

Critical Discourse Analysis of News Reporting on Human-Tiger Conflict in Riau Province

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Abstract

Riau Province, as the habitat for almost one-third of the Sumatran tiger population, continues to grapple with the challenges of human-wildlife conflict. Mass media pays particular attention to cases of conflict involving protected animals, especially if such conflicts result in fatal casualties, as seen in the case of Tasik Tebing Serai Village. This research aims to critically analyze the media discourse construction related to this conflict, which can influence public awareness, community attitudes, and even policy responses. The critical discourse analysis method by Teun van Dijk is employed to identify text structures, social cognition, and social contexts in the news published by national and local media, namely detik.com and riaupos.co, reporting on the conflict in Tasik Tebing Serai Village, Riau Province. The research findings indicate that despite mass media presenting factual information, they need to catch up in providing education, a fundamental principle of environmental journalism. Detik.com leans towards utilizing the “rewrite” method to increase its publication quantity, whereas riaupos.co focuses more on presenting diverse topics. Both media have their own dramatic and sensational characteristics in delivering the news by utilizing the word of choice to catch the reader’s attention to the issue. This study delves into a deeper understanding of the importance of reporting environmental issues with environmental journalism principles to enhance public awareness, understanding, and responsibility regarding environmental problems.

Keywords: conservation; environmental journalism; human-wildlife conflict; news portal; online mass media

Abstrak

Provinsi Riau, sebagai habitat bagi hampir sepertiga populasi Harimau Sumatera, terus menghadapi tantangan konflik manusia-satwa liar. Media massa memberikan perhatian khusus pada kasus konflik yang melibatkan hewan dilindungi, apalagi jika konflik tersebut mengakibatkan korban jiwa, seperti yang terjadi di Desa Tasik Tebing Serai. Penelitian ini bertujuan untuk membongkar konstruksi wacana media terkait konflik manusia dan harimau sumatera secara kritis, yang dapat memengaruhi kesadaran publik, sikap masyarakat, dan bahkan respons kebijakan. Metode analisis wacana kritis oleh Teun van Dijk digunakan untuk mengidentifikasi struktur teks, kognisi sosial, dan konteks sosial dalam berita yang dipublikasikan oleh media nasional dan lokal, yaitu detik.com dan riaupos.co, dalam melaporkan konflik di Desa Tasik Tebing Serai, Provinsi Riau. Hasil penelitian menunjukkan bahwa meskipun media massa menyajikan informasi faktual, mereka cenderung kurang memberikan edukasi yang menjadi prinsip dasar jurnalisme lingkungan. Detik.com cenderung menggunakan metode “rewrite” untuk meningkatkan jumlah publikasinya, sedangkan riaupos.co lebih fokus pada ragam topik yang dapat disajikan. Kedua media memiliki karakter dramatis dan sensasional dalam menyajikan berita, dengan pemilihan kata yang dipersonalisasi untuk menarik perhatian pembaca. Studi ini mendalami pemahaman tentang pentingnya melaporkan isu-isu lingkungan dengan prinsip jurnalisme lingkungan guna meningkatkan kesadaran, pemahaman, dan tanggung jawab publik terhadap masalah lingkungan.

Kata kunci: jurnalisme lingkungan; konflik manusia-satwa liar; konservasi; media massa online; portal berita

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INTRODUCTION

The discovery of a man's body in the village of Tasik Tebing Serai, Bengkalis Regency, Riau Province, with extensive claw wounds and his head severed from his body in April 2022, became a focal point in various news portals. This incident garnered media attention as the victim was suspected of having been attacked by a Sumatran tiger (*Panthera Tigris Sumatrae*), a protected species with a critically endangered status (Bombieri et al., 2018, p. 578; Papworth et al., 2015, p. 826) which is also nationally protected according to the Minister of Environment and Forestry Regulation Number: P.106/MENLHK/SETJEN/KUM.1/6/2018. The situation highlighted the fact that negative interactions between humans and protected wildlife often receive intensive coverage from the mass media, especially when fatal attacks occur (Bhatia et al., 2013, p. 593; Hughes et al., 2020, p. 10; McCagh et al., 2015, p. 276).

In the context of reporting on human-wildlife conflicts, environmental journalism principles should take precedence in mass media, considering that these conflicts reflect the complex dynamics between humans and wildlife in the environmental ecosystem. Many media demonstrate a lack of commitment to applying environmental journalism principles, focusing primarily on incidents or conflicts without paying attention to conservation messages (Agustin et al., 2022, p. 111).

