

MEDIA FRAMING ON SOCIAL ACCEPTANCE OF GEOTHERMAL DEVELOPMENT IN INDONESIA

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ABSTRACT

Social aspect is one of the challenges faced in accelerating geothermal development in Indonesia. Media is one way to find out public opinion about Indonesia's geothermal social acceptance. The role of the media is to disseminate and even educate about business development and government policies and interact with the aspirations of the community to achieve common interests between the central government, regional governments, local communities and geothermal developers. Media users have their respective opinions so have the potential to build one or several communities. Communities that have the same opinion will potentially develop public opinion that has an influence and even impacts on the image and reputation of the development of geothermal energy.

This paper aims to analyze the thoughts and behavior of local people regarding the development of geothermal energy through articles in the media, found through media monitoring, to evaluate the spread of news about geothermal energy in order to have a positive image in the eyes of the people so that the acceleration of geothermal development in Indonesia can be achieved.

1. DEVELOPMENT OF GEOTHERMAL PROJECTS IN INDONESIA

Indonesia, geographically, is surrounded by the Pacific Ring of Fire and is on top of the collision of three continental plates which makes it the region with the most active tectonic activity in the world. The collision of the Indo-Australian, Eurasian and Pacific continental plates makes Indonesia surrounded by hundreds of active volcanoes that make Indonesia rich in geothermal energy potential. This makes Indonesia the owner of possibly 40% of the world's geothermal energy sources that can be utilized. Equivalently, the geothermal potential in Indonesia reaches more than 28 GW consisting of more than 11 GW of resources and reserves of more than 17 GW. But of this amount, currently only around 7% of total geothermal energy in Indonesia is used as electricity generation. The total installed capacity of the Geothermal Power Plant (PLTP) is currently around 2,000 MW.

According to Government Regulation No. 79/2014 [6], in the energy sector, Indonesia is targeting Energy Mix in 2025, whereas new and renewable energy (NRE) contributes at least 23% of total energy mix. This is supported by the huge amount of potential NREs possessed by Indonesia. The renewable energy potential is shown in Table 1. (Ibrohim et al, 2018)

No	Energy Types	Potential
1	Geothermal	29.544 MWe
2	Hydro	94.476 MWe
3	Bioenergy	32.000 MWe and 200.000 bpd BBN
4	Solar (PV)	207.898 MWe with 4,8 kWh/m ² /day
5	Wind and Hybrid	60.647 MWe with 3-6 m/s
6	Marine energy	61.000 MWe Wave: 1.99 GWe Ocean Thermal: 41 GWe Ocean Wave: 17.98 GWe
7	Shale Gas	574 TSCF
8	Coal Bed Methane	456.7 TSCF

*MWe : Megawatt electric
*TSCF : Trillion Standard Cubic Feet

Figure 1: Renewable energy types and its potential in Indonesia.

This abundant geothermal energy becomes the joint responsibility and obligation of Government to manage and develop its utilization. Of course in its development efforts, there are several key challenges that need to be sought by the Government so that renewable energy becomes a mainstay of reducing imports of fossil energy sources.

Government through Presidential Regulation No. 22 of 2017 concerning the National Energy General Plan (RUEN), has policies related to national energy planning. The main point in the RUEN on electricity is to increase the installed capacity of renewable energy plants to 45.2 GW by 2025 (23% of the total installed capacity). In the 2017-2026 Electric Power Supply Business Plan (RUPTL), geothermal power plants (PLTP) are targeted to be able to produce 7,000 MW of electricity. Therefore, breakthroughs need to be made in order to accelerate its development.

2. METHODOLOGY

This study applies qualitative research methods, namely a type of research that uses data collection methods in the form of studying written documents. the study or analysis of documents records matters that are relevant to research from various recording tools whether it is books, manuscripts, newspapers, films and so on (Patton, 1990: 10).

One major emphasis in qualitative methods is the use of interpretations to derive a social construction, assuming that as social creatures reality is an endless product. (Lindlof, in Nabi and Oliver, 2009, 53-66).

