



Commodification of Reporting on Positive Palm Oil Issues in Local Indonesian Media

Sri Astuty ¹, Yuwanto ², Laila Kholid Alfirdaus ³, Bachruddin Ali Akhmad ⁴

^{1,4} Communication Science Study Program, FISIP, Universitas Lambung Mangkurat,
Banjarmasin, Indonesia

^{2,3} Department of Politics and Government, Universitas Diponegoro, Semarang, Indonesia

*Corresponding author: sri_astuty@ulm.ac.id

Abstract

This study is based on the existence of local media that specifically addresses environmental issues with positive news about oil palm plantations. This is marked by the existence of a special news column that examines the various potentials and benefits of palm oil. This research aims to analyze the content of positive palm oil issues in local media and the media ideology behind positive palm oil reporting. The research method uses a qualitative approach by analyzing the news content of local media Borneonews in Central Kalimantan Province with the specific issue of palm oil news as primary data. This research also uses secondary data obtained from various documents. The research results show that the local media Borneonews has the same tendency to commodify content in reporting on palm oil issues. The content is part of propaganda that leads public opinion to make peace with the presence of palm oil. The perspective disseminated through news content is that oil palm provides employment land for the community and care for the environment by processing palm oil waste so that it can be used for various other purposes such as animal feed and fertilizer. The ideology of the local media Borneonews in environmental issues with positive issues is that the messages conveyed are a denial of the existence of palm oil, not as a destroyer of the environment.

Keywords: *Positive Palm Oil Issues, Environmental Communication, Commodification, News Content, Local Media*

1. INTRODUCTION

Reports on environmental issues such as news of floods and landslides due to land clearing for oil palm plantations are widely published in various mass media. However,

1108

AJMESC, Volume 04 Issue 02, 2024



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).



positive news about the opening of oil palm plantation areas does not receive much focus in environmental news in general, but in the local media in Central Kalimantan there are media that create special columns to report on various forms of positive activities from the existence of oil palm plantations for the community and government. This positive reporting is related to the organizational culture in the local media and is in line with the business model, ideology and hierarchy in the media. This is realized by the commodification of news as stated Masduki and D'Haenens (2022, pp. 2239–2259) who conducted research on ownership of television in the Jakarta area, print and radio media in the Java area, and the Internet in the West Indonesia area, stated that the concentration of media ownership in Indonesia has led to content hegemony and inherent patrimonialism. political industry, giving rise to the character of political polarization, monopoly of public opinion, reducing diversity, causing business inequality so that it is very clear that there is control of editorial opinion by the owner for practical political purposes.

The media is the core work of the press and the press itself is divided into two positions, namely running the media business as well as acting as social control in the democratic pillars of the Indonesian state. Business model and news content are two issues that have consequences for the quality of the news. News content is generally formed by a minimum of four factors including editorial, political affiliation, advertising/business interests, and interest *sister company*. These four factors cause the critical power of the press to tend to weaken and only use news as information consumption for the public. The media is only an introduction to people's consumption of various information and there are elements of journalistic activity that are neglected (Nuusdo, 2020; Kovach, Bill, & Rosenstiel, Tom, 2001)

This is also in line with Masduki et.al's (2023) study which states that media reporting is also linked to media ownership. Media ownership can be seen using a horizontal approach (one platform, many channels), vertical (media business from upstream to downstream), diagonal (mix of vertical and horizontal, various media platforms and media supporting businesses), conglomeration (managing media business diagonally/horizontally /vertical) and non-media (hotels, mining, finance), and transactional (cross-border). In looking at this ownership, there are two entry points, namely money (shares in the media) and positions of power in the media structure.

Furthermore, news content can also be influenced by the structure of the media. *Hierarchy of influences* to see how editorial policies and analysis of factors influence the editorial policies of Central Kalimantan's local mass media. This concept explains the various factors that influence decision making in journalistic activities and in this case editorial policy in publishing environmental and natural resources news. Consists of three levels,





namely: *micro*, *meso*, and *macro level*. The larger the scope, the greater the influence on other, more specific factors. Hierarchy theory at the structural level is the main center in this study relating to the organizational work culture of both field journalists/reporters, editors and editors in charge who have a point of view about the news that will be published and even have interests in this case, special agendas and agreements that have a big influence on The news content in this case contains specifically positive news about palm oil. Apart from the theory of hierarchical influence, this research also uses a media political economy approach with a focus on commodification and propaganda theory (Shoemaker and Stephen, 1996; Mosco, 2009; Herman and Chomsky, 2008).