In reporting the human-tiger conflict in the village of Tasik Tebing Serai, differences in news framing emerged between local and national media. In national media, *detik.com*, a nationally accessed online news portal, Similarweb (2023) applies a human-interest-centered approach, emphasizing farmers as the victims, while *riaupos.co*, as a local media in the Riau province where the conflict occurred and it is recognized as the best newspaper in Sumatra according to IPMA 2023. It also highlighted the farmers as a victim and further added information about a deer trap as the cause of the incident. The differing constructions of information disseminated by these two media can be assumed to create variations in the interpretation and understanding of the conflict. The information presented by these news portals has significant implications for public perception, as even a small difference, such as the inclusion of details about the deer trap, can influence how the public views the event.

In further investigation of the news released, the researcher identified a total of 20 news items, with 16 published by *detik.com* and four by *riaupos.co*. The list of news items can be seen in Table 1.

Table 1. News items related to the case of a villager's death with allegations of being attacked by a Sumatran tiger were reported on *detik.com* and *riaupos.co*

Publication Date	News portal <i>detik.com</i>	News portal <i>riaupos.co</i>
Wednesday, April 6, 2022	"Farmer in Bengkalis Found Without Head in the Forest, Suspected Tiger Attack"	"Permission to Check Deer Snares, Resident of Tasik Serai Found Lifeless"
Thursday, April 7, 2022	"Uproar: Farmer in Bengkalis, Riau Found Without Head in the Forest"	
Thursday, April 7, 2022	"Chronology: Farmer in Bengkalis Found Without Head in the Forest"	

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Table 1 (continued)

Thursday, April 7, 2022	"Police Explanation: Farmer in Bengkalis Found Without Head in the Forest"	
Thursday, April 7, 2022	"Uproar: Farmer in Bengkalis, Riau Found Without Head in the Forest"	
Thursday, April 7, 2022	"BKSDA Installs Camera Traps After Farmer in Bengkalis is Killed in Tiger Attack"	
Thursday, April 7, 2022	"Caution! Tiger That Attacked Residents in Bengkalis Still Roaming Near the Village"	
Friday, April 15, 2022	"Misunderstandings by the Riau BKSDA: Evacuating a Tiger from Its Natural Habitat"	"BKSDA Sets Tiger Traps in Tasik Tebing Serai Village"
Saturday, April 16, 2022	"Police Investigate Alleged Deforestation Causing Conflict Between Villagers and Tigers in Riau"	
Monday, April 18, 2022	"Tiger Reappears in Bengkalis, Prompting Evacuation of Villagers to Safe Places"	
Wednesday, April 20, 2022	"Tiger Enters Residential Area in Bengkalis, Confusing Officials"	
Friday, April 22, 2022	"Once Again, Villagers of Bengkalis Discover Tiger Tracks Near Settlements"	
Friday, April 22, 2022	"Conversion of Native Habitat into Plantations Sparks Tiger-Human Conflict"	
Saturday, April 24, 2022		"Once Again, Tigers Terrorize Villagers of Tasik Tebing Serai"
Monday, April 25, 2022	"Tiger Reappears in Bengkalis, Numerous Tracks Discovered in Gardens"	"Tigers Terrorize Villagers of Tasik Tebing Serai"
Monday, April 25, 2022	"Fearful of Tigers, Farmers in Bengkalis Employ Guards During Oil Palm Harvest"	
Tuesday, April 26, 2022	"Not Yet Captured, Tiger Officials in Bengkalis Engage in a Game of Hide and Seek"	

Source: Compiled from *detik.com* and *riaupos.co*, 2023

Reporting on the human-sumatran tiger conflict tends to be sensational and emotional and employs negative diction. Although the actual content of the news is neutral, focusing on chronological events, the headlines often carry a negative tone, emphasizing sensation and tension to capture the reader's attention (Ardiantiono et al., 2022, p. 166; Delibes-Mateos, 2020, p. 736; Hughes et al., 2020, p. 10). These characteristics can heighten fear and negative perceptions of Sumatran tigers among readers (Muter et al., 2009, p. 377). Negative attitudes and low tolerance toward wildlife, such as Sumatran tigers, can lead to a decline in conservation support and the implementation of actions for the involved wildlife. Conversely, a positive attitude can contribute positively to conservation efforts (St. John et al., 2018, p. 24). The framing of incidents presented narratives, and highlighted perspectives in mass media discourse can influence public awareness, community attitudes, and even policy responses (Kurnianto & Kusumalestari, 2016, p. 12).

In the Indonesian context, not all communities can directly interact with Sumatran tigers, either due to their endangered status or the limited availability of their habitat on the island of Sumatra. Media plays a crucial role in providing information and understanding about this species, ultimately shaping perceptions of the Sumatran tiger (Jacobson et al., 2012, p. 177). Mass media functions not only as a provider of public discourse on environmental issues but also as an educational agent for change (Maghvira, 2017, p. 128; Misra, 2021, p. 175).

