POST-INDUSTRIAL MOTIVATION POLEMICS BEHIND THE ISSUE OF CROSS-MEDIA PLASTIC BAGS DIET

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ABSTRACT

Garbage is an environmental problem, especially in Indonesia, which produces more than 100 tons of waste that is difficult to decompose. In addition, in India the Ganges river is also listed as the second river after the Chinese Yangtze with the amount of plastic donated to the world's oceans, and to pollute air quality due to the burning of open plastic waste which has a global impact.

This fact raises individual concerns for the government both at home and abroad, especially in environmental care and forestry. After the socialization of the minimization of plastic bags, other problems emerged, such as reduced employment due to the low level of plastic bag consumption. This research reveals several viewpoints of domestic and foreign media that show the weaknesses of plastic factories since the government's decision to use plastic bags, and with comparative research methods online media Detik.Com, Kompas.Com, Liputan6.Com, and Voaindonesia.Com, which will show the objectives of each media through news packaging with the analysis of the language of Zhongdang Pan and Gerald M. Kosicki used from each media.

Keywords: Polemic, Motivation, Post Industry, Jakobson Language Function, Framing Pan and Kosicki.

ABSTRAK

Sampah merupakan masalah lingkungan terutama di Indonesia yang menghasilkan lebih dari 100 ton sampah yang sulit terurai. Selain itu, di India sungai Gangga juga tercatat sebagai sungai kedua setelah Yangtze Cina dengan jumlah plastik yang disumbangkan ke lautan dunia, dan mencemari kualitas udara akibat pembakaran sampah plastik terbuka yang berdampak global.

Fakta ini menimbulkan keprihatinan tersendiri bagi pemerintah baik di dalam maupun di luar negeri, khususnya dalam kepedulian terhadap lingkungan dan kehutanan. Setelah sosialisasi minimalisasi kantong plastik, muncul permasalahan lain, seperti berkurangnya lapangan pekerjaan akibat rendahnya tingkat konsumsi kantong plastik. Penelitian ini mengungkapkan beberapa sudut pandang media dalam dan luar negeri yang menunjukkan kelemahan pabrik plastik sejak keputusan pemerintah untuk menggunakan kantong plastik, dan dengan metode penelitian komparatif media online Detik.Com, Kompas.Com, Liputan6.Com, dan Voaindonesia.Com, yang akan menampilkan tujuan masing-masing media melalui pengemasan berita dengan analisis bahasa Zhongdang Pan dan Gerald M. Kosicki yang digunakan dari masing-masing media.

**Kata kunci:** Polemik, Motivasi, Pasca Industri, Fungsi Bahasa Jakobson, Framing Pan dan Kosicki.

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INTRODUCTION

Indonesia is ranked second in the world to produce plastic waste in the waters reaching 187.2 million tons. Data from the Ministry of Environment and Forestry explains that in 2019 waste in Indonesia will reach 68 million tons. Meanwhile, plastic waste is estimated to reach 9,52 tons. According to data reported by NASA, it also shows that per year about 8 million tons of waste, mostly plastic, ends up in the oceans. Most of the rubbish comes from countries in Asia, namely China, Indonesia, the Philippines, Vietnam and India (Junaid & Uleng, 2019). The World Economic Forum (WEF) predicts that by 2050, the amount of plastic in the oceans will be more than fish. They estimate that by 2050, the amount of plastic produced globally will triple to 1.124 billion tonnes.

The problem of waste in Indonesia itself is a pending problem that has not yet found a bright spot, as in India, which has not yet obtained a solution either from use or management, along with the increasing population following the increase in the volume of landfills as a result of human activities According to Nasiri, 2004 in (Purwaningrum, 2016) stated that plastic materials in general have several properties that cause plastic waste to last for years without decomposing. This causes pollution to the environment and if it burns, the waste will produce gas which becomes air pollutant which in turn can also endanger human respiration (Karuniastuti, 2013). On the other hand, many are not aware of the negative impact of Covid-19 on the environment, one of which is the increase in plastic waste (Wardhana, 2020). It takes about 80 years to break down plastic waste so that it can be ascertained that it is completely degraded (Wanda, 2019). Plastic waste has become a serious obstacle in efforts to preserve the environment today (Karuniastuti, 2013). Therefore, to reduce environmental pollution due to plastic waste, the risk is minimized by carrying out 4Rs. Reduce by reducing usage, reuse is pursued through reusing goods that are fit for use, recycle in the form of recycling used goods, and replace to substitute certain devices (Hardianti et al., 2017).
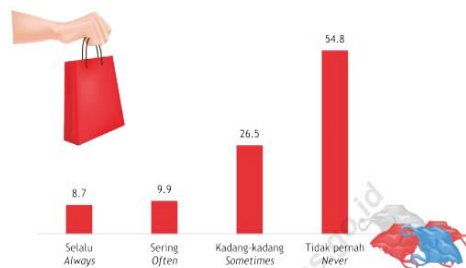
Picture 1. Statistics of Households Carrying Shopping Bags
Source: (Badan Pusat Statistik, 2018)

