



Internews' Earth Journalism Network

# Indonesia Marine and Fisheries Media Mapping Study

November 2015

## RESEARCH TEAM

**Harry Surjadi**

Director, Society of Indonesian Science Journalists

**Dr. Vira Riyandari Ramelan Usodo**

Independent Researcher

**Dr. Bertha Sri Eko**

**Albertus Magnus Prestianta**

**Harry Febrian**

University of Multimedia Nusantara

WITH SUPPORT FROM THE DAVID AND  
LUCILE PACKARD FOUNDATION

## **ACKNOWLEDGEMENTS**

The Research Team would like to thank The David & Lucile Packard Foundation for supporting this important study on Indonesian media. We would also like to thank research assistants Desi Permatasari, Desi Hartini, Hana Krisviana, Jennifer Sidharta, and Feonica Christiani from the Multimedia Nusantara University, without whom this work would not have been possible.

We would also like to extend our gratitude to the following people for their support: Rare Indonesia, especially Ade Yuliani for helping to interview and transcribe recordings, and Maggie Mazzetti from Internews' Earth Journalism Network for editing and designing the report.

We also gratefully acknowledge the respondents from Kompas, Media Indonesia, MetroTV, KBR68H, Serambi Indonesia, Tribun Manado, Harian Fajar, WWF, TNC, Kiara, TNC, Walhi, WCS, IPB, and Unsrat for their valuable thoughts and time.

# Table of Contents

<b>1. FOREWARD</b> .....	<b>4</b>
<b>2. EXECUTIVE SUMMARY</b> .....	<b>5</b>
2.1. Summary of Key Findings .....	7
2.1.1. Editorial Policy in Marine and Fisheries Reporting .....	8
2.1.2. Challenges to Reporting on Marine and Fisheries Events and Issues .....	9
2.1.3. Stakeholder Expectations of Marine and Fisheries Reporting.....	10
<b>3. INTRODUCTION</b> .....	<b>11</b>
3.1. Background.....	11
3.1.1. Media- Fisheries Issues in Indonesia .....	11
3.1.2. Indonesian Media Landscape .....	12
3.1.3. Research on Marine-Fisheries Media Coverage .....	13
3.2. Study Objectives.....	14
3.2.1. Quantitative Analysis Objectives .....	14
3.2.2. Qualitative Analysis Objectives .....	15
3.3. Limitations of the Study .....	15
<b>4. METHODOLOGY</b> .....	<b>16</b>
4.1. The Use of Content Analysis and In-Depth Interviews .....	16
4.1.1. Content Analysis.....	16
4.1.1.1. The Objectives of Content Analysis .....	16
4.1.1.2. Sample and Unit Analysis .....	18
4.1.1.3. Coding Categories and Coding Sheet.....	19
4.1.2. In-Depth Interviews .....	20
4.1.2.1. Selection of Respondents .....	21
4.1.2.2. Data Analysis .....	22
<b>5. DETAILED FINDINGS AND ANALYSIS</b> .....	<b>24</b>
5.1. Quantitative Content Analysis.....	24
5.1.1. <i>Kompas</i> .....	24
5.1.2. <i>Media Indonesia</i> .....	33
5.1.3. <i>Harian Fajar</i> .....	42
5.1.4. <i>Tribun Manado</i> .....	51
5.1.5. <i>Serambi Indonesia</i> .....	60

5.1.5. Five Newspapers .....	70
5.2. Qualitative Thematic Analysis of In-Depth Interviews .....	84
5.2.1. Editorial Policy .....	84
5.2.2. Challenges/Obstacles in Reporting Marine and Fisheries Issues .....	88
5.2.3. Stakeholder Expectations on Marine and Fisheries Reporting.....	91
<b>6. RECOMMENDATIONS.....</b>	<b>94</b>
<b>7. REFERENCES.....</b>	<b>96</b>

Cover Photo: Selong Belanak beach, Lombok, Indonesia.  
Photo credit; Flickr user Hansel and Regrettal

# 1. FOREWORD

## About this Report

This Report consists of findings from two methodological analyses of Indonesian media coverage of ocean and fisheries issues: quantitative content analysis of selected Indonesian media outlets, and qualitative analysis predominantly derived from in-depth interviews.

The Quantitative Report provides a study of coverage trends, a look at the subjects within the field of oceans and fisheries which are most and least reported, and an examination of the gaps in reporting based on a content analysis of clippings from five newspapers in the period of 1 January 2015 to 31 May 2015. The University of Multimedia Nusantara (UMN) – a private university based in Serpong (30 km from Jakarta) – carried out the analysis and provided the results.

This Qualitative Report provides an overview of qualitative findings, particularly in relation to attitudes, feelings, beliefs, and experiences of people directly involved in the field of journalism – news editors and journalists – as well as relevant stakeholders, such as academics and representatives of NGOs. The interviews were conducted during the period of mid-July to the first week of September 2015 and took place in Jakarta, Banda Aceh and Manado. There were 25 respondents from three different groups, namely: media (journalists and news editors), NGOs, and academics.

This Qualitative Report contains the objectives of the study, methodology used, and preliminary findings/results of the study and provides some recommendations. The information contained in this report focuses on the qualitative data for the period of mid-July to the first week of September 2015.

This Report is organized into four chapters. The first chapter outlines the background, objectives, limitations, and contribution of this study. The second chapter draws attention to the methodology employed in this study. Chapter three elaborates and discusses the findings of this study and chapter four presents some recommendations for future improvements.



## 2. EXECUTIVE SUMMARY

This study was established to provide Internews' Earth Journalism Network and the Packard Foundation with a picture of how media in Indonesia are, and are not, covering marine and fisheries issues.

1. It is safe to say that with the election of President Joko Widodo and the appointment of Susi Pudjiastuti as the new Minister of Marine Affairs and Fisheries, these issues are getting more attention than before. All respondents said there was an increase in the coverage of marine and fisheries issues in the media right after the new government came to power. But compared with other issues such as politics, coverage of marine and fisheries issues are still quite limited in numbers.
2. The main source of information and news for these issues were the authorities, particularly the Ministry of Marine Affairs and Fisheries local governments, especially in the local newspapers. Most of the news articles were event driven. They lack science-based analysis or science explanation.
3. Through the use of quantitative content analysis, this study shows several patterns that the Indonesian media tends to resort to when reporting about marine and fisheries issues. For example, it is very rare for these issues to appear on the front page of Indonesian media. Although two newspapers – *Kompas* and *Media Indonesia* - have editorial policies that favour marine and fisheries issues.
4. We also wanted to determine whether the Indonesian media considers marine and fisheries issues to be important using several metrics, including the location of reported stories, length, and the format of the articles. From these indicators, it seems that these issues have not been considered newsworthy or urgent, because all of the data suggests that fisheries and marine issues are just considered ordinary daily issues.
5. The study also found that the media focused more on regulation, law enforcement and business related to marine and fisheries issues. There was less reporting on environmental issues related to marine and fisheries issues such as marine protected areas, ocean biodiversity, marine pollution, climate change related to marine/ocean/fisheries, shark fins and other related topics.
6. Results from the content analysis found that most of the articles on marine and fisheries issues in the five newspapers studies were straight news stories; only included one viewpoint piece; no photos or graphical illustrations were included; were written by one journalist; with information collected through interviews. This means the articles were did not involve much field reporting, in-depth reporting or investigative reporting, with

the exception of *Serambi Indonesia*, which published more articles based on field reporting than the other newspapers.

7. The respondents from seven media houses interviewed said that they have limitations in the allocation of resources to cover ocean and fisheries issues. Only two media have placed reporters at the Ministry of Marine Affairs and Fisheries offices to specifically report on marine and fisheries events and issues. The others – especially local newspapers – did not appoint special reporters to report specifically on those issues.
8. Another main constraint was that the cost in covering marine and fisheries issues is expensive. This limitation was reflected in the news not being comprehensive, and lacking field or in-depth or investigative reporting. To get around such limitations, media organizations would embed their reporters – even if they're not specialists -- with NGOs or the government's activities that pay all their costs.
9. The stakeholders have expectations to improve marine and fisheries reporting, not only in terms of quantity but also quality. They want more in depth reports and investigative reports on marine and fisheries issues. They believe that journalists need to understand and connect marine and fisheries issues to other important topics such as the environment and to increase their journalism skills on investigative or in-depth reporting in order to increase the quality of the stories.
10. All stakeholders interviewed have social media accounts – mostly Facebook and Twitter. Only the big environmental NGOs such as WWF, TNC and WCS really used social media to spread their concerns, and mainstream media is still considered more important than social media to influence policy changes of the government or increase the awareness of general public. Kiara and Walhi – two local Indonesian NGOs – were not extensively using social media.
11. Based on quantitative and qualitative analysis, we recommend that:
  - a. The media needs to increase their coverage on environmental issues related to marine and fisheries issues. The environmental problems related to marine and fisheries issues are likely to increase in accordance with the increase of investment in marine projects of the government.
  - b. The reporters need to increase also their understanding of marine and fisheries issues since most of them are heavily influenced by land-based perspectives.
  - c. In order to increase the knowledge and skills of the journalists, NGOs, scientists and media organizations need to develop and conduct training workshops on the issues.
  - d. The training programs should not only focus on knowledge; they should teach journalism skills, especially for journalists of local media.
  - e. There are three journalist organizations – AJI, SIEJ, and SISJ (for which the author serves as director) – which potentially have the capacity and capability to conduct

media training on the marine and fisheries issues. Each of them has advantages and disadvantages. AJI has a wider network throughout Indonesia. In terms of capacity, AJI has more professional paid staff than SIEJ or SISJ. SIEJ and SISJ have better understanding of the issues. The three organizations will need funding support.

- f. NGOs have strong interest in engaging with the media through training workshops and press conferences. They can be a great partner for journalist organizations to hold training workshops. The NGOs could provide financial support, but the journalist organizations will be careful partners with the NGOs given their need to maintain independence.
- g. The Ministry of Marine Affairs and Fisheries seems less interested in conducting training workshops for journalists. The Ministry is not interested in partnering with journalist organizations.
- h. Regarding Ekuatorial.com – a GeoJournalism platform managed by SIEJ – most of the respondents interviewed were familiar with Ekuatorial, but they believe that the mainstream media is more important than such alternative media outlets. But it would benefit from more sustained investment.
- i. It is not only the media that needs to increase its capacity in these fields. The NGOs also have to increase their capacity to engage with the media and use social media.

## 2.1. Summary of Key Findings

Following is a summary of the key findings in this study:

- There have been considerable changes in news reporting across all platforms since the new government came to power, including changes in: coverage and space allocation, format of maritime news reporting, and allocation of resources especially in national media. These changes signify that national and local media responded positively to changes in national development priority under the new administration;
- There has been an increase in the frequency of maritime and fisheries news reporting in all media;
- There has been an increase in space allocation for maritime and fisheries news stories especially in the national media (*Kompas* and *Media Indonesia*). During the last 5 months, *Kompas* has placed maritime and fisheries stories on the front page. *Kompas* also planned to do an expedition for covering maritime and fisheries issues next year; *Media Indonesia* established a weekly digest for maritime and fisheries events and issues as a response to support the new government's national development priority agenda.

- National and local media covered the Minister of Fisheries and Marine Resources more extensively, particularly focusing on her educational background and controversial fisheries policies;
- In both national and local media, a standard reporting style was the most commonly used format in reporting maritime and fisheries issues;
- The length of articles in five the newspapers was found to be short (5-10 paragraphs) and moderate (10-15 paragraphs).
- *Kompas* and *Media Indonesia* appointed journalists to be placed at the Ministry's office to specifically report on maritime and fisheries issues. In contrast, two local newspapers, *Harian Fajar* and *Tribun Manado* did not appoint any journalists to report specifically on these fisheries issues due to limited resources;
- In all media, outlets assessed the news value of story before reporting on maritime and fisheries issues and events. Criteria for news value includes interests, proximity, significance, and impacts of the events that have occurred;
- Most media focused on regulation and law enforcement, environmental, and scientific aspects when reporting on maritime and fisheries events and issues;
- Generally, the challenges and obstacles in reporting on maritime and fisheries issues include:
  - Lack of comprehensive knowledge on maritime and fisheries issues. This includes difficulties in understanding social, cultural, and political contexts for national media due to issues of proximity;
  - Management issues, including limited number of journalists and commercial imperatives especially in local newspapers;
  - Reliance on limited expert sources to balance stories especially in local media.
- Stakeholder expectations on maritime and fisheries reporting include: increased frequency and space for maritime and fisheries reporting; wider range and depth of issues covered; and the establishment of a communication forum including journalists, NGOs and academics to improve knowledge exchanges in maritime and fisheries issues

### **2.1.1. Editorial Policy in Marine and Fisheries Reporting**

Considerable changes in marine and fisheries reporting were observed, including:

- Increased frequency in marine and fisheries coverage in all news media;
- Increased space allocation for marine and fisheries reporting in national media. During the last 5 months *Kompas* has placed marine and fisheries reporting on the front page

and planned to do an expedition for covering marine and fisheries issues next year. *Media Indonesia* established a weekly digest for marine and fisheries events and issues as a response to support the new government's national development priority agenda;

- National and local media covered the Minister of Marine Affairs and Fisheries more extensively, with particular focus on her educational background and controversial fisheries policies;
- In both national and local media, a standard reporting style was the most commonly used format in reporting maritime and fisheries issues;
- *Kompas* and *Media Indonesia* appointed journalists to be placed at the Ministry's office to specifically report on maritime and fisheries issues. In contrast, two local newspapers, *Harian Fajar* and *Tribun Manado* did not appoint any journalists to report specifically on these fisheries issues due to limited resources;
- In all media, outlets assessed the news value of story before reporting on maritime and fisheries issues and events. Criteria for news value includes interests, proximity, significance and impacts of the events that have occurred;
- Most media focused on economic, environmental, and scientific aspects when reporting on marine and fisheries events and issues.