Environmental issues are an interesting issue to discuss considering that human life cannot be separated from the environment. Research on news on environmental issues is often carried out starting from news about floods, landslides, waste, environmental pollution, rubbish, etc. as well as climate change and groundwater conditions and Human intervention in managing the environment has also received a lot of criticism as a form of impact of environmental problems which is suspected to be the cause of environmental disasters. Many studies have been carried out by studying content in national media. However, not much has been done specifically with regard to local media, especially regarding crucial environmental issues, but the reporting is made from a positive point of view.

Local media is mass media whose content and news are dominated by the needs of audiences who live in the same area as the media management. The community can be directly involved and understand the issues because they are in the same area. Local media in this research refers to media that is managed, published or operates in the region. This means that the head office is located in a region and the majority of news published is news about that region because of the proximity aspect (*proximity*). For example, printed media in the form of newspapers from a distribution perspective can only be found in the region, cannot be found in other regions, unless it has been subscribed to or the regional government has entered into a contract with the media (Aldrige, 2007).

The area of Central Kalimantan is 154,444 km² is the largest provincial area in Kalimantan and even in Indonesia. Land in Central Kalimantan is generally used as agricultural land and community rubber plantations. The opening of an area of one million hectares of peatland during the New Order era for agriculture at that time and thousands of hectares of programs *food estate* For agriculture and cassava plantations, many of the trees characteristic of swamp land are currently being cut down, thereby also disrupting the environmental ecosystem (WALHI Central Kalimantan, 2023).





Apart from that, the environmental ecosystem is also being eroded by the expansion of the mining sector and palm oil plantations. Based on data from the Ministry of Environment and Forestry (KLHK) in 2022, the mining and palm oil plantation sectors in all 14 regencies/cities in Central Kalimantan, whether managed by companies or involving the community in the form of plasma in forest areas, reached 967,409.01 hectares with details as follows. identified as the biggest users of forest areas controlled by corporate groups for palm oil and mining covering an area of 793,515.77 hectares, community groups covering an area of 93,840 hectares, cooperatives covering an area of 16,258.47 hectares and individuals covering an area of 35,231.10 hectares, while 28,561.97 hectares have not been identified but there are land tenure activities.

Abrar (2018) environmental journalism is related to environmental news. Environmental news has similarities with other news such as political, legal, economic news, and so on. However, what is different is the reality that is the raw material. The raw material for environmental news is environmental reality, such as pollution, logging/deforestation, waste pollution, natural damage, land clearing, land conversion, reforestation, nature conservation, environmental campaigns, use of natural materials, and so on. Environmental journalism focuses on 3 things, namely: environmental information, techniques for writing environmental information, and environmental writing style.

In relation to environmental journalism, most people learn about environmental damage through the mass media. The entire series of news production related to environmental issues is environmental journalism. However, there are three mistakes that often appear in environmental reporting, namely the absence of information that is relevant to the background of the news, news headlines that are often misleading and no desire to think more deeply about the risks of reporting, so that news appears only following the trend of events (Abrar 2018)

Sudiby (2014) states that there are at least ethical principles for environmental journalism, including: Understanding the laws and regulations and application of the journalistic code of ethics, verification discipline, carrying out information and confirmation tests, not mixing facts and opinions, not playing with accuracy, being humble and introspective. yourself, checking the authority and credibility of sources, may quote from other media, but must be honest and responsible. Furthermore, other principles are not hiding one's identity, keeping one's distance and being critical of all parties, not looking for enemies but not entering the circle of personal relationships, depersonalization and deileologisation, openness of public bodies and companies that are in direct contact with environmental problems can cooperate with environmental journalists. Journalists also need to understand public information disclosure as regulated in Law Number 14 of 2008.