Based on the results of monitoring, the percentage of households who carry their own shopping bags when shopping is only 54.8 percent of households who never carry their own shopping bags. On the other hand, there were still 8.7 percent of households who took the initiative to bring their own shopping bags while shopping, then the rest reached 26.5 percent who said they sometimes carry the shopping bags, and the remaining 9.9 percent said they often carry the shopping bags (Badan Pusat Statistik, 2018). From this data, it can be proven that there has been a reduction in household plastic waste related to shopping bags. Based on the results of monitoring of the percentage of households who carry their own shopping bags when shopping, only 54.8 percent of households have never brought their own shopping bags. On the other hand, there were still 8.7 percent of households who took the initiative to bring their own shopping bags while shopping, then the rest reached 26.5 percent who said they sometimes carry shopping bags, and the remaining 9.9 percent said they often carry the shopping bags (Badan Pusat Statistik, 2018). From this data, it can be proven that there has been a reduction in household plastic waste related to the shopping bags.

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Human thought experienced revolution from time to time, along with these changes cannot be separated from the increasing problems and needs (Setiawan & Sudrajat, 2018). Plastics have become a necessity that cannot be separated from human activities (Karuniastuti, 2013) regardless of the desire to use them or even unwittingly added when doing certain consumption actions. Changing the need for plastic use is also very difficult because it is often a problem today. Life that continues to create technological advances seeks to reduce this use with other materials that are more environmentally friendly, including the Indonesian government which helps realize efforts to minimize the use of plastics in human life (D. W. Prasetyo et al., 2020).

Postmodernism has also become one of the academic interests in mass media communications and other social sciences in Indonesia to read social and cultural phenomena, along with the presence of a variety of new cultures that have also changed the lifestyle of urban communities, as well as the massive influence of internet technology as a means of communication and information dissemination (Fansuri, 2012). The same is the case with postmodernism as a continuation, or it can take the form of disconnection and correction from modernism which provides new thoughts and solutions in living a more complex life (Buchari, 2013). In postmodernism, science is viewed subjectively because it is an interpretation of humans, so the truth is relative (Setiawan & Sudrajat, 2018). This conception arises as a result of philosophical view or thought related to human attitudes and ways of thinking that affect their development and culture (Ilham, 2018). Ghazali and Effendi 2009 in (Setiawan & Sudrajat, 2018) state that postmodernism improves the previous view of modernism, because the birth of the social order can be place significantly by the power of mass media, which is also describing as postmodernism (Buchari, 2013).

The mass media can report on the conflict in a balanced manner with the principles of peaceful journalism so that the content of the news delivered can reduce conflict (Kurniawati & Wahjudi, 2019). But on the other hand, the mass media can also use their power with the principles of war journalism by reporting the conflict is unbalanced and presented clearly without paying attention to cultural norms (Amali, 2017) so that the contents of the news in question actually exacerbate a conflict that occurs in society (Santosa, 2017). In addition, the trend of negative journalism is also the point where the mass media can influence public opinion. News about corruption, political unrest, crime, natural disasters, etc. has become a commodity for the mass media industry (David et al., 2017).

The mass media as a neutral party should report this incident on the principles of peaceful journalism. The mass media should be able to find, construct, and present facts on the ground proportionally without taking part in the drama in the vortex of the conflict (Marta et al., 2020). The mass media must mediate between the two interests so that they are able to reduce conflicts that may occur, not on the contrary reporting, bombastic things that can cloud the atmosphere and exacerbate the problem (Mustika, 2017). The phenomenon of postmodernism culture from the concept of hyper-reality, which is where everything becomes a reference, while what is referred to is not necessarily a picture of the real reality, because what is referred to is the result of construction, especially by the role of the media (Fansuri, 2012).