### **2.1.2. Challenges to Reporting on Marine and Fisheries Events and Issues**

The study found the following challenges to reporting on marine and fisheries events and issues:

- In all media, there is a lack of comprehensive knowledge on marine and fisheries issues. This includes difficulties in understanding social, cultural and political contexts for national media due to issues of proximity;
- For local media, technical reporting remained a key obstacle;
- In national and local media, key management issues hampered marine and fisheries reporting. Management issues in this study relate to the fact that:
  - A limited number of journalists reporting marine and fisheries events and issues for *Media Indonesia*, *Harian Fajar* and *Tribun Manado*;
  - Commercial imperatives limit editorial independence.
- Local media is highly reliant on a limited number of expert sources to balance the news and stories reported.

### **2.1.3. Stakeholder Expectations of Marine and Fisheries Reporting**

The findings of this study show that stakeholder expectations on marine and fisheries reporting includes the following issues:

- Increased frequency and space for marine and fisheries reporting. Frequency of marine and fisheries news coverage was lower than reporting on forestry, mining, and corruption issues;
- Wider range and depth of marine and fisheries reporting;
- Establishment of communication forum including journalists, NGOs, and academics.

## 3. Introduction

### 3.1. Background

#### 3.1.1. Marine-Fisheries Issues in Indonesia

For decades, the government of Indonesia focused more in terrestrial development and did not prioritize ocean and marine development.<sup>1</sup> President Joko Widodo has since declared that he will focus on domestic affairs, particularly on improving the country's maritime infrastructure.<sup>2</sup>

Indonesia's 2.8 million km<sup>2</sup> of archipelagic water contains an array of shallow water ecosystems around its 99,093 km of coastline<sup>3</sup> and about 17,508 islands, of which 13,466 are registered.<sup>4</sup>

Indonesia needs to manage the marine resources of its 5.8-million km<sup>2</sup> exclusive economic zone.<sup>5 6</sup>

Raja Ampat – consisting of 1,500 islands and an area of over 4.5 million hectares – contains the world's most diverse coral reefs. Ecological surveys in the Raja Ampat archipelago have recorded 1,320 species of coral reef fish and 553 species of scleractinian corals, which is around 75% of the world's total. The region is also important for many species of marine mega fauna, including 16 species of cetacean, dugong, and three species of turtles.<sup>7 8</sup>

The government of Indonesia in 2006 declared a target of 10 million hectares of marine protected areas (MPA) by 2012. By 2014, the country had established an MPA of over 15.7 million hectares. It consisted of 42 national MPAs, which covered 747,190 ha (22.7%) of coral reefs, 758,472 ha (22%) of mangroves, and 304,866 ha (17%) sea grass beds (Yulianto et. al., 2013). A 2013 study by Yulianto, et. al. estimated that Indonesia can achieve MPAs of over 20 million hectares by 2020.

The Ministry of Marine Affairs and Fisheries is committed to fight illegal, unregulated, and unreported (IUU) fishing. In 2014, Minister Susi Pudjiastuti announced the establishment of task force that will deal with the fight against IUU fishing.<sup>9</sup> According to BPS-Statistics Indonesia, in the first quarter 2015, fish and fish products exports was US\$ 906.77 million.<sup>10</sup>

---

<sup>1</sup> See <http://www.dekin.kkp.go.id/viewt.php?id=20120126212443191230127357386376456372733267>

<sup>2</sup> See <http://nasional.kompas.com/read/2015/08/14/12290571/Jokowi.Saya.Ingin.Buktikan.Kita.Tak.Boleh.Lagi.Punggungi.Laut>

<sup>3</sup> See <http://www.indonesia.go.id/en/ministries/ministers/13485-seluruh-13466-pulau-sudah-punya-nama-baku>

<sup>4</sup> See <http://www.bakosurtanal.go.id/berita-surta/show/indonesia-memiliki-13-466-pulau-yang-terdaftar-dan-berkoordinat>

<sup>5</sup> See [http://www.un.org/Depts/los/LEGISLATIONANDTREATIES/PDFFILES/DEPOSIT/idn\\_mzn67\\_2009.pdf](http://www.un.org/Depts/los/LEGISLATIONANDTREATIES/PDFFILES/DEPOSIT/idn_mzn67_2009.pdf)

<sup>6</sup> See also [http://www.un.org/Depts/los/LEGISLATIONANDTREATIES/PDFFILES/MAPS/idn\\_mzn67\\_2009.jpg](http://www.un.org/Depts/los/LEGISLATIONANDTREATIES/PDFFILES/MAPS/idn_mzn67_2009.jpg)

<sup>7</sup> See <https://www.environment.gov.au/system/files/pages/f072279b-828c-4743-b08e-c039270aa7b2/files/cti-rpoa.pdf>

<sup>8</sup> See [http://www.coraltriangleinitiative.org/sites/default/files/resources/FINAL\\_CCA%20REAP\\_17Oct2011\\_lg\\_V6.pdf](http://www.coraltriangleinitiative.org/sites/default/files/resources/FINAL_CCA%20REAP_17Oct2011_lg_V6.pdf)

<sup>9</sup> See <http://www.thejakartapost.com/news/2014/12/10/task-force-set-fight-illegal-fishing.html>

<sup>10</sup> See <http://www.tempo.co/read/kolom/2015/05/25/2126/kinerja-menteri-susi-dalam-angka>

It is estimated that 7.9 million Indonesian fishers are engaged in small-scale fisheries and account for 92% of overall fisheries production. Approximately 90% fishers in Indonesia live in poverty.<sup>11</sup>

### 3.1.2. Indonesian Media Landscape

After President Soeharto resigned in May 1998, Indonesia began to emphasize the freedom of the press. The new government issued a new press law in September 1999 that provided additional rights for anyone to establish, produce or own newspapers, magazines, tabloids or online news portals. Indonesian citizens no longer needed permits to in these outlets. The Department of Information, which had the power to shut down any media, was shuttered.

The number of newspapers, tabloids, and magazines began to expand dramatically. The number of print outlets expanded from 289 in 1997 to more than 1,687 in 1999, just two years later.<sup>12</sup>

Most of the print media could not survive in this highly competitive environment. Many of them lost the battle and closed. In 2014, according to the National Press Council, only 567 print media (consisting of 312 daily newspapers, 173 weeklies, and 82 monthly magazines) survived.

Television and radio were also expanding during that period. According to National Press Council data, in 2014 there are now 1.166 radio stations, 394 television stations, and 211 online media.

Melyna Lim (2011) in her report “@crossroads: Democratization and Corporatization of Media in Indonesia” wrote:

*“The return of freedom of expression to Indonesian society and the rapid infiltration of the market economy are two main elements that have influenced media development in Indonesia since May 1998...”*

Lim (2011) saw the socio-political climate – minimizing the role of the state and free market force – was fuelling the privatization of entire industries, including the media. The media sector has undergone a democratization process that has given way to increased media corporatization.

In 2011, the ownership of media was concentrated to only 12 media groups. These groups controlled 100% of national commercial television shares (10 out of 10 television stations). They also owned five out of six newspapers, four out of four popular online news media outlets, a majority of Jakarta-flagship entertainment radio networks, and a significant portion of the major local television networks (Lim, 2011).

---

<sup>11</sup> See <http://www.ifad.org/operations/projects/regions/PI/factsheets/id.pdf>

<sup>12</sup> See <https://ayomenulisfisisip.files.wordpress.com/2011/02/arum-analisis-kebijakan-analisis-bab-3.pdf>

There were some changes in several media groups. For example, in 2011 Trans Corp. bought Detik.com<sup>13</sup> and in 2015 added CNN Indonesia<sup>14</sup> – television and online content – to its network. After they sold TV7 to Trans Corp – *Kompas Gramedia Group* launched *KompasTV* in 2009 and bought *SmartFM* radio network in 2014.

### 3.1.3. Research on Marine-Fisheries Media Coverage

The government of Indonesia will focus on maritime development. President Joko Widodo – well known as Jokowi – has outlined his vision on a marine agenda. The Minister of Marine Affairs and Fisheries – Susi Pudjiastuti – has also taken strong action at the president's behest to achieve sovereignty in the sea. Jokowi instructed Pudjiastuti to seize and sink any foreign vessels found fishing illegally in Indonesia waters (Connely, 2015)

Many past research studies on media in Indonesia have focused on how media affects political parties, elections, advertising, and the media itself (Cardalola, 1990; Graham et.al., 1993; Lingga, 1999; McCoy, 2005; Fox, 2006; Tomsa, 2007; Manulong, 2012; Wibowo and Yusoff, 2014).

Cronin and Santoso (2010) from CIFOR (the Center for International Forestry Research) have analysed how media cover projects aimed at the Reduction Emission from Deforestation land Degradation Plus (REDD+). The Report was on forestry issues not marine and fisheries issues.

Three non-governmental organizations – WWF Indonesia, The Nature Conservancy Indonesia, and Conservation International Indonesia, which have marine conservation programs – are interested in knowing more about how the media covers marine and fisheries issues. They have done a dipstick media survey on marine issues and conservation initiatives within their Papua Bird's Head Seascape Program in West Papua Province (Satriani, et.al., 2012). The dipstick media survey was related to their marine program in West Papua.

The dipstick print media survey found:

1. The editors of printed media in West Papua (Sorong and Manokwari) felt that environment and marine conservation issues were somewhat less profitable compared to social and political issues.
2. Almost all respondents affirmed that deadline, reliable sources, and access to information were main hindrances in providing in-depth reporting.
3. Journalists' lack of capacity and experience have been perceived as a main concern in reporting these issues.

Oktaviani (2005) – University of Indonesia graduate student – has conducted research on media relations of the Ministry of Marine Affairs and Fisheries. She found that media relations

---

<sup>13</sup> See <http://bisnis.tempo.co/read/news/2011/07/09/090345712/budiono-darsono-detik-ingin-untung-500-persen>

<sup>14</sup> See <http://cnnpressroom.blogs.cnn.com/2014/02/28/turner-broadcasting-system-and-trans-media-to-launch-cnn-indonesia/>

provided an important link between journalists and the government and were important in shaping public opinion. The constraints were:

- a. Lack of data and information;
- b. Limitation of funding;
- c. Varied objectives of media relations teams and journalists.

## **3.2. Study Objectives**

The study was carried out in order to get a better understanding of how Indonesian media is covering marine and fisheries issues, how marine and fisheries stakeholders are engaging with media to promote these issues, the level of knowledge on marine and fisheries issues among journalists, and the perception of NGOs toward the media.

To achieve the general objectives, the study utilized quantitative content and qualitative analysis of in-depth interviews. Each methodology has its objectives.

### **3.2.1. Quantitative Analysis Objectives:**

1. Identify the coverage trends of marine and fisheries issues in media
2. Identify reporting gaps
3. Break down the number of reports by subjects/issues (fisheries and fish stocks, business and markets, seafood processing, small-scale fishers, marine conservation/protected areas, ocean biodiversity, seafood for consumers, shark fin, pollution, climate change related to marine/ocean/fisheries issues, regulation, and law enforcement, etc.)
4. Identify which subjects/issues are most, least reported, and no coverage
5. Present editorial policy on marine issues based on the positioning, the length of the articles/feature/news items, numbers of stories (features, straight news) and opinion-editorial
6. Identify whether the stories are well-researched, thoroughly investigated, critically written, balanced, and whether they display a deep understanding of marine-fisheries issues
7. Identify the sources of the stories (government, NGOs, fishers, scientists etc.)
8. Identify whether the stories are based on press releases, press conferences, one-on-one interviews, scientific journals, research, etc.

### 3.2.2. Qualitative Analysis Objectives

- Assess how the various stakeholders engage with the media
- Examine the knowledge, attitude, practices and products of the journalists covering marine and fisheries issues
- Analyse the perception of NGOs toward the media
- Assess the perception of the Ministry of Marine Affairs and Fisheries toward the media
- Explore the strengths and weakness of journalists and media undertaking this kind of reporting
- Identify the main obstacles faced in covering marine and fisheries issues, both in the newsroom and in the field
- Highlight the capacity-building needs for journalists and media organizations regarding marine and fisheries issues
- Identify partners and consultants to work with in helping to build the capacity of ocean and fisheries journalism in Indonesia
- Judge the current and potential usefulness of the Ekuatorial-GeoJournalism platform in covering marine and fisheries issues in Indonesia

### 3.3. Limitations of the Study

The research design and methods utilized by this study will likely present the following limitations:

1. The study has only analysed the clippings of five newspapers (two nationwide Jakarta based newspapers and three local newspapers) in period of 1 January 2015 to 31 May 2015 for quantitative analysis. These five newspapers do not present a full picture of the overall media landscape in Indonesia.
2. The five media outlets included in the quantitative analysis were all newspapers as there enough funds to do an analysis of broadcasts outlets. the qualitative study included interviews of nationwide television stations and radio networks, but those two electronic media cannot represent all electronic media in Indonesia.
3. Three respondents were unable to participate in face-to-face interviews and responded to a list of written questions. And two respondents were interviewed through phone calls.
4. The study did not intend to test a hypothesis.

## 4. Methodology

### 4.1. The Use of Content Analysis and In-Depth Interviews

This study employed mix-method research design using quantitative and qualitative analysis. This type of assessment was used to offset the weaknesses in one method with the strengths of the other. The mixture of both quantitative and qualitative approaches ensures cross-validation and collaboration of findings within the study.

#### 4.1.1. Content Analysis

This study conducted quantitative research on content found in Indonesian media by gathering and analysing data from existing publications. Of key interest were newspaper articles covering marine and fisheries issues in Indonesia the five media sources outlined above.

To analyse the data, the study uses descriptive content analysis. According to Eriyanto (2013:47), this means that the analysis focuses on the detail of a certain message or text. This method does not mean to test some hypothesis, but rather to provide a bigger picture about the characteristic of a message. According to Krippendorff (1980), there are six questions that must be discussed in content analysis:

- 1) Which data is being analysed?
- 2) How are they defined?
- 3) What is the population from which they are drawn?
- 4) What is the context relative to the data being analysed?
- 5) What are the boundaries of the analysis?
- 6) What is the target of the inferences?

##### 4.1.1.1. Objectives of Content Analysis

The general objective of content analysis is to get a better understanding of how media covered marine and fisheries issues during a period of five months. The units of analysis are:

- **Article placement:** This will show how the newspaper determines the urgency or weighs the importance of the news. The position of article is a reflection of editorial policy. For example, an article place on the front page is considered more important or urgent than articles found on other pages.
- **Article format:** The format of the article, whether a standard article, news feature, editorial, or in-depth report, determines the depth of coverage on the subject.