According to Law No. 40 of 1999 on the Press, the national press in Indonesia has primary functions outlined in Article 3 of the law. First, it serves as an informational medium, providing the latest news and essential information to the public. Second, it functions as an educational medium by offering in-depth analysis of complex issues. In this context, given the environmental issue being discussed, the media is expected to provide education to the public about tiger conservation and the preservation of their habitat. Media should comprehend the journalistic perspective on environmental reporting, especially in covering conflicts between humans and wildlife. Third, it acts as an entertainment medium, engaging the public with interesting news, but in this research, there will be other focuses. Fourth, the press plays a crucial role as a tool for social control by overseeing government policies and maintaining a balance of power and injustices.

The roles of writers, editors, and journalists are crucial in representing the human-sumatran tiger conflict in mass media. They have control over the perspectives, language, and images used to shape a particular narrative. Environmental journalism must ensure that these messages are not only conveyed accurately but also critically reviewed to enhance public understanding and responsibility for environmental sustainability (Khotimah, 2017).

Riau Province, home to nearly one-third of the Sumatran tiger population, faces an ongoing conflict between humans and wildlife. Data from the Riau Province Natural Resources and Ecosystem Conservation Center (BBKSDA) for the period 2018-2022 recorded 113 incidents of the human-sumatran tiger conflict, most of which were publicized on various national and local news portals. These conflicts are depicted diversely as different media create varying narratives. Critical analysis of discourse dynamics is crucial to uncover dominant and marginalized perspectives. Deconstructing how this conflict is represented in mass media discourse, this analysis becomes a valuable tool. This helps reveal how language, opinions, values, and ideologies are constructed by the media in shaping narratives about the conflict, thereby influencing the public perspective on this issue (Dewi, 2011, p. 204; Junaedi, 2017, p. 24; Wirahyuni & Sudiana, 2020, p. 816).

Discourse refers to complete units in a hierarchy that can be comprehended by readers, whether in the form of conversations or written texts, always reflecting the results of social

interactions (Nurdiana, 2015, p. 150; Purwoko, 2008). There is a distinction in the usage of terms between oral discourse and written texts. The term “text” more commonly refers to oral language, while “discourse” is more often associated with written language that has a news article structure and is published in newspapers (Br Tarigan et al., 2023, p. 19).

The production of discourse is closely related to the background of the author (Hermina, 2014, p. 240; Payuyasa, 2017, p. 23). Differences in discourse production in the media allow us to observe imbalances and biases among writers, necessitating us to select and evaluate accurate information. By analyzing discourse, we can uncover hidden motives or ideologies behind news texts. Critical discourse analysis fundamentally studies the function and use of language as a communication tool (Armayanti, 2019, p. 30; Rovino & Arianti, 2021, p. 10; Wang, 2021, p. 50). In this context, it can help us understand how the media plays a role in public perceptions and opinions on this issue (Humaira, 2018, p. 38; Payuyasa, 2017, p. 20).

In the realm, an exploration into how the media constructs narratives about the conflict reveals different perspectives (Musyafa’ah, 2017, p. 211). Different media may choose to emphasize specific viewpoints, shaping narratives that evoke sympathy for farmers or highlighting the local community as victims of tiger attacks. Alternatively, some media may focus on tiger conservation initiatives into the complex role of humans in this conflict (Hermina, 2014, p. 243). This diversity in framing is evident in the distribution of information, including online mass media such as news.

While previous research has studied the analysis of reporting on conflicts between humans and wildlife using methods such as content analysis, web scraping, and case studies (Agustin et al., 2022; Ardiantiono et al., 2022, p. 736; Delibes-Mateos, 2020; Hughes et al., 2020; Rifaie et al., 2023), our research adopts a different approach. Specifically, to examine how *detik.com* and *riaupos.co* present information regarding this conflict.

This critical analysis is highly significant due to its broad impact on shaping public perceptions and opinions. The issues at hand are not only concern the safety and well-being of humans but also the conservation of the Sumatran tiger. Through this, we can uncover how the media constructs stories, selects viewpoints and shapes public attitudes toward this conflict. This approach provides profound insights into the complex dynamics involved in this issue, aiding in designing sustainable solutions and supporting a balance between human needs and Sumatra’s ecological sustainability. The common method employed for discourse analysis in this research is Van Dijk’s method, which integrates three dimensions of discourse structures: text, social cognition, and social context.

RESEARCH METHOD

The research methodology employed in this study is qualitative, utilizing document analysis and media text content analysis. The document analysis method is applied to collect data in various forms, such as records, transcripts, magazines, agendas, and other sources (Arikunto, 2013). The documentation process involves analyzing online news discourse related to this conflict, with a specific focus on incidents occurring in Tasik Tebing Serai Village. These articles are sourced from *detik.com* and *riaupos.co*. The data obtained from these discourses serve as the empirical foundation for this research. The research process begins with the stages of identification, classification, and interpretation of data (Zhang et al., 2023, p. 6).