Journalistic truth is not absolute truth but is functional. Journalists need to present a variety of information and points of view, especially those related to environmental conflicts, without pretending to be judges, so that professional journalists can differentiate between the function of criticizing and the function of judging. Environmental journalists are journalists who go directly into the field. Journalists must enrich themselves with environmental perspectives and knowledge, actual and in-depth news, thoroughly discussing all environmental events that have been reported.

Environmental journalism will also face challenges and dilemmas, including journalists covering environmental issues, mining, energy, plantations, CSR, not being burdened with the obligation to look for advertisements, so they can write environmental news according to the rules. Journalists may face lawsuits over quoted source statements; therefore, they need confirmation, including when quoting from social media. Journalists are positioned as parties in the middle of the parties, independent journalists when writing news, but the power of media owners and editorial rooms is the power in publishing news (Sudibyo, 2018).

Cox (2013) argues that environmental communication can be seen as a means of providing understanding to the public that the environment is a diamond whose sustainability must be maintained through various methods, including optimizing the function of the media and the importance of public participation in understanding and making decisions related to environmental issues as the study area of environmental communication itself. Environmental and natural resource communication covers various aspects involving the communication process in understanding, managing and promoting environmental and natural resource issues.

The aim of this research is to analyze the content of positive palm oil issues in local media and the media ideology behind positive palm oil reporting.

2. RESEARCH METHOD

This research uses a qualitative approach using critical theory, which is supported by quantitative data to map news criteria. Research was carried out on local media borneonews, and news mapping was carried out from 2016 to 2021 by dividing environmental and natural resources news themes including:

1. These environmental impacts include news of floods, landslides, smoke pollution, river tidal conditions, and poorly maintained drainage.
2. Land clearing and conflicts include news about land clearing for industry/companies, news about land conversion, conflicts over land control between communities and companies.





3. Environmental destruction and pollution include land burning, industrial waste, mining activities, tree cutting/theft of forest wood.
4. Environmental management and preservation include news about greening/reforestation, land use, reclamation, CSR news for companies in other business sectors as well as the palm oil plantation and mining sectors.

Furthermore, after mapping the news based on the theme categories determined by the researcher, the research continued by conducting news content analysis using several news analysis units which specifically discussed the position of palm oil positively and the research was supported by observation, interviews and document studies.

3. RESULT and DISCUSSION

Local media can carry out a mediating role between actors in political processes at the regional level. Local media articulates the information needs of the community and can even become a provider of information that is specific and contains elements of the benefit of the community's life. Considering the diverse conditions of society, local media was born to promote diversity as well. The function of decentralization and local autonomy for local regional media can be demonstrated by the ability to accommodate the diverse aspirations of local communities and local issues including environmental issues and natural resources in the region. Local media can occupy a strategic position as a place to accommodate and convey the aspirations of local communities, so that various regional policies can be in line with community expectations.

However, it would be very different if local media did not side with the interests of regional communities. This is characterized by uniform reporting, tending to be weak in crucial reporting. Generally, news specifically related to environmental issues and natural resources such as formalities, for example with descriptions of reporting on floods in various regions, news designs that are built due to river silting, rubbish piling up in rivers or drainage covered in mud, and so on. In reporting on environmental and natural resource issues in local media, especially in Central Kalimantan, there is a special column that shows support for corporations in the oil palm plantation sector. The prominence of news in special columns is more with positive corporate narratives.

The results of the news mapping on borneonews were 415 news using predetermined categories, so the mapping results found that the amount of news on environmental impacts, land clearing and conflicts, environmental destruction and pollution, environmental management and preservation with the following results:





Graph 1. Environmental and Natural Resources News Themes in BorneoNews Media
Source: Researcher Process, 2023

In the data above, the number of news themes on environmental issues and natural resources in the daily media Borneonews is 93 news about environmental impacts consisting of news about floods and landslides, 15 news about land clearing and conflicts which include areas of land cleared for plantations. and mining, *illegal mining, ilegal logging*, conflict between society and the company. 45 news related to environmental destruction and pollution including land burning, industrial waste, and 262 news about environmental management and preservation including greening news and company CSR news for environmental concepts. In the Borneonews media, judging from the number of news stories, it is mostly dominated by reporting on environmental management and conservation with a percentage reaching 63%. Meanwhile, news related to land clearing and conflicts was 4%, news related to environmental impacts was 22%, and news about environmental destruction and pollution was around 11%.