- **Article length:** This indicates how detailed the newspaper is presenting the subject. The study will categorize length as less than 5 paragraphs, 5-10 paragraphs, 11-15 paragraphs, 16-20 paragraphs, and 21-25 paragraphs.
- **Article sources:** The article's sources is analysed to see the tendency of the newspaper in reporting. The reporter can get information through interview, field reporting, national newswire, other media, and foreign newswire.
- **Article topics:** The article topics are (a) fisheries and fish stocks, (b) business and markets, (c) seafood processing, (d) small-scale fishers (e) marine conservation/protected areas, (f) ocean biodiversity, (g) seafood for consumers, (h) shark fin, (i) pollution/climate change related to marine/ocean/fisheries issues, (j) regulation and law enforcement, (k) others.
- **Number of sources:** The number of sources in an article can shed light on the level of balance and accuracy the reporter is striving for. More resources indicates more diversity of opinion and often leads to a more comprehensive and accurate report.
- **Article source category:** The types of sources used and quoted in the news is important. Information can come from (a) the national government, (b) local government, (c) Ministry of Marine Affairs and Fisheries, (d) Minister herself - Susi Pudjiastuti, (e) corporate and business associations, (f) NGOs, (g) fishermen, (h) scientists, and (i) society. The type of sources used can indicate the newspaper's editorial position on a story, particularly if no counter voice is present.
- **Main source:** Here the study examines the main source used in a news article for a deeper examination of the points outlined in Objective 7 above. The main sources are (a) national government, (b) local government, (c) Ministry of Marine Affairs and Fisheries, (d) Minister Susi Pudjiastuti, (e) corporate and business associations, (f) NGOs, (g) fishers, (h) scientists, and (i) society.
- **Article viewpoints:** This examines how many viewpoints are expressed in the article. There can be a single viewpoint, two viewpoints, and three viewpoints. The number of viewpoints shows how the newspaper presents the diversity of opinion in an article.
- **Article depth:** This identifies the number of facts or data used by the journalist to support the reported stories. High quality news should provide a thorough examination of facts and context.
- **Article tone:** The tone of news article can be positive, negative, or neutral. To analyse the tone, the study will look for key words used in the articles. For example, negative tone can be identified through words "no" or "not yet." The positive tone can be identified through words such as "achievement" or "success."
- **Number of photos:** Photos play an important role in the news by providing context. The use of images is aimed at strengthening the presentation of news.

- **Number of graphics/illustrations:** For reasons similar to the used of photos outlined above, graphics or illustrations also play an important role in news. Graphics can highlight information contained in an article or help give it context. As with photos, the aim of using of graphics in the news is to strengthen news presentation.
- **Number of writers:** The number of reporters used to tell a story can shed light on editorial decision-making and how important the story is to the outlet.

#### 4.1.1.2. Sample and Unit Analysis

This study examined two national newspapers - *Kompas* and *Media Indonesia* - and three regional newspapers - *Serambi Indonesia*, *Tribun Manado*, and *Harian Fajar*. *Kompas* represents the largest newspaper with an average circulation of 500,000 copies per day.<sup>15</sup> <sup>16</sup> *Media Indonesia* represents another national newspaper with an average circulation of around 250,000 copies per day.<sup>17</sup>

*Serambi Indonesia*, which averages 48,500 copies per day,<sup>18</sup> was chosen to represent the western part of Indonesia. *Serambi Indonesia* belongs to the local newspaper division of Kompas Gramedia Group. *Tribun Manado* also belongs to the local newspaper division of Kompas Gramedia Group and was chosen to represent northern part of Indonesia. *Tribun Manado* has a circulation of about 40,000 copies per day, with 68% circulated in Manado City.<sup>19</sup> *Harian Fajar*, with a circulation of around 100,000 copies per day<sup>20</sup> belongs to Jawa Pos Group. Although it is now independent with several subsidiary companies in other business sectors, it was chosen to represent the eastern part of Indonesia since Makassar is a major gateway to the east.

The sampling unit was determined using the random sampling of 683 articles collected, which was limited to the period of 1 January 2015 until 31 May 2015.

The study was conducted using the Stratified Random Sampling technique. According Fraenkel & Wallen (2009), Stratified Random Sampling is the process of selecting a sample in such a way that identified subgroups in the population are represented in the sample in the same proportion as they exist in the population.

After compiling all articles that discussed marine and fisheries issues, the study had a total of 683 articles. To determine the sample, we used the following sample size formula (Eriyanto, 2013).

$$SS = Z^2 * (p) * (1-p)/c^2$$

---

<sup>15</sup> See <http://www.kompasgramedia.co.id/business/newspapers/kompas>

<sup>16</sup> See <http://profile.print.kompas.com/profil/>

<sup>17</sup> Presentation of the Directorate General of Information and Public Communication at [http://issuu.com/mstv/docs/ict\\_outlook\\_2013-ikp0313](http://issuu.com/mstv/docs/ict_outlook_2013-ikp0313)

<sup>18</sup> The circulation number was from personal communication with Yarmen Dinamika, the Managing Editor of *Serambi Indonesia*

<sup>19</sup> Personal communication with Fahmi Setiadi – Pemimpin Perusahaan (CEO) of *Tribun Manado*

<sup>20</sup> According to Data Sirkulasi PT Media Fajar

Where:

SS= Sample size

Z = Z value (e.g. 1.96 for 95% confidence level)

p = Percentage picking a choice, expressed as decimal  
(.5 used for sample size needed)

c = Confidence interval, expressed as a decimal  
(e.g., .04 = ±4)

To achieve a study with a 95% confidence level and sampling error margin at 5%, we had to collect 247 samples or around 35.6% of the total population. The breakdown is displayed in the following table.

**Table 1. Population and Sample**

NEWSPAPER	POPULATION	SAMPLE
Kompas	153	65
Media Indonesia	123	51
Tribun Manado	150	37
Harian Fajar	110	40
Serambi Indonesia	148	54
<b>TOTAL</b>	684	247

The unit analysis for this study is all articles that discuss the issue of marine and fisheries in Indonesia.

#### 4.1.1.3. Coding Categories and Coding Sheet

After the obtaining the entire sample, five research assistants collected the data by filling the coding sheet.

To fulfill the criteria of objectivity, we tested the inter-reliability between coder using Holsti formula (Eriyanto, 2013) as following:

$$CR = \frac{2M}{N1 + N2} \times 100\%$$

Where:

CR: Coefficient Reliability

M : Total of same coding by two coders

N : Number of categorized object

According to Lasswell on Flournoy (1989), coding is considered reliable when the CR is between 70-80%.

#### **4.1.2. In-Depth Interviews**

An in-depth interview is also known as a semi-structured or qualitative interview (Manson, 2002). This method of data collection allows researchers to understand people's views, values, attitudes, and subjective experiences more deeply than is possible through observation or other methods such as surveys.

To make it easier to analyze and interpret the data, the interview processes continued until the "informational saturation point" or "sufficient redundancy" was successfully reached (Schencul et al., 1999, p. 262). This is the point at which "events under investigation have come to a sufficiently comprehensive end" (Sandelowski, 2008, p. 876). In other words, there is less interpretive value in continuing an interview when the same information has been obtained repeatedly from other interviews and the researcher can anticipate the main ideas and information about the topics.

All interviews were conducted between the second week of July to first week of September 2015. Each interview was conducted in-person and lasted approximately 45 minutes, except for three respondents who could not participate. These three respondents asked for list of questions and sent their written answers. There were two respondents interviewed through phone calls in October 2015 to get additional views.

The fieldwork was conducted in Jakarta and through phone calls. With permission from the respondents, all face-to-face and phone call interviews were taped using a voice recorder. All interviews were then transcribed and summarized by a research assistant. Some important notes were also written and put on the side of the transcripts.

A non-directive technique was used to moderate the discussions. Where possible, asking direct questions was avoided and respondents were invited to engage in spontaneous discussion of the topic, except for the written interviews. All participants were guaranteed anonymity in order to encourage full and frank disclosure of views. Comments have been edited for brevity, clarity, and to hide the identity of the respondents.

The data generated through interview discussions are essentially qualitative. Accordingly, no attempt has been made to quantify the findings although emphasis is given to those opinions and attitudes, which appeared to be consistent across the whole sample.

The total population identified and targeted as interviewees were 25 respondents, representing: journalists (editors or producers, reporters), NGOs, and academics. There were two media outlets – *Kompas* and *KBR68H* – that had four respondents each. In *Kompas'* case, this was because it has reporters that specialize in marine and fisheries issues. As for *KBR68H*, we intended only to interview the editor, but three other employees voluntarily joined the conversation. Table 2 provides more detail about study respondents. Two additional

respondents were from journalist organizations, the Society of Indonesian Environmental Journalists (SIEJ) and the Alliance of Independent Journalists Jakarta Chapter (AJI Jakarta).

**Table 2. List of Respondents**

No	Institution/Organization	Coding
1	Kompas	M1
2	Kompas	M2
3	Kompas	M3
4	Kompas	M4
5	Media Indonesia	M5
6	Harian Fajar	M6
7	Tribun Manado	M7
8	Serambi Indonesia	M8
9	Metro TV	M9
10	Metro TV	M10
11	KBR68H	M11
12	KBR68H	M12
13	KBR68H	M13
14	KBR68H	M14
15	Samratulangi University	A1
16	Samratulangi University	A2
17	IPB	A3
18	WCS	N1
19	WWF	N2
20	WWF	N3
21	TNC	N4
22	Walhi	N5
23	Kiara	N6
24	SIEJ	N7
25	AJI Jakarta	N8

#### 4.1.2.1. Selection of Respondents

This study used purposive sampling to select respondents for this study. Selection criteria of the respondents included:

- 1) The editor in chief or managing editor from five newspapers (*Kompas, Media Indonesia, Harian Fajar, Tribun Manado, and Serambi Indonesia*)
  - a. If the editor in chief or managing editor was not available, respondents selected were editors who knew newsroom or editorial policies especially with regards to marine and fisheries issues

- 2) The reporters of each newspaper if the newspaper has specially assigned reporters to cover marine and fisheries issues
- 3) The editors or producers from a national television station and a national radio network
- 4) The director or communication staff from non-governmental organizations that have marine and fisheries program
- 5) The scholars or staff who have experiences in or responsibility for media relations from universities with marine and fisheries programs
- 6) The communication staff from the Ministry of Marine Affairs and Fisheries<sup>21</sup>
- 7) Leaders of two journalist organizations

#### 4.1.2.2. Data Analysis

Data analysis is the process of finding meaning in the information collected from fieldwork. It involves systematically arranging and presenting information in order to search for ideas (Minichiello et. al., 2008). In this study, thematic analysis was used to identify themes emerging from the interview transcripts. After reading and re-reading the sets of interview transcripts, the responses that related to each identified theme were grouped and the themes were also coded. Table 3 outlines themes and sub-themes that emerged from the data analysis.

**Table 3. Themes and Sub-Themes**

Themes	Sub-Themes
Editorial policy	Some changes in marine and fisheries news reporting which include changes in: <ul style="list-style-type: none"> <li>• Increased frequency and space allocation;</li> <li>• Format of marine and fisheries news reporting;</li> <li>• Allocation of resources</li> </ul>
	Criteria for newsworthiness, which include interests, proximity, significance, and impacts of events occurred

<sup>21</sup> We had sent formal emails requesting to interview the Head of Biro Kerjasama dan Hubungan Masyarakat of the Ministry of Marine Affairs and Fisheries, but never received a response. We also sent text messages, but the person in charge of media relations never responded. We sent an email through RARE, but never received a response. The lower rank officers refused to be interviewed. We will extract information on the Ministry of Marine Affairs and Fisheries from the academic thesis "Media Massa "Versus" Humas dalam Fungsi dan Tugasnya (Studi Kasus Media Relations Humas Departemen Kelautan dan Perikanan"

<p>Challenges and obstacles in marine and fisheries news reporting</p>	<ul style="list-style-type: none"> <li>• Lack of comprehensive knowledge on maritime and fisheries issues. This includes difficulties in understanding social, cultural, and political contexts for national media due to issues of proximity;</li> <li>• Management issues that include limitations of human resources and commercial imperatives;</li> <li>• Reliance on limited expert sources</li> </ul>
<p>Stakeholder expectations and suggestions for improved marine and fisheries news reporting</p>	<ul style="list-style-type: none"> <li>• More frequent coverage and wider space</li> <li>• Wider dimension and elaboration of multidimensionality of marine and fisheries news reporting</li> <li>• Establishment of communication forum including journalists, NGOs, and academics</li> </ul>

## 5. Detailed Findings and Analysis

This chapter outlines the study findings and analysis, which are based on quantitative content analysis and qualitative data analysis.

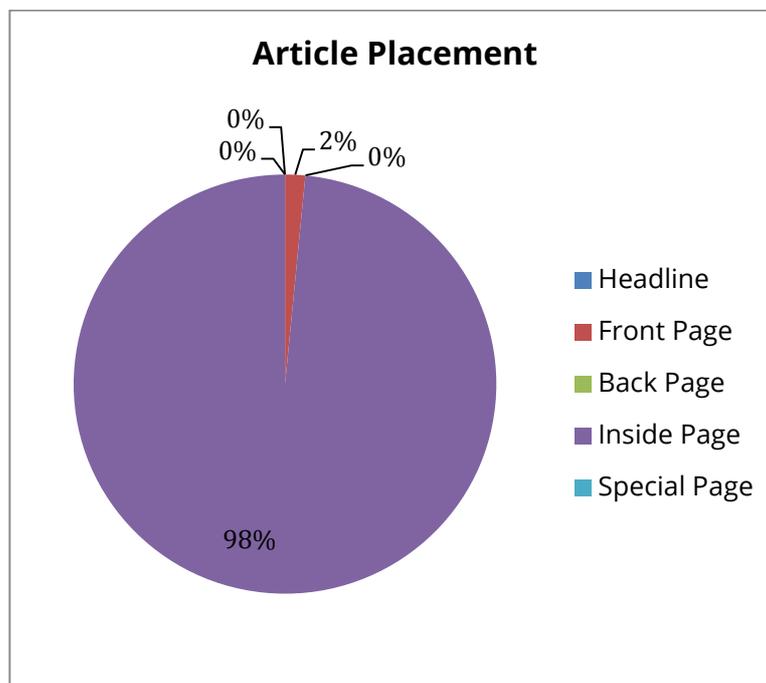
### 3.1. Quantitative Content Analysis

#### 3.1.1. *Kompas*

##### Article Placement

Analysis of where *Kompas* tended to place articles covering marine and fisheries news can be seen in Chart 1 below.