Entering the 21st century, the mass media began to use the internet to disseminate news and information to the public. The emergence of digital technology has also brought changes to the media, namely the emergence of new media or online. Media is formed from interactions between humans and humans using computers and the internet (Wibisono, 2017).

Online media is the mass media that is presented online on the internet website. This online media is also an online journalism product. Online journalism, also known as cyber journalism, is defined as reporting facts or events that are produced and distributed via the internet. With the emergence of online media, information from an event will very quickly be conveyed by media owners to the public through online media coverage, thus enabling the response and impact to be greater or more massive (Mustika, 2017).

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From morning to night before going to sleep, humans always use gadgets and other digital tools. Every day at any time, humans are free to access whatever they want to meet their needs and make it easier to live their lives. So it can be said that new media has succeeded in shaping the needs of audiences that cannot be separated from new media or it can be said that new media binds the lives of audiences (Indrawan & Ilmar, 2018).

All media packs an information that will be conveyed to its audience with its own characteristics, especially in terms of news writing, because media is not a value-free "channel" but has carried out such a construction. Generally, media is present the event by emphasizing or highlighting a certain part, then enhancing the way of telling stories for a reality or event, so that it is easy for the audience to remember and package in order to highlight the alignments of the media (Suprobo et al., 2016). Each media has its own style in writing its news, given that the media is not a free "channel" but has constructed the news in such a way. The same event can be treated differently by the media. There are events reported and some are not reported. There are aspects highlighted, and there are aspects omitted. This is what becomes the power of the media in influencing public opinion about an event. The media has the power to construct the values in a news so that the news produced is able to reduce a conflict or vice versa. The way the media packs this news is a representation of the direction the media was founded on (Sukri & Yesicha, 2017).

Even though the information received is the same between the media, the point of view of the news that is conveyed verbally will vary. This relates to organizational communication that is built in the media, the nature of message creation, and interpretations that are influence by the media embraces and believes in (Ishak, 2012). In other words, organizational communication in online media appears in the form of a news writing style for each portal. Organizational communication needs to be well understood in an important group of an organization, and it is conveyed in certain languages. Language is a means of verbal communication in conveying messages. Regarding the function of language, Jakobson developed the three language functions proposed by Bühler by adding three other functions, namely the fatigue function which is aimed at establishing or maintaining the relationship between the sender and receiver of the message; metalinguistics related to explaining a language with language, regarding certain terms into simpler language; and poetry oriented to the message conveyed so that the expression is free and special (Agustina, 2009).

The different forms of packaging created by these media are called framing. Framing is a way events are present by the media. The presentation is highlighting certain aspects and expanding the way of telling stories from a reality (Fernando & Marta, 2018). In framing analysis, facts in news are the result of construction of reality, but not reality itself (Hendriyani, 2013). The framing analysis that characterizes Zhongdang Pan and Gerald M. Kosicki (Novarisa et al., 2018), divides framing into four major parts, namely, syntax as an observation of the news section. These shows journalists compiling an event statement, interview excerpts, and quotes; then the script is observing the event packaging strategy are made by reporters in telling stories; while thematic is an observation that shows the journalist's way of expressing his perspective on the events that occurred into a proposition or a certain sentence so that the whole text is compose; then rhetorical is observing how journalists work in writing words and emphasizing certain meanings by using idioms, or with the help of graphics, and interesting images (Desiana, 2016). Framing is based on motivation, namely a basic psychological process that activates, guides, and maintains institutional behavior towards the workers in it (Shafarila & Supardi, 2017).

RESEARCH METHODS

This research is based on a qualitative approach based on a constructivist paradigm, and looks at how the media has various points of "view" depending on the interests of the institutions formed through organizational communication, each presenting a frame of information to the public using Pan and Kosicki in their framing analysis, which is

linked to motivation the institutional interest in it. This study also aims to provide advice to the government regarding plastic bag diet policies from various perspectives, namely the media, society, consumers, and plastic bag producers.