The text itself is a representation of both material and ideological concepts. Materially the text is a product of technology or a sign that explains what it represents, whether it is an object or an idea. However, it does not stand alone, in terms of ideology, the text represents an idea. In the process of communication, audiences, in this case newspaper readers interact with the text. The interaction gives rise to ideas, which may be desired by the producers of the text, but can also be critically the result of the thought of the reader (Graeme Burton, 2009: pages 61-63). In this study, qualitative content analysis will be used to find out the

meaning contained in the text / message framed by the newspaper that is the object of research (Hartadi, 2012)

3. SOCIAL ACCEPTANCE OF GEOTHERMAL PROJECT IN INDONESIA BASED ON MEDIA

Most of the residents in areas with geothermal manifestations know that natural heat can be used for a number of practical applications. Many such residents also know that geothermal development may bring about important benefits in the project area, whereas others are concerned with the impact that large projects (especially those for electric generation) may cause on environment and economy of the area. Therefore, different positions form in the public opinion in areas where a geothermal project is about to start, with a number of people supporting, others encouraging in a conditional way, and still others opposing implementation of the project in their territory. (Cataldi, 1999)

One important aspect in geothermal development is the support and acceptance of communities around the geothermal working area. Social engineering is needed to create synergies between geothermal energy development companies, communities around the development area, and other stakeholders in the development area. The problem faced in the process of infrastructure development is the rejection of infrastructure development by the community around the geothermal exploitation area. (Social Mapping GeoDipa, 2018).

Online monitoring media was conducted from 2015 to 2018 and obtained data that there are 68 news reports that have a negative tone about the development of geothermal energy in Indonesia. One of them is the News about the Deputy Minister of Energy and Mineral Resources regarding the Rejection of the Geothermal Project More Due to the Limitations of Community Understanding on panasbuminews.com dated May 25, 2018.

Arcandra, "Penolakan Atas Proyek Panasbumi Lebih Karena Terbatasnya Pemahaman Masyarakat"

PABUMNews 25 Mei 2018 Berita 619 Tidak ada Komentar



Figure 2: Article in panasbuminews.com dated May 25, 2018.

This was revealed by Deputy Minister of Energy and Mineral Resources Arcandra Tahar after inaugurating the wellbore in Agam, West Sumatra, Thursday (5/24). He observes rejection has indeed often happened to geothermal projects.

"But that is more due to the fact that a true understanding of geothermal energy has not yet been delivered which is actually very safe for the environment," he told reporters.

WKP Gunung Talang is managed by PT. Hitay Daya Energy. It is planned that the capacity to be developed is 58 MW to meet the electricity needs of West Sumatra, which is still in deficit.

Arcandra stated, it is very natural that there are people who reject development if socialization has not been carried out optimally, because until now there are still many who consider geothermal energy as not an environmentally friendly energy source.

" They do not even understand geothermal issue and being misunderstood, so the project was rejected. Because humans have limited knowledge. All of us are tasked, including the media to understand citizens," said Arcandra

In addition to the news above, there are also news from local online media from Geothermal Area Banten

Kamis, 21 Des, 2017 | 11:23 SAPAR Tolak Mega Proyek Panas Bumi Geothermal di Serang



Figure 3: Article in Local Media Online dated December 21, 2017.

Hundreds of residents and students who call themselves the People's Struggle Refuse Geothermal Padarincang (SAPAR) remain enthusiastic in demonstrations in the Padarincang District Office Page, Wednesday, (12/20). The action was held to reject the geothermal mega project in Wangun Village, Batukuwung Village, Padarincang District, Serang Regency. The action coordinator, Abdurrahman, said that the project was considered to have damaged the environment in Padarincang, because so far Mount Prakasak which was used as a geothermal project was a source of water to support the daily lives of residents.

In addition to the two news stories, there are still 66 more news stories that have a negative tone about how people reject the development of geothermal projects in Indonesia.