**Chart 1. Article Placement (*Kompas*)**

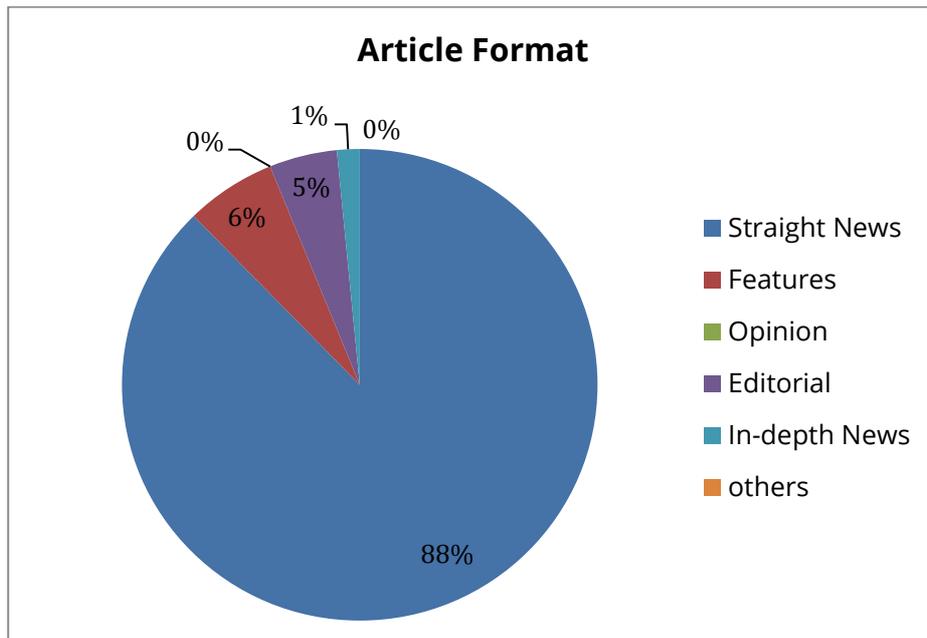


From the chart, we can see that there's no article on marine and fisheries issues that made it onto the headline. Only 2% or one article was printed on the front page, while 98% or 64 articles were published on the inside page. We can say that *Kompas* considers articles on marine and fisheries issues to be less urgent and not important enough to be featured on a headline page.

##### Article Format

Selection of the article's format showed how the newspaper looked at the issue based on urgency and topicality. The following figure explains how *Kompas* processed the information on marine and fisheries issues based on format of each article.

**Chart 2. Article Format (*Kompas*)**

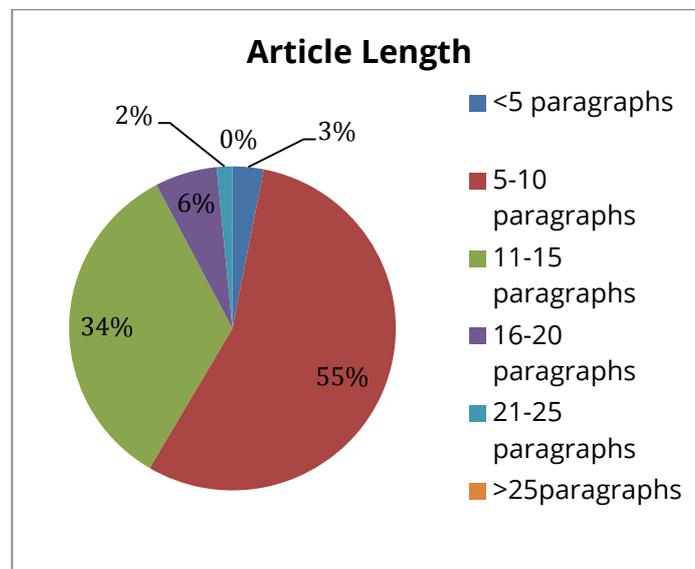


The chart shows that the 88% of 57 articles on marine and fisheries issues were presented in straight news format; 6% (4 articles) as feature format; 5% (3 articles) as opinion-editorial format; and only 1% (1 article) as an in-depth report. *Kompas* has the tendency to use basic straight news format which only provided the reader with the basic 5W+1H.

**Article Length**

The following figure explained how *Kompas* presented the marine and fisheries issues according to the length of the articles.

**Chart 3. Article Length (*Kompas*)**

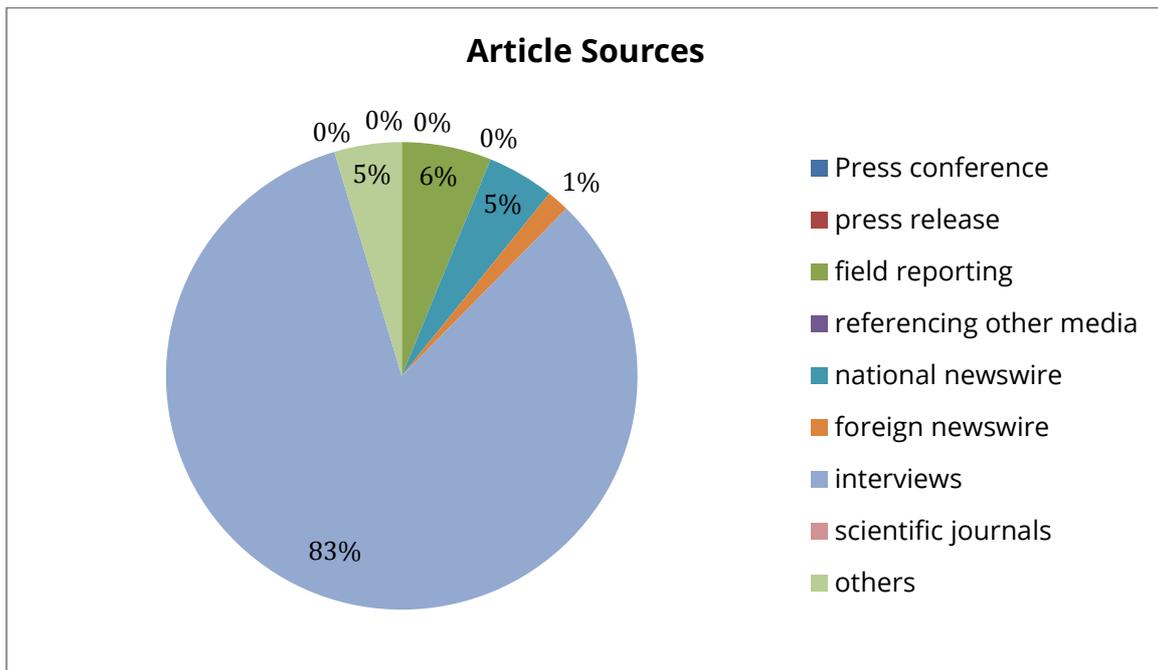


The chart showed that 55% or 36 articles in *Kompas* were 5-10 paragraphs in length; 34% (22 articles) were 11 – 15 paragraphs; 6% or 4 articles were 16 – 20 paragraphs, and only 2 articles (2%) were less than 5 paragraphs. There was only 1 article (3%) that had 21-25 paragraphs, while no article had more than 25 paragraphs. *Kompas* has tendency published more short articles.

**Article Sources**

The following chart displays the primary sources that *Kompas* journalists used when reporting on marine and fisheries issues.

**Chart 4. Article Sources (*Kompas*)**

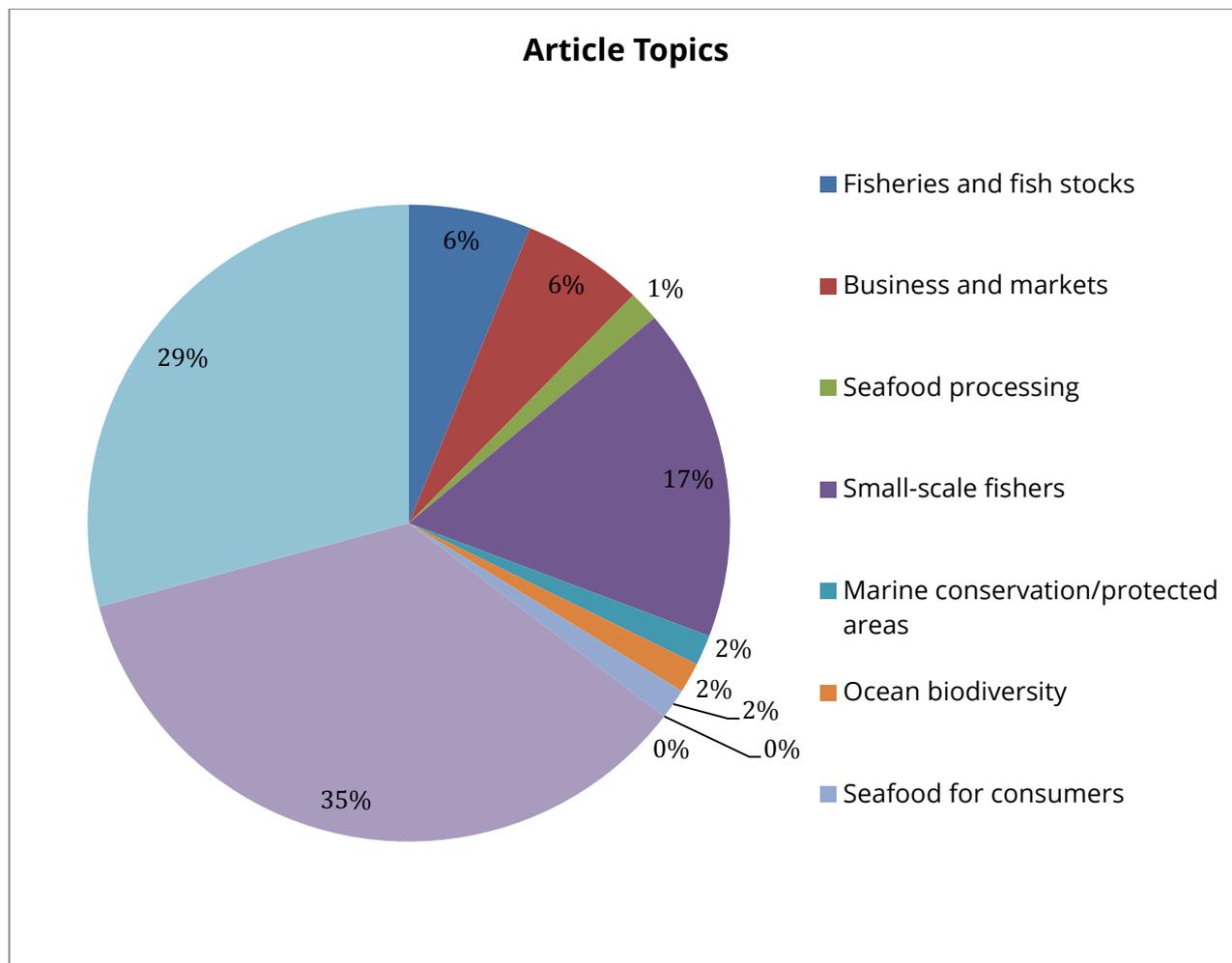


As can be seen in the chart, 83% or 54 articles used information gathered from interviews. The second most used source of information was field reporting - 4 articles (6%). Three articles (5%) sourced information from the national newswire, 3 articles (5%) from other media, and one (1%) from foreign newswires.

## Article Topics

The chart below breaks down the most popular subtopics on marine and fisheries issues.

**Chart 5. Article Topics (*Kompas*)**

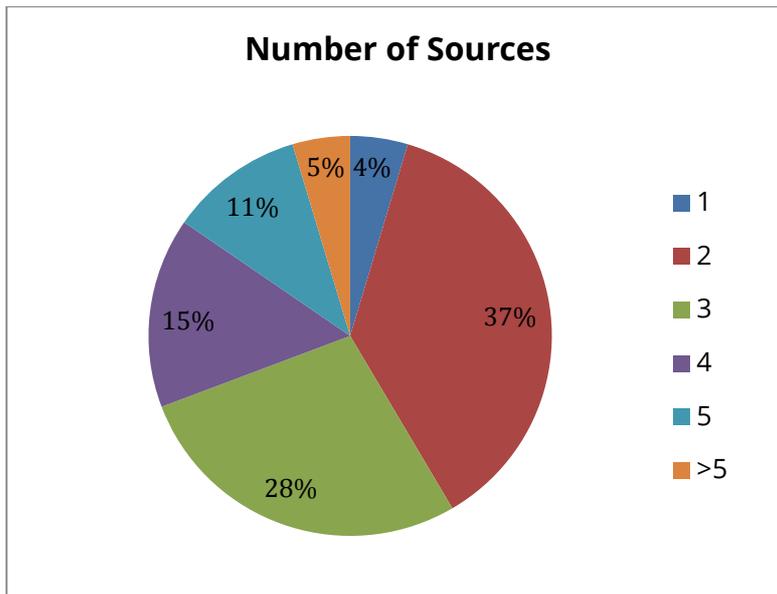


The chart shows the most widely covered topic at *Kompas* were articles related to regulation and law enforcement - 23 articles (35%), followed by articles on small scale fishermen - 11 articles (29%), fisheries and fish stocks—4 articles (6%), and business and markets - 4 articles (6%). Articles covering seafood processing, marine conservation/protected areas, and seafood for consumers each had 1 article (1% of the total).

## Number of Sources

The chart below provides further detail on the number of sources used by *Kompas* reporters in articles related to marine and fisheries issues.