In the results of this mapping, news about environmental management and preservation is dominated by pThis positive news about palm oil focuses on reporting on palm oil cooperative social responsibility (CSR) activities. In line with the results of this mapping based on the resultsearches, information and interviews with Journalists and Editor-in-Chief of BorneoNews on 31 October 2023 and 13-14 November 2023. History Borneonews was founded around 2006 under the auspices of PT Media Kalimantan Mandiri with its head office in Pangkalan Bun, Central Kalimantan. Borneonews was founded by two large groups, namely Mr. H. Abdul Rasyid AS as owner of the CBI Group and the Media Group led by Surya Paloh (Media Indonesia, Metro TV, Lampung Post). However, currently Borneonews is no longer part of the Media Group. Borneonews was originally a daily print media. Over time, with increasingly rapid digital developments, since 2016 Borneonews has

shifted to cyber media/online media with the domain name borneonews.co.id. Has the same office as PalangkaPost media both in Palangka Raya and Pangkalanbun with the same company leader. With offices both in Palangka Raya on Jalan G. Obos and in Pangkalan Bun on Jalan H. Udan Said No. 47 Kotawaringin Barat.

Borneonews was born wanting to contribute to development to Central Kalimantan and Indonesia in general, in the field of journalism according to its function, namely providing information to the public, controlling media, entertainment and social media. As a company which also has employees, of course Borneonews also acts as an economic institution to try to improve the welfare of its employees.

“Borneonews.co.id displays various news, the majority of which is local, but also presents regional (interregional), national and international news. The rubric for Borneonews.co.id varies greatly from events, legal, national and regional channels. Kalimantan as a center for palm oil, borneonews.co.id also captures this, namely that in line with government policy it always creates a positive narrative about sustainable palm oil. Palm oil that does not damage the environment. We want the resources we have to bring maximum benefit to the prosperity of the Indonesian people and state. For this, BorneoNews provides a special channel, namely the Palm Oil channel/rubric.”



Figure 1 BorneoNews News Column (Palm Palm Rubric)

Source: Researcher Documentation, 2023

News headlines from Borneonews media which show that palm oil has a good contribution to the lives of society and the government, including the environment, include: CFO of PT SSMS Tbk Says the Company's Assets and Plantations are in Good Climate

Condition, SMSS Palm Oil Factory Receives 1,600 TBS of FFB from Farmers per Day, SSMS Programs Rubber Plantation Conservation Partnership with Palm Oil, SSMS Encourages Raja Seberang Community to Stop Open Defecation, Sawit Sumbermas Sarana Targets 1,000 Ha RSPO Certificate for Palm Oil Farmers, Commemorating World Environment Day, SSMS Donates 300 Trash Cans to Kobar Regency Government, Lamandau Regent Inaugurates First Planting of PT SSMS Tbk Palm Oil Plasma Program in Bukit Jaya Village, PT SMSS Tbk Develops Android-Based Application to Prevent Forest and Land Fires, PT SSMS Tbk Group Has a Big Contribution to the Kobar Economy, PT SSMS Tbk Plants 1 Million Trees in 10 Years, PT SSMS Tbk Has Committed to Environmental Management, SSMS CEO: I Love Trees, Orangutan Conservation on Salat Bukit Island PT SSMS Tbk Agrees to Protect Forests , PT SSMS Tbk Has Had Orangutan Rescue Since 2015, President Director of PT SSMS Tbk Invites Employees to Preserve the Environment, PT SSMS Tbk Plants First Plasma Palm Oil in Kumpai Batu Atas Village, The Existence of Palm Oil Plantations and Their Impact on the Environment is the Dominant Question in CBI Goes to School, This Benefits of Palm Oil Industry Waste at CBI Group, and PT. Cattle Palm Integration. Sulung Ranch Brilliant Idea for Entrepreneur H. Abdul Rasyid AS, Reaps Success and Becomes an Example.