The comprehensive list of these news items is presented in Table 1. All of these articles will utilize the discourse analysis method developed by Teun van Dijk, as depicted in Figure 1. The primary objective is to scrutinize various structural aspects of the discourse surrounding the conflict.

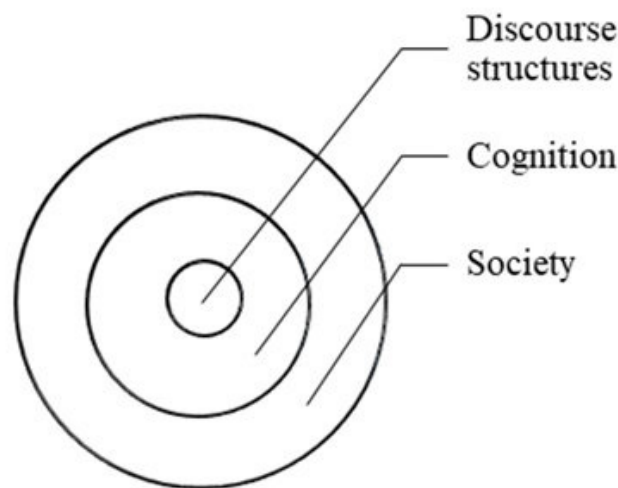


Figure 1. Critical Discourse Analysis Model of van Dijk
Source: Daghigh et al. (2018)

Van Dijk's analysis, as depicted in Figure 1, integrates three discourse dimensions—text structure, social cognition, and social context—into a cohesive analytical unit. The text dimension examines the structure of the text and discourse strategies employed to highlight specific themes, encompassing macrostructure (thematic/theme topics), superstructure (schematic structure), micro semantic structure (background, details, purpose elements, Presumption), micro syntactic structure (sentence forms, coherence, pronouns), micro stylistic structure (lexicon), and micro rhetoric structure (graphics, metaphors, expressions) (Fayruza et al., 2021, p. 280).

Regarding social cognition, this analysis explores the processes of news text production, emphasizing individual cognition among journalists. The third dimension considers the social context, examining how discourse intricately connects with social structures and evolving knowledge within society. This analytical framework will be applied to investigate news related to the conflict, following Van Dijk's approach to understanding how these discourses are constructed, connected to social cognition, and situated in the broader societal context.

RESULTS AND DISCUSSION

In the implementation of Teun A. van Dijk's critical discourse analysis model, this analysis will initially focus on the textual dimension. Table 2 offers a comprehensive breakdown of the macrostructure within the text dimension, encompassing linguistic and structural elements.

Table 2. Discussion Analysis of the Text Dimension Framework: Macrostructure of News on *detik.com* and *riaupos.co*

Analysis Elements	Thematic: Topic/ Theme	Analysis Results		Informant
		News portal <i>detik.com</i>	News portal <i>riaupos.co</i>	
Theme 1	The discovery of a headless farmer believed to be a victim of a tiger attack.	News items 1, 2, 3, 5 (4)	News item 1 (1)	Subdistrict Police Chief Pinggir

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Table 2 (continued)

Theme 2	Police statement regarding a farmer found dead.	News item 4 (1)		Subdistrict Police Chief Pinggir
Theme 3	Installation of camera traps by the by Natural Resources Conservation Agency (BKSDA)	News item 6 (1)		Acting daily head of the BKSDA Riau
Theme 4	Tiger roaming near the village and terrorize local villagers	News items 7, 10, 11, 15 (4)	News items 3, 4 (2)	Subdistrict Police Chief Pinggir
Theme 5	The installation of traps by BBKSDA for the evacuation of tigers	News item 8 (1)	News item 2 (1)	Acting Head of the Riau BKSDA (detik.com) Subdistrict Police Chief Pinggir (riaupos.co)
Theme 6	Police investigate alleged deforestation causing conflict	News item 9 (1)		Subdistrict Police Chief Pinggir
Theme 7	Tiger tracks near village	News items 12, 14 (2)		Subdistrict Police Chief Pinggir
Theme 8	Tiger not yet captured	News item 16 (1)		Acting Head of the Riau BKSDA and Subdistrict Police Chief Pinggir
Theme 9	Conversion of native habitat into Plantations causing conflict	News item 13 (1)		Representative of My Future Palm Oil Association