**Chart 6. Number of Sources (*Kompas*)**

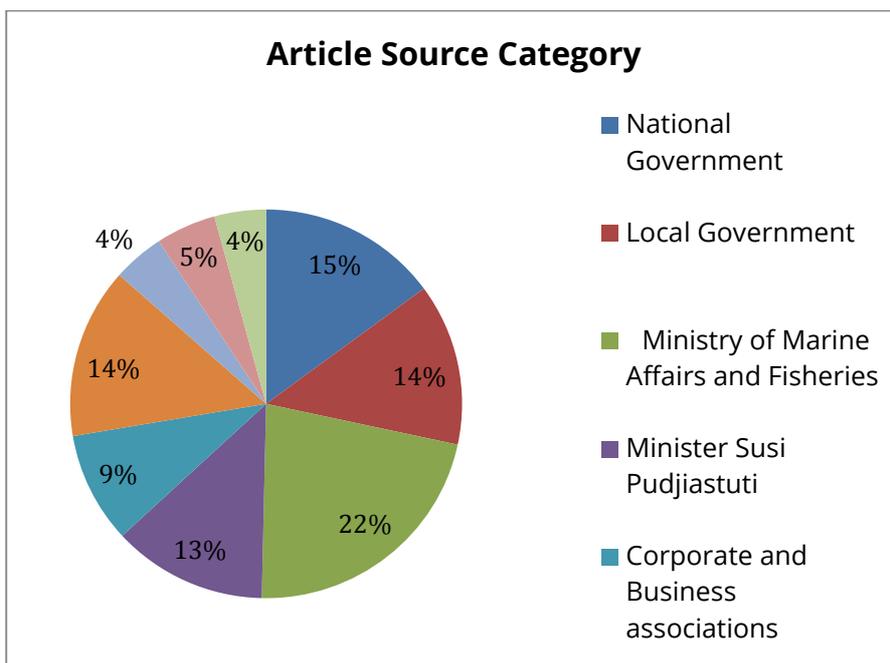


The chart shows that the majority of articles (24 articles or 37% of the total) found in *Kompas* used 2 sources. There were 18 articles (28%) that used three sources, 10 articles (15%) that used 4 sources, and 7 articles (11%) that used 5 sources, 3 articles used more than five sources and 3 articles used only one source.

**Article Source Category**

Additional trends on marine and fisheries reporting in *Kompas* can be seen by examining dominant sources used in the articles.

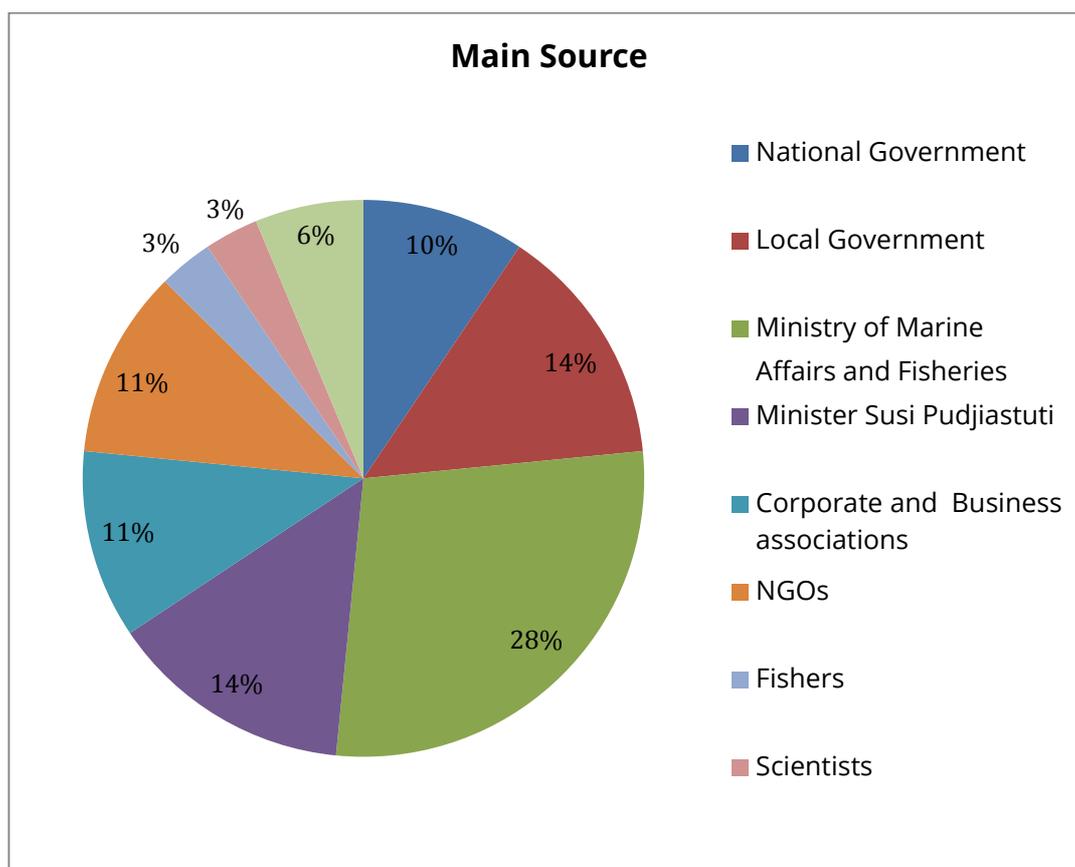
**Chart 7. Article Source Category (*Kompas*)**



This chart shows that majority of articles (31 articles of 22% of the total) in *Kompas* use the Ministry of Marine Affairs and Fisheries as their source. This is followed by 21 articles (15%) using the national government, and 14% using NGOs and local government. The minister herself, Susi Pudjiastuti, was used as a source in 18 articles (13%), corporate and business associations were used in 13 articles (9%), while the rest were distributed quite evenly among scientists (5%), society (4%) and fishermen (4%).

### Main Source

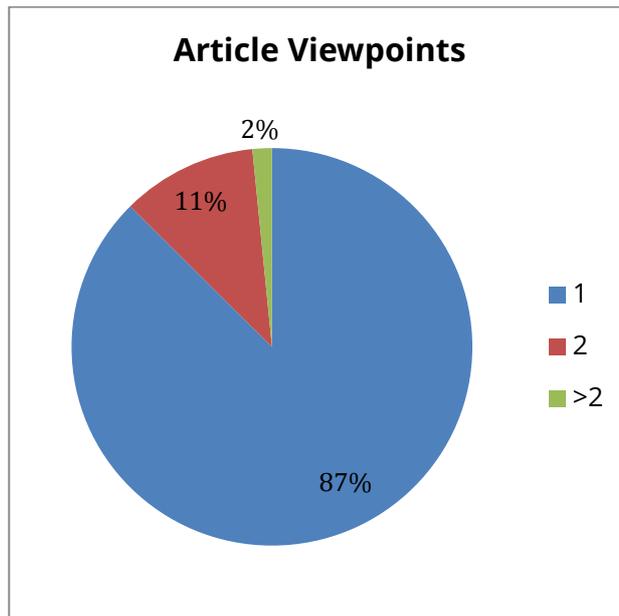
**Chart 8. Main Source (*Kompas*)**



The chart shows that *Kompas* reporters primarily use the Ministry of Marine Affairs and Fisheries as their main source with 18 articles (28%). The local government and Minister Susi Pudjiastuti follow with 9 articles (14%) each. Other main sources came from NGOs and fishermen, each with 7 articles (11%), and national government with 6 articles (9%). Society and scientists were the categories least used as main sources, with an appearance in only 2 articles (3%) each.

### Article Viewpoints

**Chart 9. Article Viewpoints (*Kompas*)**

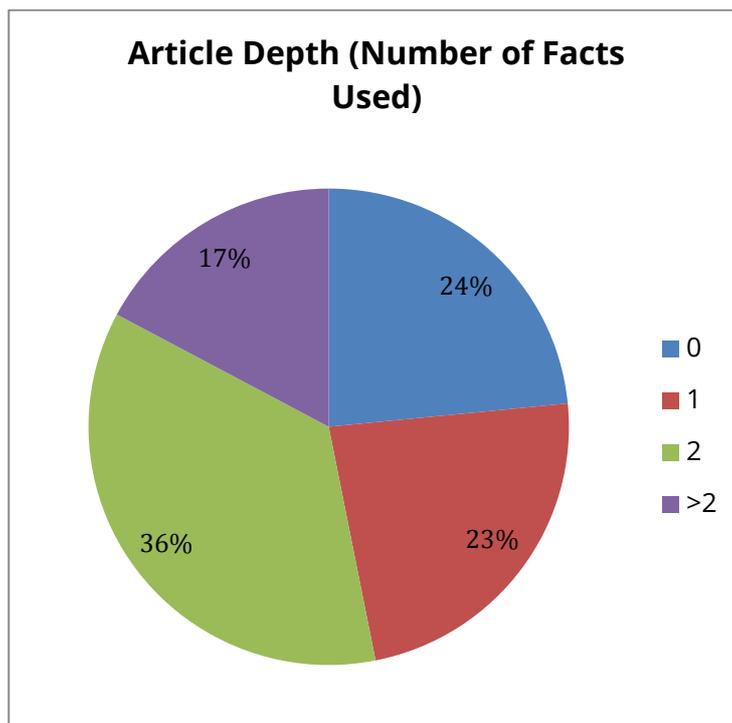


The data above shows that majority of *Kompas*'s articles (87% or 56 articles) used only a single viewpoint to present the marine and fisheries issues. Seven articles (11%) used two viewpoints and one article (2%) used three viewpoints.

**Article Depth**

The chart below examines the number of facts were used to support articles published by *Kompas* on marine and fisheries issues.

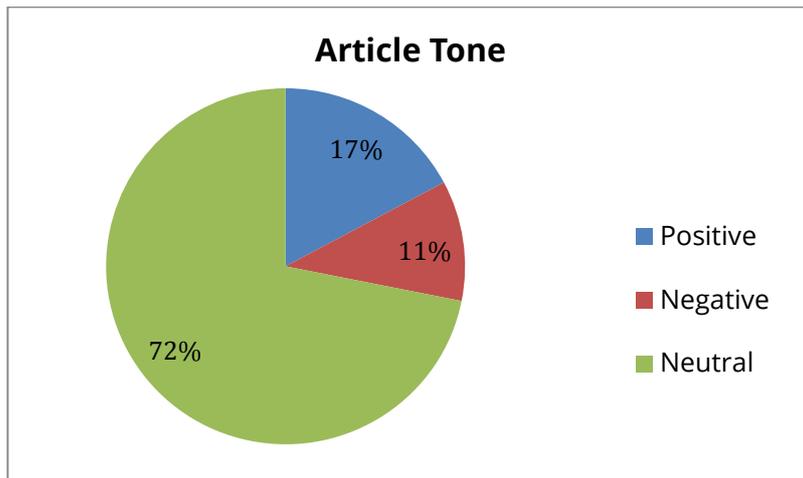
**Chart 10. Article Depth (*Kompas*)**



The majority of articles found in *Kompas* (23 articles or 36%) used two facts in articles covering marine and fisheries issues, while 11 articles (17%) used more than two articles. Articles that used either one fact or weren't supported by data or cats at all were even with 15 articles each.

**Article Tone**

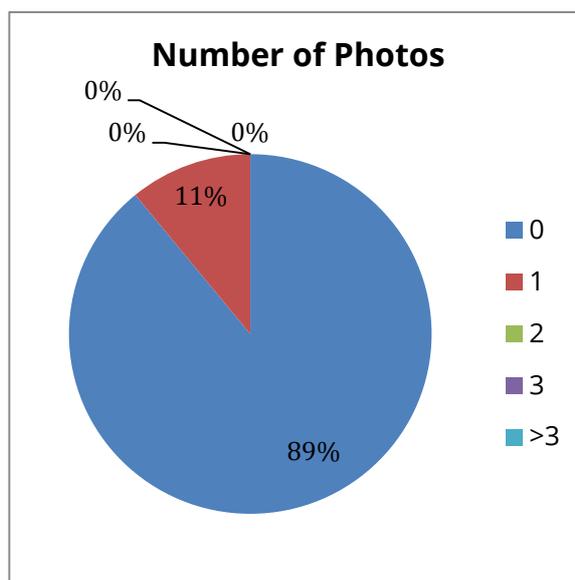
**Chart 11. Article Tone (*Kompas*)**



This chart shows that *Kompas* articles overwhelmingly take a negative tone in their reporting on marine and fisheries issues with 46 articles or 72% of total articles surveyed. Positive tone was used in 11 articles (17%), while a neutral tone appeared in 7 articles (11%).

**Number of Photos**

**Chart 12. Number of Photos (*Kompas*)**

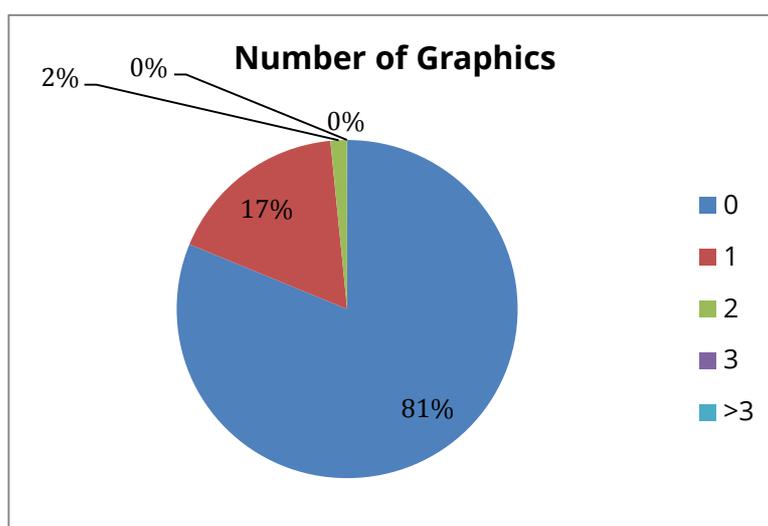


The chart shows that the majority of *Kompas* articles didn't use photos to accompany their articles on marine and fisheries issues (57 articles or 89%). Only seven articles used one photo (11%). No articles had 2 or more photos.

### Number of Graphics/Illustrations

The number of graphics used by *Kompas* to accompany marine and fisheries articles can be seen in the chart below.