DISCUSSION AND RESEARCH RESULTS

Table 1. News about the Paid Plastic Bag Policy

Detik.com	Kompas.com	Liputan6.com	Voaindonesia.com
Excisable plastic bag Rp 200 / sheet, who is responsible?	DPR: Plastic Manufacturers Should Be Subject to Excise	The Scavenger Association Joins to Reject Ban on Plastic Bags	India Expects to End Use of Single-Use Plastics in 3 Years
Wednesday, 03 Jul 2019 12:21 WIB	Monday, 08 Jul 2019 16:29 WIB	Wednesday, September 4 2019, 17:48 WIB	Wednesday, 02 Oct 2019
YLKI criticizes the policy of ineffective paid plastic bags	Only Rp 200 per sheet, is the paid plastic bag policy effective?	Plastic Bag Ban Interrupts Recycling "Business"	The city of Mumbai, India, bans single-use plastics
Friday, 01 Mar 2019 10:16 WIB	Saturday, 02 Mar 2019, 17:07 WIB	Tuesday, 30 Apr 2019, 10:41 WIB	Thursday, 28 June 2018

(Source: Processed by Researchers)

Detik.com

Detik.com's syntax create lead on news does not cover the essence of the news, but rather the beginning or just the introduction of the news. The news lead does not yet cover 5W + 1H, but in the second articles it starts with the statement "Who", namely who is the figure in the news. With the arrangement of upright triangular news articles, where the further down, the writing structure is more complete, making the reader have to read it until the end of the paragraph to get the whole point of the story. The information background used in this news focuses more on consumers as the main actor. The first article takes the viewpoint of defending consumers who are positioned as the losers. As well as criticizing the policy of paid plastic bags being ineffective and not the right countermeasures, because the price of Rp. 200, - is the price is minimal and is considered not to interfere with consumer purchasing power. We also found several quotes are used in one news text, but all quotes come from the same source.

Move to the script section (5W+1H), Judging from the overall news it is enough complete inside applying elements 5W + 1H.

The initial paragraph contains the element of "who and what" does not explain what is written in the title. Followed by the next paragraph explaining the why and why elements. Because of that, the content of the news can be understood after reading the whole.

Thematic on this news text consists of 9-10 short paragraphs, 50% of which contain quotes from one source. From the two articles, it can be concluded that the themes used are plastic bag pay policy is an inappropriate decision in order to reduce plastic waste; Need for a review of the government's paid plastic bag policy; Consumers are positioned as losers for the implementation of policies. The initial motivation for the target to impose excise on plastic bags was producers, but in the end, it was the consumer or the community who paid the excise fee by paying Rp 200, -. and, plastic bag manufacturers are also the losers, and retail is the beneficiary.

Rhetorical side contains the choice of words or lexicons used in detik.com news articles are more likely to directly crystallize sharply and bluntly, namely: "Misleading", "memble" to describe the government's

policies and performance in tackling plastic waste. In addition, there is the word "radical" which is repeated twice to emphasize how the government should move to tackle plastic waste. "Fragmented" and "sporadic" also emerge as a function of poetry.

Kompas.com

Kompas.com's syntax create lead in news text kompas.com contains the headline from the whole text (the elements "who, what, when, where why" have been explained clearly. Paragraphs next to be complementary paragraphs. You can see the arrangement of articles using an inverted pyramid so that readers can immediately find out the gist of the news by reading the first paragraph or news lead. The background information used is that the plastic excise tax should focus on large industries that produce plastic goods. As well as suggestions from the government, business actors, producers, and consumers to synergize with each other to reduce the use of plastic bags. Quotations from sources are given in each paragraph, this is clearly intended to increase the credibility of the information delivery.

Script from the completeness more Kompas.Com news is complete and comprehensive inside writing the news. This can be seen from the application of good journalistic principles, namely the content of 5W + 1H elements, which are evenly distributed in almost every paragraph.

Kompas.com's thematic text consists of 8-9 paragraphs and is interspersed with 3-4 quotations from sources. The themes raised in the news article on kompas.com is: The government defends consumers, scavengers, and the MSME industry who are affect from plastic bag excise; Emphasize the collection of excises on plastic-to-plastic manufacturers; The policy for plastic bags to pay Rp. 200 per bag will not be effective in reducing the use of plastic bags; Further study is needed, regarding the pay plastic bag policy from the government.

Rhetorical side shows the choice of words that using in kompas.com tends to criticize the government in a subtle way or in a sweeter way, namely by using words with positive connotations, such as: "Mutual synergy", "more progressive", "assessing", "should", "better. "," Appealed ".