Source: processed by researchers, 2023

In Table 2, both media discuss several common themes, including “The discovery of a headless farmer believed to be a victim of a tiger attack,” “Tigers roaming near the village and terrorizing local villagers,” and “The installation of traps by BBKSDA for the evacuation of tigers.” These three specific topics are focal points in the media coverage. Although *detik.com* quantitatively presents more topics or themes compared to *riaupos.co*, there is some repetition or reuse of topics in *detik.com* publications. *Detik.com* focuses more on the quantity of news published rather than on the depth and diversity of perspectives in reporting. This finding is reinforced by the number of articles published on the same day, specifically seven articles on April 7, 2023, addressing similar topics, with one article even sharing an identical title. This condition raises concerns about potential limitations in presenting diverse perspectives on the conflict, especially considering that the viewpoints emphasized tend to be from the police and BBKSDA. It is equally important to enrich the perspectives by incorporating views from the directly involved community, industries that utilize land in the surrounding area of the conflict, and academia as individuals with extensive knowledge.

The ensuing analysis examines text dimension with a specific focus on the superstructure

element. Table 3 has been curated to provide an in-depth breakdown of the superstructure as it manifests within the text dimension.

Table 3. Discussion Analysis of the Text Dimension Framework: Superstructure of News on *detik.com* and *riaupos.co*

Analysis Elements	Schematic Schema	Analysis Results		Function
		News portal detik.com	News portal riaupos.co	
Content 1	Discovery of the body of a resident believed to be a victim of a tiger attack in Tasik Serai Village, Talang Muandau District, Bengkalis.	News items 1, 2, 3, 5 (4)	News item 1 (1)	Informative
Content 2	Chronology of the discovery of a headless farmer believed to be a victim of a tiger attack.	News items 3, 4, 5 (3)		Informative
Content 3	The Riau Provincial Natural Resources Conservation Agency (BKSDA) installed camera traps in the SM Giam Siak Kecil (GSK) forest area.	News item 6 (1)		Informative
Content 4	Tiger trap Installation	News items 11, 16 (2)	News item 2 (1)	Informative
Content 5	A tiger, suspected of attacking Indra, was seen roaming near the village.	News items 7 (1)	News items 3, 4 (2)	Informative
Content 6	Evacuation of the tiger conducted by BKSDA	News items 8, 11, 16 (3)		Informative
Content 7	Land clearing by the community around the Giam Siak Kecil biosphere reserve area, Bengkalis.	News items 9, 13 (2)		Informative
	The process of evacuating villagers around the GM Siak forest.	News item 10 (1)		Informative
Content 8	Discovery of tiger tracks around the village.	News items 12, 14 (2)		Informative

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Table 3 (continued)

Content 9	Strategies of oil palm farmers to avoid tiger attacks.	News item 15 (1)		Informative
Content 10	The Sumatran tiger has not been captured, although the community and officials have set traps.	News item 16 (1)		Informative
Conclusion 1	The police are still investigating the incident.	News items 1, 2, 3, 5 (4)		Informative
Conclusion 2	There is suspicion that the victim was attacked by a tiger.	News items 4, 7 (2)	News item 1 (1)	Informative
Conclusion 3	The location of the incident is in the tiger habitat forest (GSK).	News items 6, 13, 14, 16 (4)		Informative
Conclusion 4	There are coordinated efforts between the police and relevant authorities.	News items 7, 11 (2)		Informative
Conclusion 5	Cooperation from the community is hoped		News item 2 (1)	Informative
Conclusion 6	BKSDA Riau is conducting socialization on how to handle conflict situations		News item 3 (1)	Informative
Conclusion 7	The installation of traps and camera traps.	News items 6, 7, 8, 12 (4)		Informative
Conclusion 8	Fires and land clearing are identified as causes of the conflict	News items 9, 14, 16 (3)		Informative
Conclusion 9	Discovery of traces near the village.	News items 5, 10 (2)		Informative
Conclusion 10	Palm oil farmers are requesting BBKSDA Riau to find a solution.	News item 15 (1)	News item 4 (1)	Informative

Source: processed by researchers, 2023

In Table 3, an analysis of how media portray this conflict reveals distinctive approaches in their title choices, content, and conclusions. *Detik.com* used a dramatic and sensational writing style, like “Uproar: Farmer in Bengkalis, Riau Found Without a Head in the Forest,” utilizing terms such as “*geger*” (uproar) and “*awas!*” (caution!). This approach, as highlighted in previous studies by St. John et al. (2018), has the potential to instill fear and cultivate negative perceptions, affecting public tolerance and conservation support for Sumatran tigers.