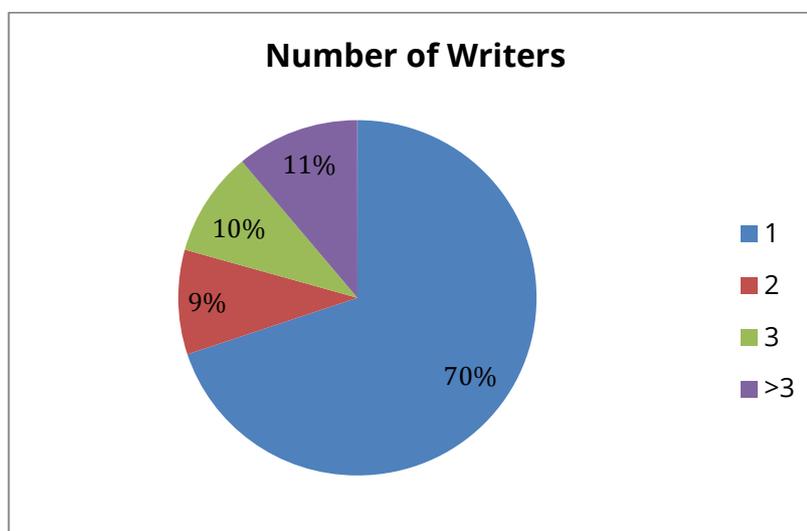
**Chart 13. Number of Graphics/Illustrations (*Kompas*)**



The majority of articles about marine and fisheries in *Kompas* are not supported by graphics or illustrations (52 articles or 81%). Meanwhile, there are 11 articles (17%) with 1 graphic and 1 article with 2 graphics (2%) No articles had 3 graphics or more.

### Number of Writers

**Chart 14. Number of Writers (*Kompas*)**



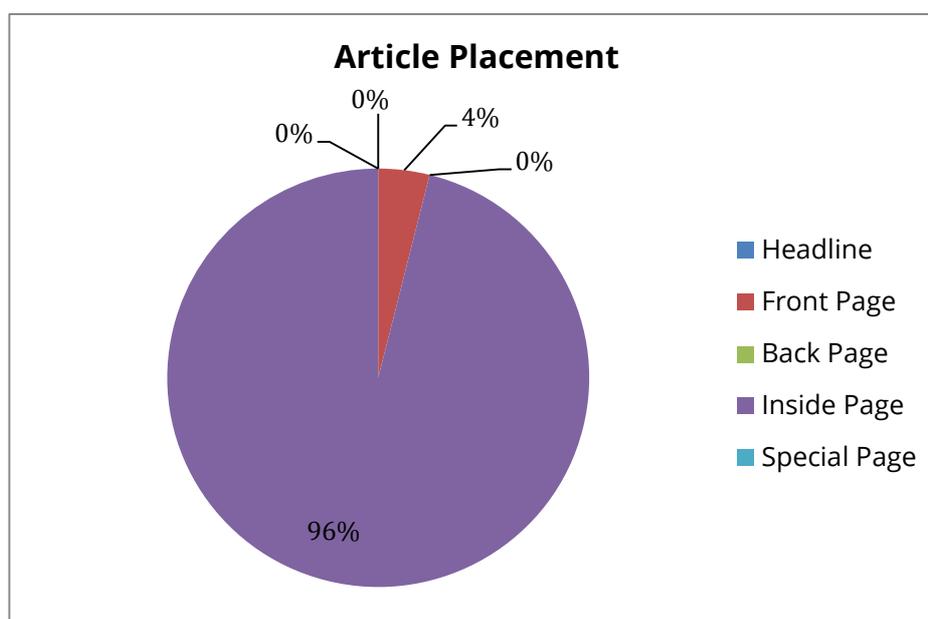
The chart shows that the majority of marine and fisheries articles in *Kompas* are written by one journalist (44 articles or 70%). Seven articles (11%) were written by more than three journalists, six articles (9%) were written by two journalists, and 10% were written by three journalists.

### 5.1.2. *Media Indonesia*

#### Article Placement

Analysis of where *Media Indonesia* tended to place articles covering marine and fisheries news can be seen in Chart 3.15 below.

**Chart 15. Article Placement (*Media Indonesia*)**



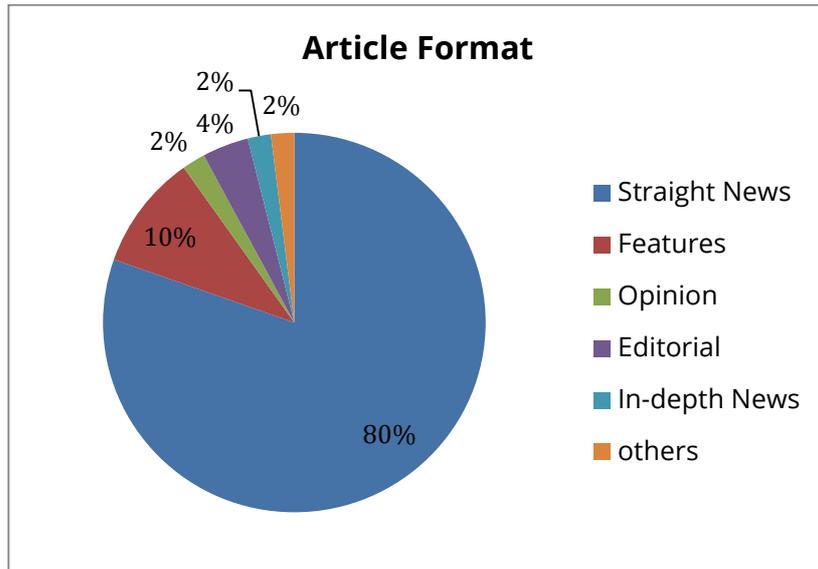
It's clear from the chart that *Media Indonesia* places less importance on news covering marine and fisheries issues. From January 1 until May 31, 2015, no articles covering these issues make it to the headlines. During the five month assessment, the majority of these articles (51 or 96%) appeared on the inside page, with only 4% making it to the front page.

It is clear that *Media Indonesia* does not consider marine or fisheries issues important enough to be presented in the headlines, however, the issue still remains a concern for the newspaper.

#### Article Format

The following figure explains the format that *Media Indonesia* favours when reporting on marine or fisheries issues.

**Chart 16. Article format (*Media Indonesia*)**

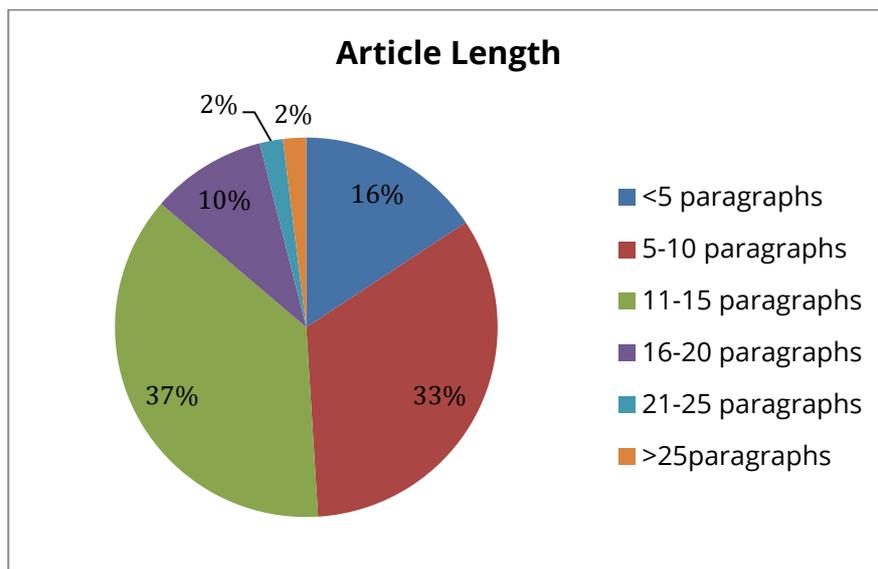


The pie chart shows how *Media Indonesia* put the articles based on each format. Most of the articles were in news format. The data shown 80% of all articles was straight news format, while the other 10 percent was features. Opinion, editorial and in-depth news, meanwhile, was the minority format that used by *Media Indonesia*.

**Article Length**

The following figure shows the length of articles published by *Media Indonesia* on marine and fisheries issues.

**Chart 17. Article Length (*Media Indonesia*)**

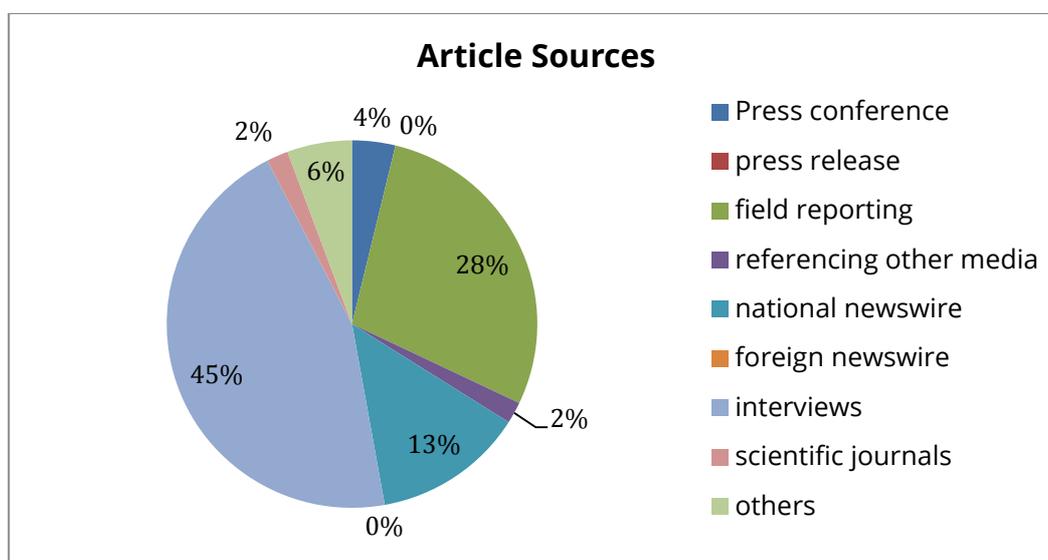


As can be seen from the chart above, article length varied relatively evenly between the different categories. Most of the articles contained either 5-10 or 11-15 paragraphs, 33% and 35% respectively. Only 2% of the 51 articles found in *Media Indonesia* discussed marine and fisheries issues using more than 25 paragraphs.

### Article Sources

This pie chart represents the reliance of *Media Indonesia* on specific types of sources to report on marine and fisheries issues. The 51 articles surveyed have been separated into nine categories.

**Chart 18. Article Source (*Media Indonesia*)**

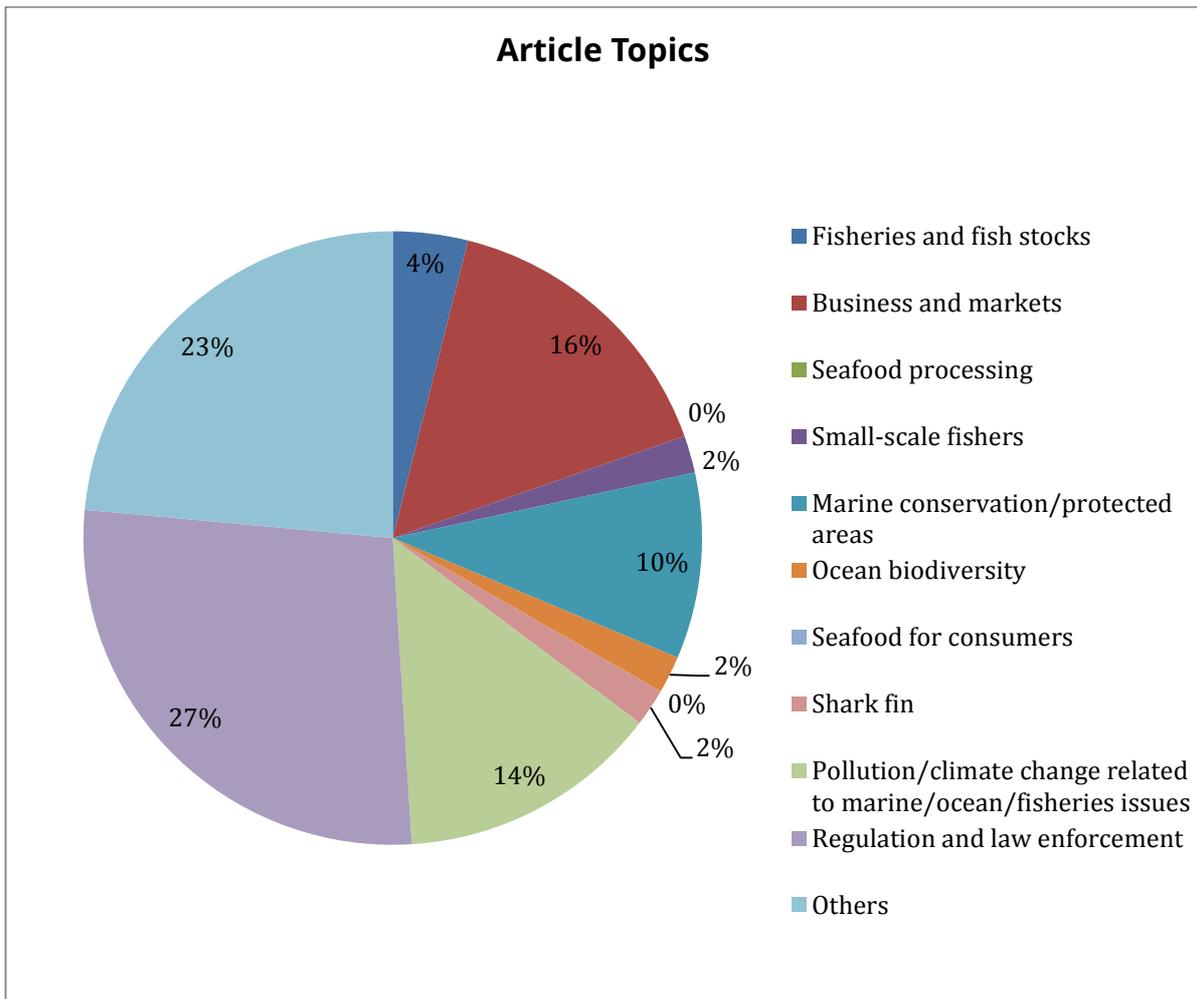


As seen above, 45% of information used by *Media Indonesia* in articles covering marine and fisheries issues came from interviews. The second most used source of information was from field reporting (28%). Other articles relied on information that came newswires (13%), scientific journals (2%), other media sources (2%), press conferences (4%), and unidentified sources (6%).

