekan Ini* rubric. Nearly every edition of photo essay in the *Foto Pekan Ini* rubric had point of interest with easily understood balance. Shooting distance was dominated by medium shot, with normal shooting angle. The dominant narrative form was sequence. Based on theme, environmental photo essay was classified into five themes, which were environmental impact, participation, education, conflict, and environmental culture. Environmental impact and participation dominated the themes with 41% and 35% proportions, respectively. For the category of implementation of environmental protection policy, environmental utilization and control had the biggest portion with 47%. This study recommended increasing the intensity of photo essay to persuade the readers.

Keywords: environmental communication, foto pekan ini, content analysis