Both media present a chronological report of the conflict, covering events from the discovery of the mutilated victim's body to the evacuation process and the climax of the conflict. Both media conclude with a similar plea to the relevant authorities, urging the Natural Resources Conservation Agency (BBKSDA) to find a solution to handle the conflict promptly. This conclusion may result from uniform editorial principles or reliance on the same information source, aligning with online journalism's nature that prioritizes rapid information delivery without lengthy opinions (Perreault & Ferrucci, 2020, p. 1311). An analysis reveals *detik.com* use of "rewriting" techniques, seen in articles published on different dates with substantial language and structural similarities. Concerns arise about clickbait, where prioritizing attention-grabbing elements can lead to imbalanced presentations without adequate context.

The results highlight the need for an informative and educational role in reporting environmental issues. This article complements existing research by emphasizing the importance of incorporating critical aspects and educational elements, such as the current status of Sumatran tigers, conflict mitigation strategies, and community participation in conflict resolution. This approach aims to enhance public understanding and foster responsibility toward environmental and conservation issues, aligning with Khotimah's (2017) emphasis.

Distinguishing *detik.com* tends to simplify news, focusing on conflicts without clear solutions, while *riaupos.co* depicts potential solutions by highlighting ongoing or possible steps, expressing hope for community cooperation as a means of conflict resolution. It informs the public about the socialization efforts conducted by BBKSDA, presenting it as a strategic approach to conflict management.

The alignment of titles, content, and conclusions with previous research emphasizes the prevalence of negative titles despite neutral content. This highlights the impact of journalistic techniques on audience perception of environmental conflicts and raises concerns about clickbait, underlining the importance of balancing attention-grabbing strategies with accurate, balanced, and in-depth information, especially in sensitive issues such as the human-sumatran tiger conflict (Ardiantiono et al., 2022, p. 168; Delibes-Mateos, 2020, p. 736; Hughes et al., 2020, p. 11; Jacobson et al., 2012, p. 179). Table 4 elucidates the discussion regarding the microstructures of semantics, syntax, stylistics, and rhetoric.

Table 4. Discussion Analysis of the Text Dimension Framework: Micro- semantics Structures of News on *detik.com* and *riaupos.co*

Analysis Elements	Analysis	Text	Analysis Results	
			News portal <i>detik.com</i>	News portal <i>riaupos.co</i>
Semantic 1	Background 1	Indra, was found dead, suspected to be attacked by a tiger in the Giam Siak Kecil Forest (GSK).	News items 1, 2, 3, 4, 5, 7 (6)	News item 1 (1)
	Background 2	The BKSDA's decision to set up the camera traps.	News item 6 (1)	
	Background 3	The BKSDA's decision to set up the traps is a response to the human-sumatran tiger conflict in the region.	News item 8 (1)	News item 2 (1)

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Table 4 (continued)

	Background 4	The police confirm to investigate the alleged deforestation causing the human-sumatran tiger conflict in Bengkalis,	News item 9 (1)	
	Background 5	The recent presence of tigers in residential areas	News items 10, 11, 12, 14, 15 (5)	News items 3, 4 (2)
	Background 6	The presence of tigers in residential areas yet to be captured	News item 16 (1)	
Semantic 2	Detail 1	Indra entered the forest to check on deer traps but was later found lifeless 20 meters away from the traps.	News items 1, 2, 3, 4, 5, 7	News item 1 (1)
	Detail 2	Coordination has taken place between the police and the Riau Natural Resources Conservation Agency (BKSDA)	News items 6, 8, 9, 10, 11, 12, 14, 15 (8)	News item 2 (1)
	Detail 3	The police emphasize their jurisdiction in cases involving criminal elements and violations of the law, especially related to deforestation.	News item 9 (1)	
Semantic 3	Purpose 1	Information	All news items	All news items
	Purpose 2	Emotional Engagement	Almost all news items except news item 7 (16)	Almost all news items except news item 2 (3)
Semantic 4	Presumption 1	Indra was a deer trapper.	News items 1, 2, 3, 4, 5, 7 (6)	News item 1 (1)
	Presumption 2	The Natural Resources Conservation Agency (BKSDA) was forced to install traps in the tiger natural habitat	News item 8 (1)	
	Presumption 3	Deforestation in the protected forest area has led to the negative interaction	News items 8, 9 (2)	

Source: processed by researchers, 2023

The repetition of impactful phrases like “discovered lifeless” and “mutilated body” creates a vivid and emotionally charged description of the events. This repetition reinforces key aspects of the narrative, leaving a lasting impression on the reader and amplifying the

emotional impact of the reported incident. The deliberate choice of such language contributes to constructing a narrative that not only informs but also seeks to engage and evoke specific emotional responses from the audience.