Researchers conducted content analysis on 3 news analysis units with the following results:



Figure 2. BorneoNews News April 19 2017 Edition

Source: <https://www.borneonews.co.id/berita/60541-pt-ssms-tbk-tanam-1-juta-pohon-dalam-10-tahun>



There is a narrative of PT SMSS's commitment to plant 1 million trees in 10 years throughout 2014-2024 as a form of implementation of the company's concern for the environment. There is also a narrative that states the company founded by H. Abdul Rasyid is collaborating with farmer and fishermen groups in a program to plant 1 million trees. trees in the form of providing seeds, planting and even maintenance. Community involvement, in this case farmer groups, in the program indicates that palm oil companies care about the environment and empower the community. Based on the choice of diction and vocabulary used, journalists try to highlight the existence of H Abdul Rasyid AS in the construction of the meaning of the news. *"Companies founded by national entrepreneurs H Abdul Rashid AS This holding hands group this and fisherman in Kubu Village and Uambang Village."* *"we involves the local community apart from wanting to develop farmer groups in the area too, so they have a sense of belonging to what has been we plant"*. Apart from that, in the two quotes above you can see a reflection of the reality designed by the author of the text about PT SSMS to make it positive as a company that 'embraces the community' in the process of environmental preservation through the following diction choices: *"holding hands group this and fisherman"* and *"so they havea sense of belonging to what has been we plant."*



Figure 3 BorneoNews News Edition 11 November 2020

Source: <https://www.borneonews.co.id/berita/192435-ini-manfaat-limbah-industri-sawit-di-cbi-group>





In this news the actors are mentioned: PT Sawit Sumbermas Sarana (PT SSMS); PT Sulung Ranch; Citra Borneo Indah Group (CBI Group); Haji Abdul Rasyid AS; PKS Suayap Mill Manager, Andi Camalata. In the first paragraph, it is clear how the ideology of the Borneonews media is presented through the choice of language used. Starting from the mention of PT SSMS and PT Sulung Ranch being 'incorporated' in the CBI Group, to the mention of the name of the owner of the CBI Group, H. Abdul Rasyid AS which is written explicitly in the main paragraph. Gives an illustration of the power relations that are embedded through text production. Text narration *"during visits by the millennial generation to oil palm plantations PT Sawit Sumbermas Sarana Tbk (PT SSMS) and cattle farming PT Sulung Ranch Which combined in Citra Borneo Indah Group (CBI Group) and "owned company Haji Abdul Rashid AS."*

In this article, the use of modality in quoted statements that is highlighted is: *"There isn't any wasted and unutilized waste from palm fruit processing at a company owned by Haji Abdul Rasyid AS."*

"There isn't any "None of the waste from the palm oil industry in our mill is wasted." The interpretation of the quote above shows that there is no waste from the CBI Group's palm oil industry that is not utilized. This is further sharpened by the addition of the strength of the quoted statement as follows: "so far many parties who said that waste from the palm oil industry Can Damaging the environment." "So when there is accusations that the palm oil industry is in the CBI group No environmentally friendly, please see for yourself whether it is true because all the waste that exists is useful and No removed."

So far, the palm oil industry has been considered to have a negative stigma regarding environmental issues, especially in the management of industrial waste. So, it says: *'could damage the environment'*, and *'accusation of CBI Group not being environmentally friendly'*. However, it was immediately refuted with the sentence *"All existing waste is useful and is not thrown away."* Affirming that the palm oil industry practices carried out by the CBI Group will not have an environmental impact. In this discourse, news consumer opinions are constructed about the CBI Group implementing positive palm oil industry practices. The discourse focuses on optimizing the management of PT SSMS' palm oil industry waste, all of which is claimed to be reused. The actors mentioned are within the CBI Group which consists of PT Sawit Sumbermas Sarana (PT SSMS), PT Sulung Ranch, CBI Group, Haji Abdul Rasyid AS, Mill Manager PKS Suayap. It is hoped that the selection of sources from the CBI Group will convince consumers about the information contained and this is in line with Borneonews as a media that informs the public about the positive side of palm oil.





Figure 4 BorneoNews News Edition 1 May 2017

Source: <https://www.borneonews.co.id/berita/61844-pt-ssms-tbk-sudah-berkomitmen-dalam-pengelolaan-lingkungan>

Pay attention to the headline *"PT SSMS Tbk is Committed to Environmental Management"* we can understand how borneonews journalists paint a positive picture of PT SSMS in the minds of consumers as a company that cares about the environment. The news content design introduces the CBI Group and its owners to readers and the public at large. *"Environmental management has become commitment company under the umbrella of Citra Borneo Indah (CBI Group) This"* and *"a company founded by national entrepreneurs Haji Abdul Rashid AS the"*. The discourse describes the condition of PT SSMS as a company committed to environmental management, therefore PT SSMS carries out orangutan conservation activities on Salat Island, Pulang Pisau Regency in collaboration with BOSF.