Liputan6.com

Syntactically, Lead in liputan6.com is similar to detik.com, where there are only a few elements of 5W + 1H, such as "who" and "why". The next paragraph (body) explains the core of the news, complete with quotations from sources as additional information. At the very least, readers need to read news articles through the middle or news body to get to the point. The background information used is that recycling business actors and their agents (scavengers) are the main discussion figures in the news. Where recyclers and scavengers are victims or aggrieved parties in implementing the paid plastic bag policy. Several quotes are used to reinforce the information conveyed, which originates from one figure.

Judging from the overall news, the script it is almost same as detik.com. The initial paragraph only explains some of the 5W + 1H elements, then it is clarified again in each paragraph below. This means that the fatigue function runs in a relationship between the sender and recipient of messages with clarity of information or messages received and conveyed.

Thematic news text consists of 7-8 short paragraphs and includes several quotes from the same person. The themes raised in the two articles are: Workers in the recycling "sector" fall victim to the paid plastic bag policy; The policy interferes with economic growth in Indonesia; Waste as something of high economic value, implements innovation in the use of plastic waste as a solution.

The lexicon used in the article on liputan6.com uses foreign pronouns (Metallic function) in providing explanations, including: "industrial recycle", "refinery crude oil", "petrochemical", "circular economy", "cost recycle", "zero waste to landfill ".

Voaindonesia.com

The lead in the news text puts forward "what" and "why" elements, seen in the writing pattern in the first paragraph, always preceded by an explanation of the background to the problem or policy regarding waste in India. In the news agency section (body) explains about who makes policy decisions and explains, with quotations

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from sources to increase the credibility of information. And the "How" element, namely how the policy on the broad ban on the use of single-use plastic items in major Indian cities. A replacement of single-use bags, containers, and plastic bottles, which the authorities supervise more closely. An imposition of a fine of about $ 75 and carries a possible prison sentence. As well as the "When" element, which is the target time for plastic waste free in 2022.

From all news manuscripts, voaindonesia.com only displays "What" and "Why" elements to explain the highlights of the problems that are the main concentration. Followed by writing the elements of "When" and "Who" and ending with the element of "How" in order to provoke the curiosity of news readers, how the policy was implemented. The news text on voaindonesia.com is relatively short, consisting of 6-7 paragraphs, with one quote, and some even do not have a quote.

The themes highlighted in both articles are: Policies prohibiting the use of single-use plastics; Criticize the government's attitude and assertiveness regarding the implementation of the policy to prohibit the use of plastic waste which is considered insufficient or even bad; Criticism or protests from players in the plastic industry and considered to been able to eliminate 300 thousand jobs in the Indian state.

The choice of words or lexicons in the article suggests a "neutral" media position. The media convey information and opinions from all sides of the parties involved, namely the viewpoints of the community, government, and the plastic industry (business). So this media imposes a fatigue function on the choice of words. There are words with positive connotations such as "getting praise", "facing challenges", and negative connotations, namely "bad", "threatened", and "criticized".

Comparison of Paid Plastic Bag Policy Framing Analysis on Detik.com, Kompas.com, Liputan6.com, and Voaindonesia.com

Based on the analysis above, it can be seen that the four online media differ from one another in putting a point of view, as well as the subject being discussed in the same

problem. Media owners can provide a very large share through taking sides in a form of reporting (Kholik, 2017). The media is also able to provide ideas and raise various important issues or agendas in society, and the results of media production also reflect responses to cultural and social developments that are or already exist in society, and provide persuasion in these developments (Sapoetri & Pannindriya, 2019).

It is undeniable that life in post-industrial societies has changed. Before the existence of industry, the community highly upheld togetherness and harmony with each other, and after the presence of the industry there was a shift, especially in terms of mutual cooperation (Suarmini et al., 2016). Industrial society prioritizes material happiness rather than immaterial (Ismanto et al., 2013). In line with this increasingly individualistic change in society, post-industrial societies are easily provoke with empathy to spend additional money in the interests of industrialists (Buchari, 2013). One example of the impact of this post-industry is natural damage (Badan Pusat Statistik, 2018). Such as the problem of plastic waste which has become a frightening polemic (Elamin et al., 2018). This does not only occur due to plastic waste but also the paradigm shift that humans experience in seeing nature (B. Prasetyo & Trisyanti, 2018). Therefore, it is true what is quoted in the above news that the implementation of a plastic bag with a payment of Rp. 200 is not effective, because the change or addition is not significant. The community will voluntarily set aside this relatively small nominal money for the capitalist product it buys (Hardianti et al., 2017).