The forest, as the location of the event, suggests that the conflict transpired in a natural environment prone to adverse interactions between humans and Sumatran tigers. The inclusion of details, such as the victim being not just a farmer but also a deer trapper, contributes to the perception that such an incident was foreseeable. This information extends beyond the victim, intricate relationship between humans and their environment. It addresses hunting practices and the use of deer traps, elements that can elicit dramatic emotional responses from the community (Curtis et al., 2012, p. 509; Muter et al., 2009, p. 378).

The comprehensive analysis of microstructure semantics on both media shows crucial aspects in reporting this conflict. The findings are presented in Table 5.

Table 5. Discussion Analysis of the Text Dimension Framework: Micro-syntax, stylistics, and rhetoric Structures of News on *detik.com* and *riaupos.co*

Analysis Elements	Analysis	Text	Analysis Results	
			News portal <i>detik.com</i>	News portal <i>riaupos.co</i>
Syntax 1	Sentence forms 1	A simple sentence consists of one clause or one main idea.	News item 4, 7, 9, 10, 11, 12 (6)	All items news
	Sentence forms 2	A complex sentence consists of two or more clauses that are related.	News item 1, 2, 3, 5, 6, 8, 13, 14, 15, 16 (10)	
Syntax 2	Coherence	Each paragraph is closely related to the development of the human-sumatran tiger conflict.	All items news	All items news
Syntax 3	Pronouns	Using third person singular, third person plural, and a tiger.	All news item	all news item
Stylistics	Lexicon 1	“Salah Kaprah” (Misconception)	News item 8 (1)	News items 3, 4 (2)
	Lexicon 2	“Hewan Buas” (Beast)		News items 3, 4 (2)
	Lexicon 3	"Geger" (Uproar)	News items 3, 5 (2)	
	Lexicon 4	"Awat!" (Caution!).	News item 7 (1)	
	Lexicon 5	“Teror” (Terror)	News items 7, 10, 11, 15 (4)	News items 3, 4 (2)
	Lexicon 6	“Kucing-kucingan”	All news items	All news items
Rhetoric	Metaphors 1	Indra entered the forest to check on deer traps	News items 1, 2, 3, 4, 5, 7 (6)	News item 1 (1)
	Metaphors 2	The conflict site serves as the natural habitat of Sumatran tigers.	News item 8 (1)	News item 1 (1)

(continued on next page)

Table 5 (continued)

Expressions 1	Caution! Tiger That Attacked Residents in Bengkalis Still Roaming Near the Village	News item 7 (1)
Expressions 2	Uproar: Farmer in Bengkalis, Riau Found Without Head in the Forest	News items 3, 5 (2)
	Misunderstandings by the Riau BKSDA: Evacuating a Tiger from Its Natural Habitat	News item 8 (1)

Source: processed by researchers, 2023

A comprehensive analysis of the sentence structures employed by *detik.com* in presenting news about the human-sumatran tigers' conflict in Tasik Tebing Serai Village reveals a tendency to use complex sentence forms. In various related articles, *detik.com* frequently constructs sentences by combining diverse clauses or phrases to convey information. *Detik.com* use of complex sentences allows for a more intricate presentation of news content, offering a deeper perspective on various occurrences. This was not observed in the reporting.

Riaupos.co, employs simpler or more straightforward sentence structures. The choice of simple sentences can facilitate reader understanding and make information more accessible. The selection of sentence structures affects the depth and complexity of information delivery in their news. The conditions observed in both media may be attributed to the nature of journalism, which prioritizes rapid information delivery without lengthy opinions (Perreault & Ferrucci, 2020, p. 1311).

In the realm of stylistics, the lexicon used fulfills the criteria of being dramatic and sensational. This involves using the term "*hewan buas*" (beast) as a substitute for "*harimau*" (tiger). The use of "*buas*" can foster a negative perspective towards sumatran tigers, as it implies something consistently aggressive and frightening. in the conservation context, alternative terms like "*kucing besar*" (big cat) or "*satwa liar*" (wildlife) could be employed, avoiding personification. The use of words like "terror" and "geger" (uproar) exaggerates the existing news, as these terms suggest a threat and instill heightened fear in the community. Instead, the media could opt for softer terms such as "*bahaya*" (danger).

The report incorporates specific details regarding the victim, including his occupation as a farmer and deer trapper, providing a contextual insight into the circumstances surrounding the incident. The use of the term "decapitated" and the detailed description of the victim's body condition contribute to the creation of a graphic and impactful narrative.

The selection and arrangement of specific elements in the report contribute to shaping the narrative and influencing readers' perceptions of this conflict. Failure to address these nuances in media reporting may lead to significant consequences, such as posing a threat to Sumatran tigers, potentially manifesting as increased poaching (Fukuda et al., 2014). Responsible environmental journalism practices are crucial in ensuring accurate and balanced reporting that contributes to a better understanding of wildlife issues and promotes conservation efforts.