Based on the results of the mapping and analysis of news content above and supported by the results of interviews, the local media, BorneoNews conveys something different about palm oil, which is indicated by the rubric for palm oil and the contribution of palm oil which has beneficial value for the welfare of society. Palm oil can be utilized from





all aspects, so that the issue of palm oil which has been considered environmentally destructive, can be achieved through practice *jurnalisme public relation* conducted by local media borneoneews shows that the presence of oil palm can provide positive value for society.

Local media can also act as an agent of change and social engineering; therefore, the media can increase public awareness of environmental issues and natural resources with its agenda setting power. However, environmental issues and natural resources occupy a neglected portion in the media. The main reason that is an obstacle for the media in reporting on environmental and natural resource issues is internal problems in the production of news content, so it is important to note that the absence of the media on environmental issues is the existence of a diplomatic strategy in reporting on environmental issues. Apart from that, packaging news on environmental issues which has the potential to affect the comfort of business organizations and media organizations as if it were taboo information to be studied or disseminated. Even if environmental issues are raised in the news, it is more impressive as mere information, but not in-depth. Local media affiliated with interests tends to cover up big issues in reporting on environmental and natural resource issues.

Environmental and natural resource media and politics refers to the interaction between media and politics in the context of environmental and natural resource issues. This includes the way the media influences people's thinking about these issues, and how politics influences regulations and policies related to the environment and natural resources. The raw material for environmental news in a media differentiates it from other news presented by the media, although technically news coverage is the same as other journalism activities, the raw material for environmental and natural resources news is the conditional reality of the sphere of life itself, including conflict. land, deforestation, land fires, waste, pollution, rubbish, floods, landslides, and so on (Boykoff, M, 2020; Pezzullo and Cox, 2019; Abrar, 2018; Cox, 2013).

The ideal media is media that has the courage to convey various issues to the public both as a form of education and as advocacy. Local media is media that is in a local area, has an office, and reports local news. Local media still have the same journalistic obligations, as previously stated by Kovach and Rosentiel (2003), explaining that at least local media also applies nine journalistic elements which can be used as a reference in journalistic activities including: (1) the first obligation of journalism is to the truth, in this case the truth local information; (2) journalism's first loyalty to citizens, especially local residents; (3) the essence of journalism is discipline in verification by presenting relevant sources (4) practitioners must maintain independence from news sources and not take sides with certain interests; (5) journalism must act as a monitor of power, this applies to the media as social control; (6) journalism must provide a public forum for criticism and support from





citizens; (7) journalism must strive to make important things interesting and relevant; (8) journalism must ensure that news is comprehensive and proportional; (9) Journalistic practitioners must be allowed to follow their conscience in this case not to cover up the real facts.

The media also does not exist independently. The media will be controlled by interests, so that the media will never be free of values. The interests as stated by Gans and Gitlin (in Shoemaker & Reese, 1996) are that media content will contain:

1. Reflection of social reality with little or no distortion. The media can be an agent for reflecting reality on the results of compromise between interested parties.
2. There is the influence of socialization and attitudes of media workers. Internal media factors such as professionalism, personality, political attitudes and training direct media workers in producing reality.
3. The influence of media routines is related to the ways media workers and their institutions organize work.
4. The influence of other social institutions and other pressures or forces is related to external factors that have economic, cultural and public power.
5. The influence of the ideology of those in power, so that the media carries ideology in accordance with the interests of those in power, media owners and other interests so that the conditions of society will never change.

The media is not free of values, but the media has responsibilities. The media's responsibility is direct to society (public) because the main aim of journalism (press) is to serve society (Kovach & Rosientil, 2001, p.17). The service in question is news packaged as information that the public must know, including environmental issues. Environmental issues, if they receive the right portion of reporting, can be used as a source of information for the public, but if the reporting is in accordance with the agenda setting theory used by the media, then the reporting will be in accordance with the expectations of the media itself.