Government policy in reducing plastic waste is implemented by making paid plastic bags clearly criticized by detik.com, while kompas.com is more critical in a more subtle way by changing negative sentences into positive sentences by looking for the equation, it can be said that there is a metalinguistic function in it. In addition, kompas.com seemed to have turned against criticism from the plastic manufacturing industry, which in the detik.com media strongly criticized the government's policy, stating that it was the plastic producing industry that had to pay the excise.

Meanwhile, in liputan6.com, the news is more critical that the paid plastic bag policy kills the recycling business and eliminates jobs for recyclers, thus causing economic losses for the country. Voaindonesia.com also focuses on the criticism of the enforcement of the policy to prohibit the use of single-use plastic waste which is less strict, even with bad grades.

In culture, every society has elements that are universal, can show human activities to "fill", "do," or even "create" culture as the task of humans being born into the world as "messengers", not only preserving the contents of the universe but also caring for it, making it sustainable and making it "beautiful" according to the nature of its creation (Kistanto, 2017). Therefore, there are still parts of society who are aware of this and criticize various issues regarding natural damage. As reflected in the detik.com, kompas.com, liputan6.com, and voaindonesia.com news.

CONCLUSION

The appearance of the articles on the four news portals reflects criticism and different points of view, but implicitly shows the same goal. Initially "this" paid plastic bag policy was expected to be a solution to the waste problem in Indonesia (Purwaningrum, 2016), but in its "application" it created new problems or polemics. The polemic, among others, is that the allocation of plastic costs that should be borne by retail has shifted responsibility to consumers, slowly shutting down the "recycling" business, and eliminating jobs for scavengers, and ultimately resulting in a decline in the country's economy. The point of view conveying information through the media with the analysis of Framing Pan and Kosicki (Fernando & Marta, 2018), we found that four news portals, gave criticism in its way and point of view. Four medias with the same goal, namely correcting modernism that has deviated from the original motivation, namely preserving nature (Padjadjaran, 2020).

The results obtained by the media have a motivational polemic as well as the post-industrial consequences, that the policy actually kills certain parties in the industry, experienced not only by Indonesia but also India. Other influencing factors in news writing also have a verbal writing style, and the choice of each word, which emphasizes the unique language of the poetic function such as the detik.com news portal which uses sharp words, "contrast" in the delivery of a message to create an emotion. Specific to the speaker (Darmojuwono, 2014). Furthermore, Kompas.com and Voaindonesia.com use a fatigue function in language, namely "criticizing" but nicely dressed, with words that have a positive connotation, in order to maintain uninterrupted communication between speakers and listeners. Finally, the news portal liputan6.com uses a metalinguistic function, which is used to explain various things related to the language itself, so that what the speaker wants to convey becomes clearer.

The use of different verbal language can lead to information with different points of view, depending on each media highlighting the interests of each institution, and organizational communication on news writing styles, and in turn causing motivational polemics. The initial motivation to reduce plastic waste that is difficult to recycle, which causes environmental problems, has shifted to a closed one of the industrial fields, namely plastic producer. Every policy taken by the government will cause positive or negative things in the community (Ningrum, 2016), many even support and some are critical. The role of the media is no less important in expressing opinions and taking part in this, namely by voicing alignments with the government or criticizing its policies, and channeling public opinion by bandaging it in various perspectives. So that it also influences the mindset and behavior of society. Especially the role of online media, which is a place where all communication messages are decentralized, the distribution of messages via satellite increases the use of cable and computer networks, so that audience involvement in the communication process increases. In this case, government policy regarding expanding employment opportunities is considered a failure, due to a decline in income and a reduction in labor for plastic producers. However, the government policy regarding reducing plastic consumption is considered successful,

because it has decreased the level of consumption from before. Therefore, the use of language affects the construction of reality because language contains meaning. Guiding public opinion can be constructed through the selection of the right syntax, script, thematic, and rhetorical. Through this research, it is hoped that it can contribute to journalists and workers in the media industry to be wiser in forming framing so that they continue to carry out their functions as "watch dogs" without reducing the essence of the facts presented. It is also hoped that the public as consumers of the media can be wiser and open-minded in consuming the news that is conveyed.

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