### Article Topics

The following chart identifies the most commonly reported subtopics in articles covering marine and fisheries issues in *Media Indonesia*.

**Chart 19. Article Topics (*Media Indonesia*)**

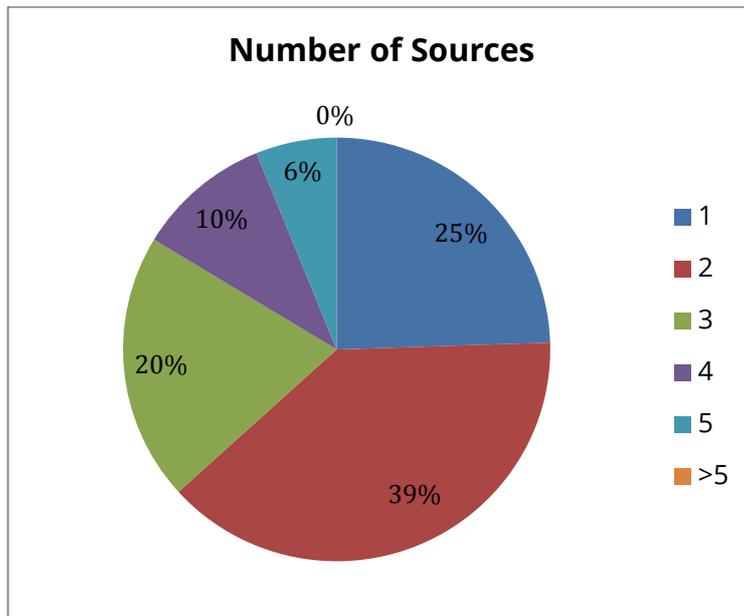


Articles in *Media Indonesia* related to marine and fisheries issues primarily discussed regulation and law enforcement (27%), followed by business and markets (16%), and pollution/climate change (14%). Meanwhile, 23% of articles survey discussed others topic that are not include in the categories. The rest of the topics listed were not significantly discussed by *Media Indonesia*. From the data gathered, the study concludes that *Media Indonesia* tried to focus on several main topics when covering marine and fisheries issues in Indonesia.

**Number of Sources**

The chart below outlines the number of sources used by reporters in the articles surveyed from *Media Indonesia*.

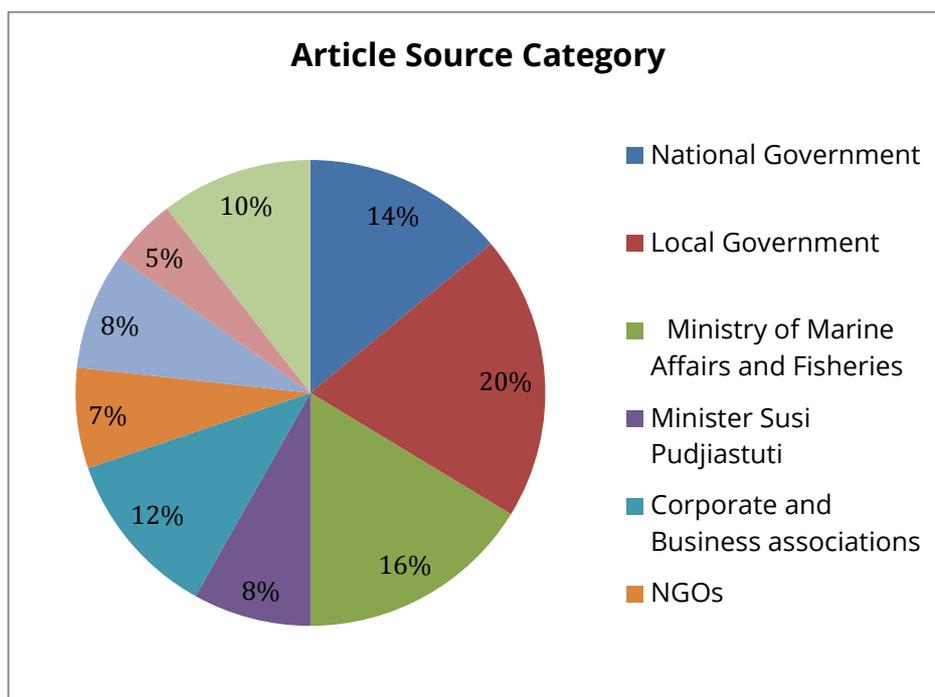
**Chart 20. Number of Sources (*Media Indonesia*)**



A majority of articles, about 39%, covering marine and fisheries issues in *Media Indonesia* used two points of view. Others using one and three of sources amounted to 25% and 20%, respectively. It should be noted that a number of articles (16%) did use more than three sources, though no articles use more than five. Looking at the data, we can conclude that *Media Indonesia* has tried to be impartial (balanced and neutral) through the high percentage of its articles using more than a single source.

**Article Source Category**

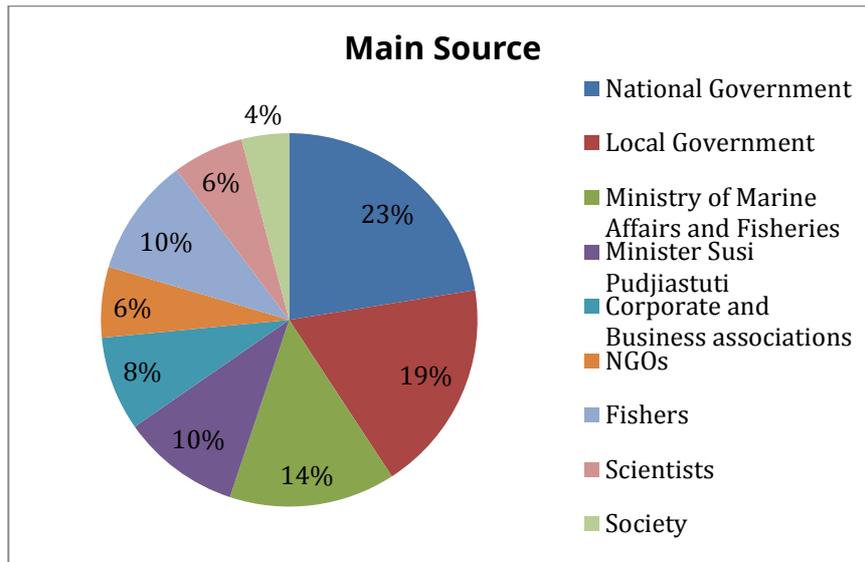
**Chart 21. Article Source Category (*Media Indonesia*)**



The pie chart shows the percentage of articles surveyed using specific categories of sources. From the chart we can see that the distribution of sources categories tended to be evenly spread, however, 20% of articles relied on information from local governments. A further 16% used information from Ministry of Marine Affairs and Fisheries. From this data, we can conclude that *Media Indonesia* tried to be more diverse in its choices of sources.

**Main Source**

**Chart 22. Main Source (*Media Indonesia*)**



The figure shows that the main source of information in stories covering marine and fisheries issues in *Media Indonesia* was from the national government (23%), followed by local government (19%) and the Ministry of Marine Affairs and Fisheries (14%). As seen above, the data is almost evenly spread. We can say that *Media Indonesia* tried to be more diverse in sources used to report on marine and fisheries issues.

**Article Viewpoints**

**Chart 23. Article Viewpoints (*Media Indonesia*)**

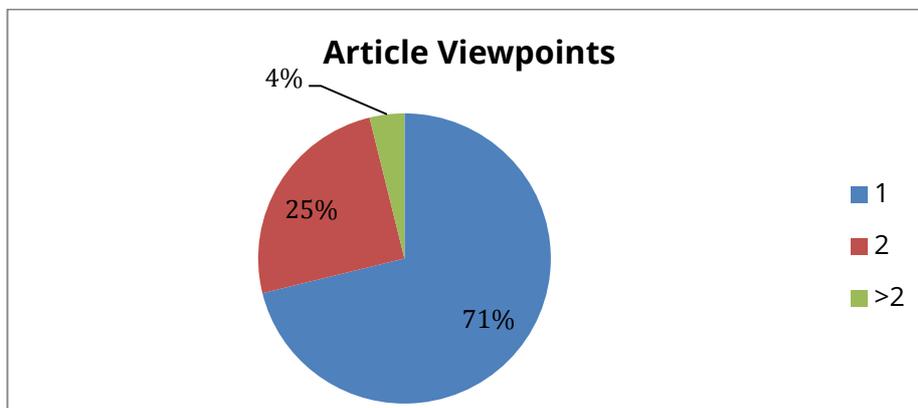
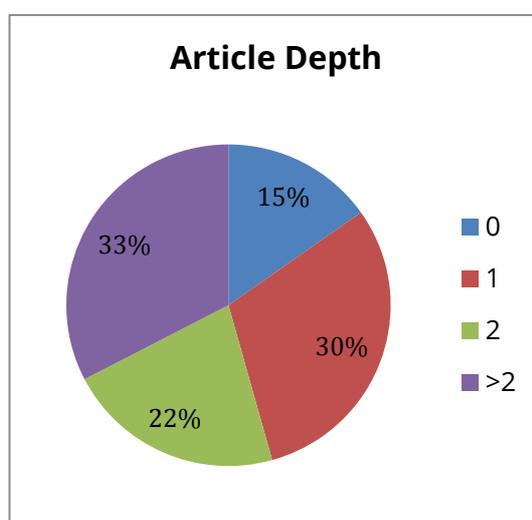


Chart 23 gives the number of viewpoint in each article. We have already analysed 51 articles from *Media Indonesia* newspaper within January 1<sup>st</sup> until Mei 31<sup>st</sup>, 2015. Most of articles, about 71%, only have one view point. The rest of articles have two and more than two which is about 25% and 4% respectively. From the data we can conclude, *Media Indonesia* tried to focus on one view point.

### Article Depth

The depth of writing on marine and fisheries issues (measured by the number of facts or data points used in the article) by journalists at *Media Indonesia* is illustrated by the chart below.

**Chart 24. Article Depth (*Media Indonesia*)**



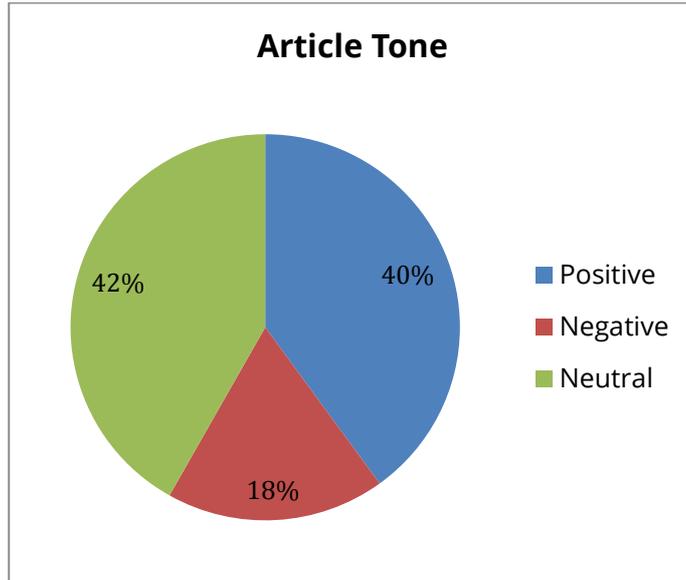
Facts and data are the most importance aspects of every news article. From the chart above, we can see that *Media Indonesia* used more than two facts to support its reporting on marine and fisheries issues in 33% of the articles surveyed, while it used two facts exactly in 22% of the articles during the same period. Meanwhile, 30% of articles used only one fact and the remaining 15% of articles didn't used any facts to support its reporting.

Most of articles provided by *Media Indonesia* show that reporting on these issues was supported by facts and data. By utilizing data in its coverage efforts, *Media Indonesia* applied basic principles of journalistic research, however, it cannot be overlooked that 15% of stories lacked any facts or data to back up claims.

### Article Tone

The chart below shows the tone of each article surveyed in the *Media Indonesia* newspaper. The study found that 42% of the 51 articles in *Media Indonesia* had a neutral tone related to issues of marine and fisheries. About 40% discussed the issue by using a positive tone and 18% used a negative tone.

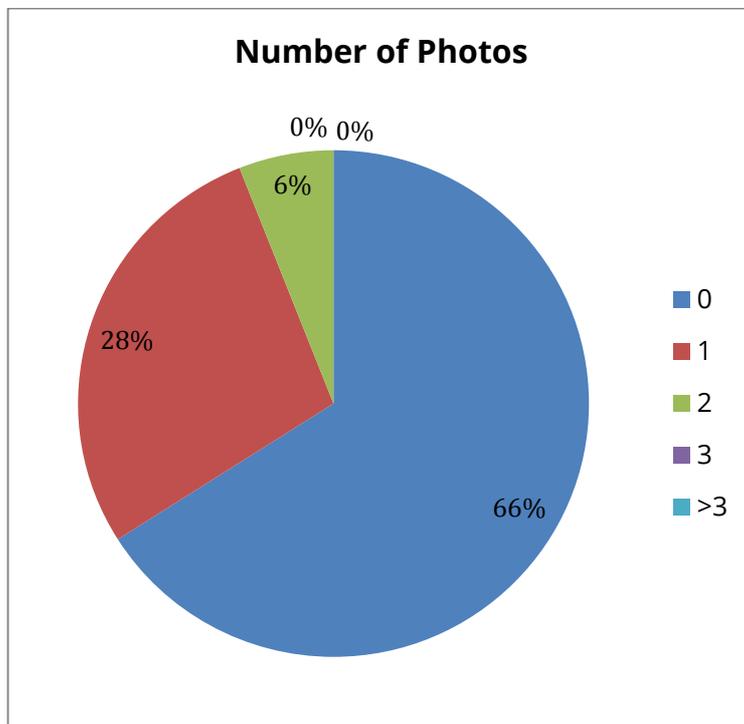
**Chart 25. Article Tone (*Media Indonesia*)**



**Number of Photos**

The use of the images to supplement articles on marine and fisheries issues presented by *Media Indonesia* can be seen in the chart below.

