

ABSTRACT

Packaging of Endemik Animal News in Indonesia on Online News Portals (Qualitative Content Analysis of Environmental News on Kompas.com and Detik.com Portals, January – December 2022 Period)

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The media has an important influence in increasing public literacy about environmental awareness. However, news about the environment, especially news about endemic animals in Indonesia, is less prioritised than political and economic news. Kompas.com and Detik.com are two Online media that often cover endemic animal issues in Indonesia. This study aims to determine how the packaging of endemic animal news in Indonesia on the Kompas.com and Detik.com portals for the period January - December 2022 using a descriptive qualitative approach with a constructivist paradigm. This research method is qualitative content analysis. The concepts categorised in the research include frequency, news type, news value, 5W+1H news elements, and news tone. The results of the research on 58 news contents on the Online news portals Kompas.com and Detik.com show that the most frequency of reporting on endemic animals is Detik.com. Then the type of soft news is still the dominant type of news, then the dominant news value is Human Interest. The 5W+1H news element is still considered balanced and fulfils all six elements with a news tone dominated by positive news. The results of the study are expected to be input for the media regarding news packaging that still conveys the truth and useful information about environmental issues.

Keywords: Environmental Journalism, News Packaging, Endemik Animals, Qualitative Content Analysis

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