In the analysis of social cognition, the focus is on understanding how texts are produced and how social reality shapes specific texts. This dimension is particularly evident in the reporting of an incident involving the death of a villager, as seen in two articles from *detik.com* and *riaupos.co*.

In the *detik.com* article, social cognition takes center stage, unfolding a detailed narrative of events with a particular focus on the victim, Indra, a 30-year-old farmer and deer trapper. The narrative provides a vivid and comprehensive account of the community's response, search efforts, and the subsequent discovery of the victim's body, incorporating direct quotes and statements from witnesses. This depiction aligns seamlessly with the social cognition dimension, highlighting the victim's intricate connection with the environment, family, and community. In contrast, *riaupos.co* adopts a more direct and succinct approach, placing less emphasis on emotional elements and delivering necessary information without delving as deeply into the community's emotional response or the victim's connection with the environment.

A holistic analysis of the coverage from both media reveals a deficiency in meeting the foundational elements of the 5W+1H news framework, encompassing What, Who, When, Where, Why and How. In their reporting on the conflict, both media fall short in adequately addressing the "why" and "how" aspects. The causes of the conflict, triggering factors, and the incident's background lack detailed explanations. A well-crafted article should provide comprehensive answers to these questions, ensuring a thorough and contextual understanding of the event. It is advisable for both media to address these shortcomings, striving to present more detailed and contextual information to enhance the quality of their reporting.

In social context, *detik.com* and *riaupos.co* concern on the tragically incident, emerge into how the incident is portrayed, shaped by the social and cultural context in which these reports are crafted. In the coverage, both media exhibit shortcomings in their approach. Both media tend to fulfill an informative role rather than an educational one when reporting this environmental issue. A notable example is their failure to provide the latin name for the Sumatran tiger, thereby lacking a scientific dimension in their reporting. Crucial aspects such as the conservation status of the Sumatran tiger are not detailed, missing an opportunity to convey a sense of urgency regarding the protection of this endangered species to the public.

Both media lack detailed information about Indra's activities as a deer trapper. Whether this is a daily activity or an occasional occurrence needs clarification for better contextual understanding. The persistent conflict in the area raises questions that should serve as points of reflection for both media. The involvement of academics could provide further insights into why the conflict continues to occur. The media should critically question the effectiveness of the socialization regarding the presence of protected wildlife in conflict-prone areas. Understanding how communities are educated about the importance of preserving wild animals, especially in wildlife sanctuaries like Giam Siak Kecil, is crucial. The statement that the location is a wildlife sanctuary should be a subject of critical discussion, particularly considering the ongoing human activities in the area.

CONCLUSION

This research emphasizes that van Dijk's dimensions are intricately interconnected. The text constructed by the media, including the selection of topics, elaboration of content, and the use of language, significantly influences the reader's perception. The choice of words, sentence structure, and information presentation can shape different images and interpretations related to the conflict. Social cognition also plays a role in understanding the conflict, as the media's portrayal of the involvement of humans and Sumatran tigers affects how readers comprehend the events. The emphasis on emotional, security, or conservation aspects molds the mindset and responses of the public to the conflict. Social context, in which the news is created, is also a crucial factor. The journalist's perspective, societal values, and media expectations for reporting will shape the presented narrative, with an aim to raise awareness about the importance of

conserving Sumatran tigers. This research strongly asserts that the media, especially in covering conflicts, must imply a perspective and principles of environmental journalism that transcend being merely informative but also prioritize environmental education. The goal is to enhance public understanding and responsibility towards the environment. Media journalists, on a personal level, are expected to comprehend regulations related to environmental conservation and conflicts between humans and wildlife when reporting news. The application of ethical principles in environmental journalism is emphasized, particularly in reporting on conflicts between humans and Sumatran tigers. Media should underscore that the quality of news holds equal priority to speed or quantity of publications. This principle ensures that information conveyed by the media is accurate and diverse.

This study focused on the portrayal of the human-Sumatran tiger conflict by both media, describe on linguistic and narrative elements. Understanding how these media narratives influence public opinion, awareness, and subsequent behavioral responses is crucial for designing effective conservation strategies. Future research involves conducting audience reception studies to gauge how readers' interpretation and internalize the information presented in articles. This could include surveys, interviews, or content analysis of audience responses on social media platforms. Exploring the factors that shape public perceptions, such as prior knowledge, cultural backgrounds, and individual attitudes, would contribute valuable insights to the field. Research on the long-term effects of media coverage on conservation efforts and conflict mitigation is essential. Assessing whether certain narrative elements, framing strategies, or linguistic choices contribute to increased support for conservation initiatives or, conversely, to increase fear and negative attitudes would provide practical guidance for journalists and conservation practitioners.

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