Year	Total of Online News with Negative Tone	Geothermal Area	Total
2015	1	Mount Lawu	1
2016	0	0	0
2017	28	Blusiden	47
	8	Mount Slamet	
	1	Pakancung	
	7	Mount Talang	
	1	Mount Lawu	
	2	Lubang	
	3	Pata Raden	
2018	4	Mount Slamet	21
	3	Pakancung	
	10	Mount Talang	
	1	Mount Lawu	

Figure 4: News data on community rejection of geothermal energy from 2015 – 2018

There is no doubt that the media or press has a role in constructing social reality, even becoming a defining agency because the press / media cannot make itself only as a neutral, passive channel, or just a collection of mediums that are reporting social reality just like that. Therefore, the media has a role in defining what issues are relevant, giving context / meaning to the various incidents in their field. (Hartadi, 2012).

The use of media itself is based on the interests of each individual or group in accordance with their respective interests, there are many parties today who use broadcast media as a means of raising one's good name or image, of course with certain goals. According to Buchari Alma (2008 :55), media provides a definition or understanding of images as impressions, feelings or conceptions that exist in the public about the company, about an object, person or institution.

Social aspect is one of the challenges faced in accelerating geothermal development in Indonesia. Therefore, it can be said that the media has a large role as a way to overcome social issues. The terminology of framing is much influenced and dominated by the paradigm of social constructivism, whose basic principle is reality is the result of continuous production by humans in a dialectical, dynamic and plural (meaning a lot). Two important assumptions of the constructivism approach are: first everything that is experienced by humans deserves interpretation, whether it is data captured by our senses to various social data such as artifacts, language and rituals. Second, the reality that we talk about in constructionism is our everyday world and is understood together (Nabi & Oliver, 2009, pages 55-56).

The development of the digital era today is marked by the increasingly massive penetration of social media in various aspects of economic life, politics, culture and defense and security, this phenomenon is a consequence of changes in communication patterns, from ways and conventional media towards digitizing communication using various social media channels today.

Technological innovation with the use of social media makes the flow of information flow fast and fast, linear communication patterns are beginning to be replaced with symmetrical communication patterns, real time across the boundaries of space and time, by promoting speed, while indicating that today's communication patterns have actually

entered an interactive communication era. The development of the digital era with the massive use of the internet as a new media, brings the consequences of shifting the character of the audience into an audience, the audience is no longer a passive object, but can play a role as a producer of information (Prosumer), the public as an audience is no longer in the position of objects determined by the media mainstream mass, but can further play a role in producing news and shaping public opinion via social media platforms.

Through social media, this allows users to interact, share and communicate that form virtual social ties in a networking society marked by the emergence of citizen journalism, this phenomenon places social media as the frontline in new communication models while at the same time forming an opinion public.

In its development, the use of social media as the frontline in new communication models, no longer merely acts as a channel to convey messages and absorb information, but further plays a role in influencing public perception and behavior, influencing decision making institutions, community groups and contributing to the development of collective awareness of public opinion in the acceptance of geothermal energy in Indonesia.

The great role of the media that preach about geothermal both knowledge and development of the project will be able to influence and change the way people think. Even the power of this media is also used by governments to influence public opinion about geothermal energy. The government becomes spokesperson in delivering news in the media.

4. CONCLUSION

The media is one means of forming images about geothermal energy in Indonesia. The better the public's perception of geothermal energy, the better it will be for the process of accelerating geothermal development. The role of social acceptance is very important to determine the running of a project. The more media that gives a positive tone, the greater area of media coverage, the better the media framing for geothermal, the role of the media as an educational tool to increase knowledge so that geothermal can be accepted. If geothermal is acceptable to all parties, then there is no more people often put up resistance when their territory is being explored.

Having concluded that media has a massive influence, it becomes necessary to educate media correctly on geothermal matters. Where there are misunderstandings, companies or government should start the process of education. Some of this is possible through one-on-one relationships with key media reporters. Some can be done through websites. In project areas this can be done through the consultation process with the public (or even earlier with the media).

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