Environmental issues and natural resources have an important essence in life. However, there are various interests, so that environmental and natural resource issues are part of the dilemma of entering the news, because environmental and natural resource issues will clash with various interests, especially those related to economics and politics.

Based on agenda setting theory, Littlejohn and Foss (2009) state that media agenda setting is made in such a way that the media is selective in reporting and conveying news, where agenda setting has stages: (1) there is a priority issue that is raised as a media news agenda; (2) the media agenda interacts with what the public thinks is the public agenda; and (3) agenda setting will interact with what the creator of the public agenda thinks, so that the





public agenda turns into a policy agenda that is understood by the public and responds to the information provided. Agenda setting is based on various opinions gathered which states that everyone tends to know the things reported by the media and accept the priority order given by the media to different issues. From this theory, everyone will have a tendency to know what the media is reporting and the media is in a position to design every detail of information in such a way as to shape public opinion in accordance with the media's expectations. The media is a place to position various issues according to interests. The news media needs to be present by paying attention by prioritizing environmental and natural resource issues as news that needs to be known to the wider public.

4. CONCLUSION

Commodification of news content on Borneonews refers to the commodification of content that shows the positive value of the existence of palm oil by not showing the condition of other environmental issues and becomes news that has economic value as well as political value. There is practice *journalism, public relation* or public relations journalism carried out by local media Borneonews is accommodated in the form of CSR news and special palm oil channels. This shows that the ideology of the local media borneonews with propaganda through positive news about palm oil contributes to community welfare and regional development. The local media, Borneonews, emphasized that palm oil is not the cause of environmental damage, but all aspects of palm oil can be used for various things, including palm oil waste which can still be used for animal feed, etc., so this commodification of positive news about palm oil also shows the relationship between media power and interests. carry out a positive campaign for the existence of palm oil.

REFERENCES

- Abrar, Ana Nadya (2018). Mengenal Jurnalisme Lingkungan Hidup. Yogyakarta: Gadjah Mada University Press.
- Aldrige, M. (2007) Understanding the Local Media. Berkshire: Open University Press
- Boykoff, M. (2020). All Politics is Environmental: Bridging Environmental Communication and Political Communication. *Environmental Communication*, 14(1), 1-5
- Cox, R. (2013). *Environmental Communication and the Public Sphere*. 3rd Edition. Los Angeles (US): Sage
- Herman, E.S & Chomsky, N. (2008). *Manufacturing Consent: The Political Economy of The Mass Media*. London: The Bodley Head.





- Kovach, Bill, & Rosenstiel, Tom. (2001). *The Element of Journalism What Newspeople Should Know and The Public Should Expert Crown Publisher*. New York: Three River Pr.
- Littlejohn, S.W dan Karen A.Foss. (2009). *Teori Komunikasi*, Edisi 9. Jakarta: Salemba Humanika
- Masduki, & D'Haenens, Leen. (2022). Concentration of Media Ownership in Indonesia: A Setback for Viewpoint Diversity. *International Journal of Communication* 16(2022), 2239–2259 1932–8036/20220005
- Masduki, et.al. (2023). *Kepemilikan dan Afiliasi Politik Media di Indonesia*. Hasil Penelitian PR2Media. Yogyakarta: Pemantau Regulasi dan Regulator Media (PR2Media).
- Mosco, Vincent. (2009). *The Political Economy of Communication, Rethinking and Renewal*. London: Sage Publication.
- Pezzullo, P. C., & Cox, R. (2019). *The Politics of Environmental Communication*. In *Environmental Communication Pedagogy and Practice* (pp. 21-35). Routledge
- Shoemaker, Pamela J & Stephen D. (1996). *Mediating The Message: Theories of Influence on Mass Media Content*. Second Edition. Newyork: Longman
- Sudiby, Agus. (2014). *34 Prinsip Etis Jurnalisme Lingkungan: Panduan Praktis untuk Jurnalis*. Jakarta: Kepustakaan Populer Gramedia
- <https://nuusdo.com/isu-lingkungan-tak-dapat-panggung-bila-kritis-media-dihantam-buzzer/>, 3 peb 2020, diakses 29 September 2022