**Chart 26. Number of Photos (*Media Indonesia*)**

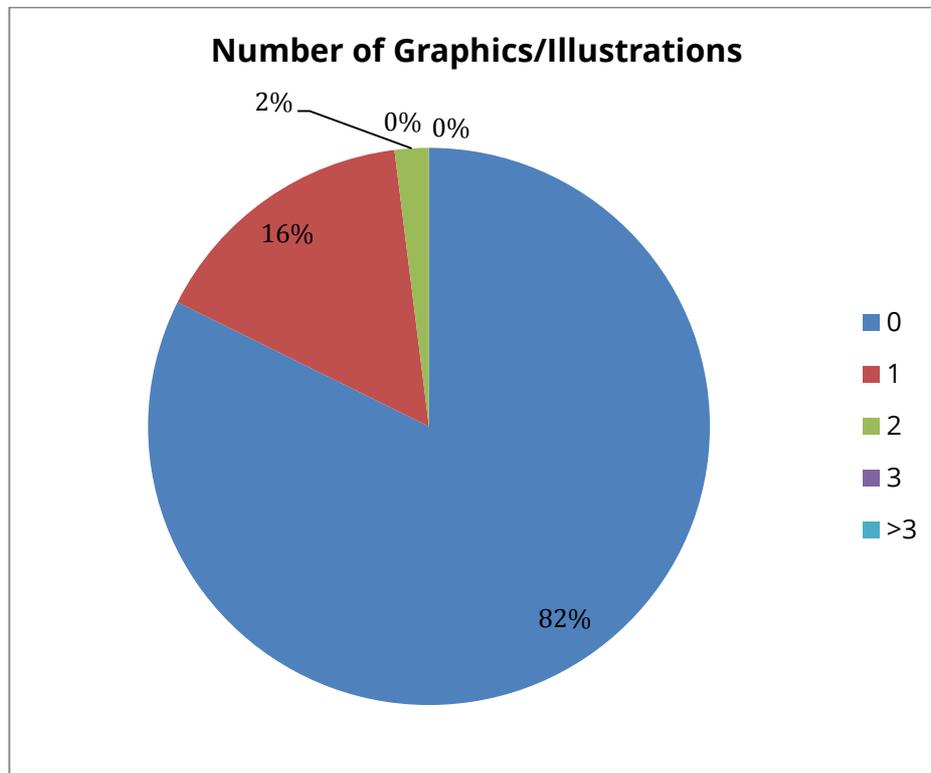


The provided chart shows the use of photos by *Media Indonesia*. A majority of the articles were published without any photos, about 66% of the 51 articles surveyed. Approximately 28% used only one photo and only 6% of the articles used two photos. From the data, we can say that photos are not yet considered to be an important supplement to these articles.

### Number of Graphics/Illustrations

The number of the graphics used alongside marine and fisheries news articles published by *Media Indonesia* can be seen in the chart below.

**Chart 27. Number of Graphics/Illustrations (*Media Indonesia*)**

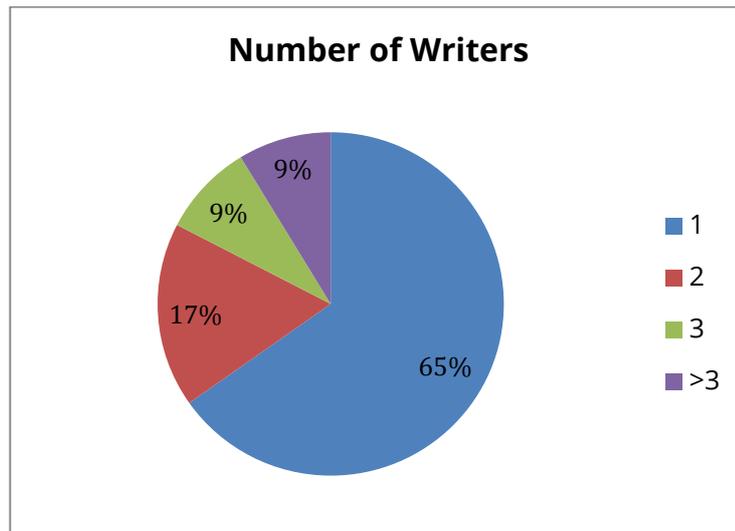


According to the data collected by this study, the use of graphics is not a priority for *Media Indonesia*. About 42 articles or 82% of total articles surveyed were not presented with infographics or other illustration to support the main idea. Meanwhile, 16% used one infographic and one article (2%) used more than one graphic.

### Number of Writers

The following chart depicts data about the number of journalists assigned to the surveyed articles. As shown from Chart 28 most of the articles, about 65%, related to these issues were written by one journalist. The rest of the articles were written by more than two journalists.

**Chart 28. Number of Writers (*Media Indonesia*)**

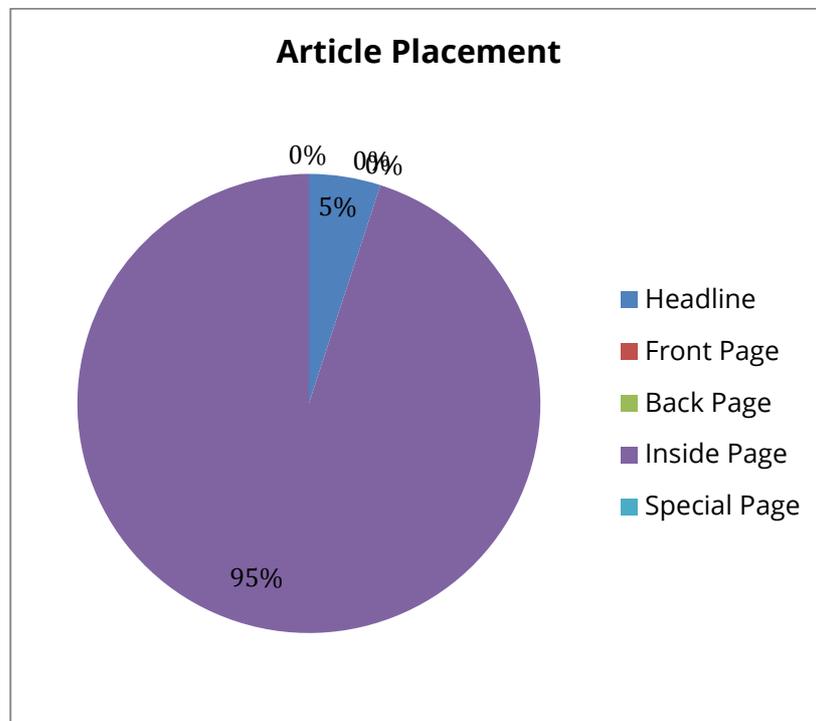


### 5.1.3. Harian Fajar

#### Article Placement

The distribution of marine and fisheries articles published by *Harian Fajar* during the period studied can be seen in the chart below.

**Chart 29. Article Placement (*Harian Fajar*)**



This pie chart shows the location of marine and fisheries articles published in *Harian Fajar* newspaper. The chart is divided into 5 parts: headline, front page—non headline, back page, inside page, and special page.

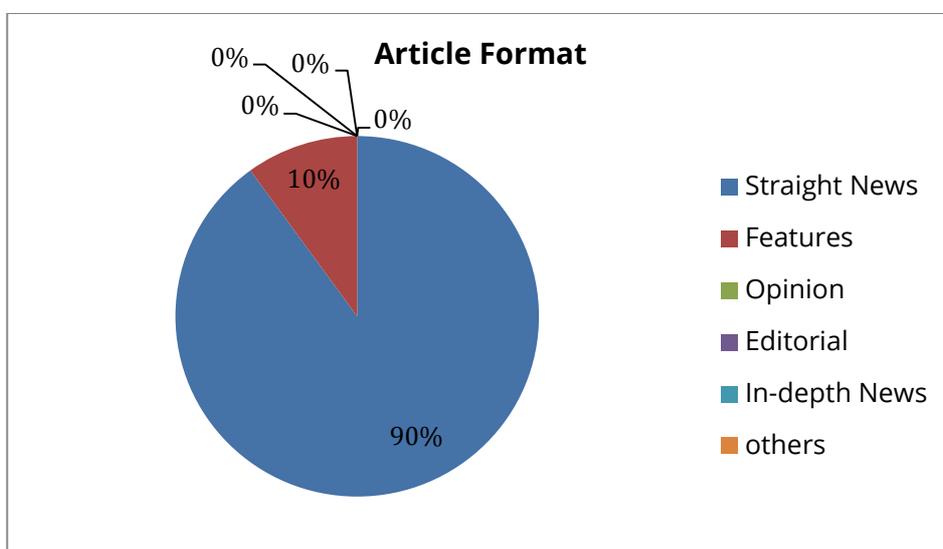
From the chart, we can see that in all five months (from January 1 to May 31, 2015) the majority of articles (95% of a total of 40) appeared on the inside page. The remaining 2 articles or 5% appeared in the headline section.

From this survey it is clear that editors at *Harian Fajar* consider marine and fisheries issues less important, however, the issue still remains enough of a concern to be included.

### Article Format

The following figure highlights the different types of formats used by *Harian Fajar* for stories on marine and fisheries issues.

**Chart 30. Article Format (*Harian Fajar*)**



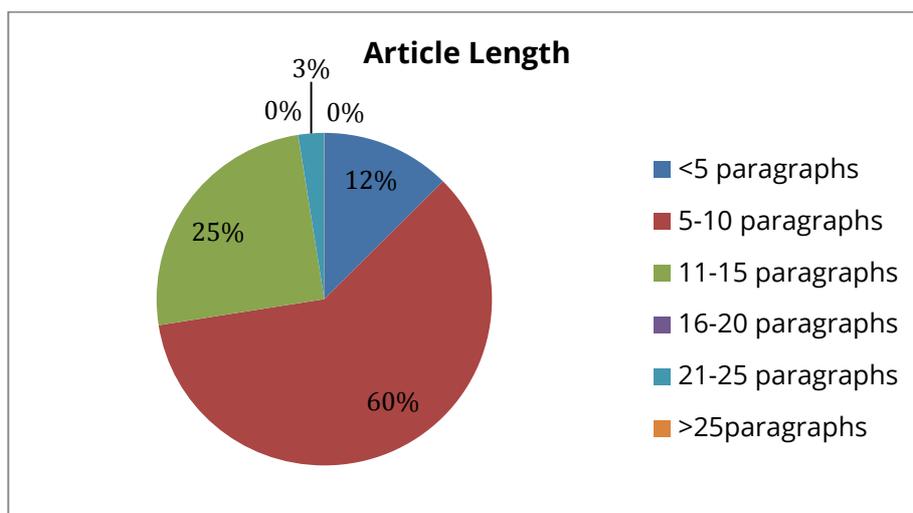
This pie chart shows how *Harian Fajar* formatted each article in the sample survey. It can be seen that straight news was the most popular format used.

Out of the 40 articles surveyed, straight news accounted for 90% of the formats used throughout the five month period. The only other format used - features - accounted for only 10% of articles covering marine and fisheries published by *Harian Fajar*. In general, it is possible to say that straight news is *Harian Fajar's* most commonly used format when covering these issues.

### Article Length

The following figure shows the amount of publication space dedicated to marine and fisheries issues by highlighting the length of articles published by *Harian Fajar*.

**Chart 31. Article Length (*Harian Fajar*)**



This pie chart breaks down the length of each article in *Harian Fajar* covering marine and fisheries issues into paragraphs. As the data shows, the most common length used is between 11-15 paragraphs, about 60% of the 40 articles surveyed.

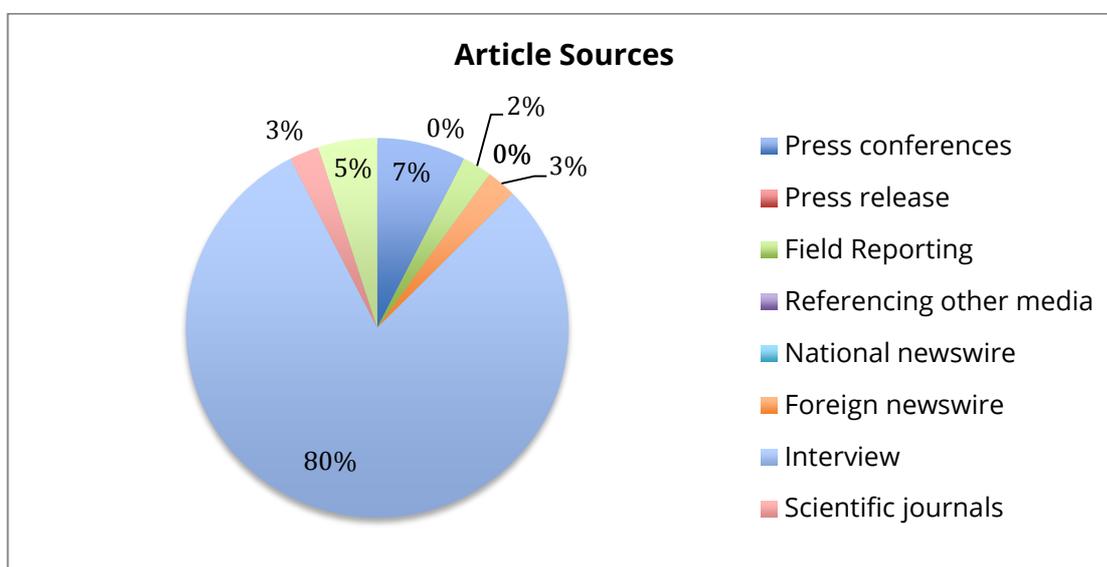
Articles with between 16 and 20 paragraphs accounted for 25% of the 40 articles in *Harian Fajar*. Only 12% of the articles were between 5-10 paragraphs in length and the remaining 3% were articles made up of more than 25 paragraphs.

From this chart, we can say that the length of articles covering marine and fisheries issues in *Harian Fajar* are mostly within 11-15 paragraphs.

### Article Sources

The provided chart is divided into 9 categories and the number of object have already analysed is 40 articles.

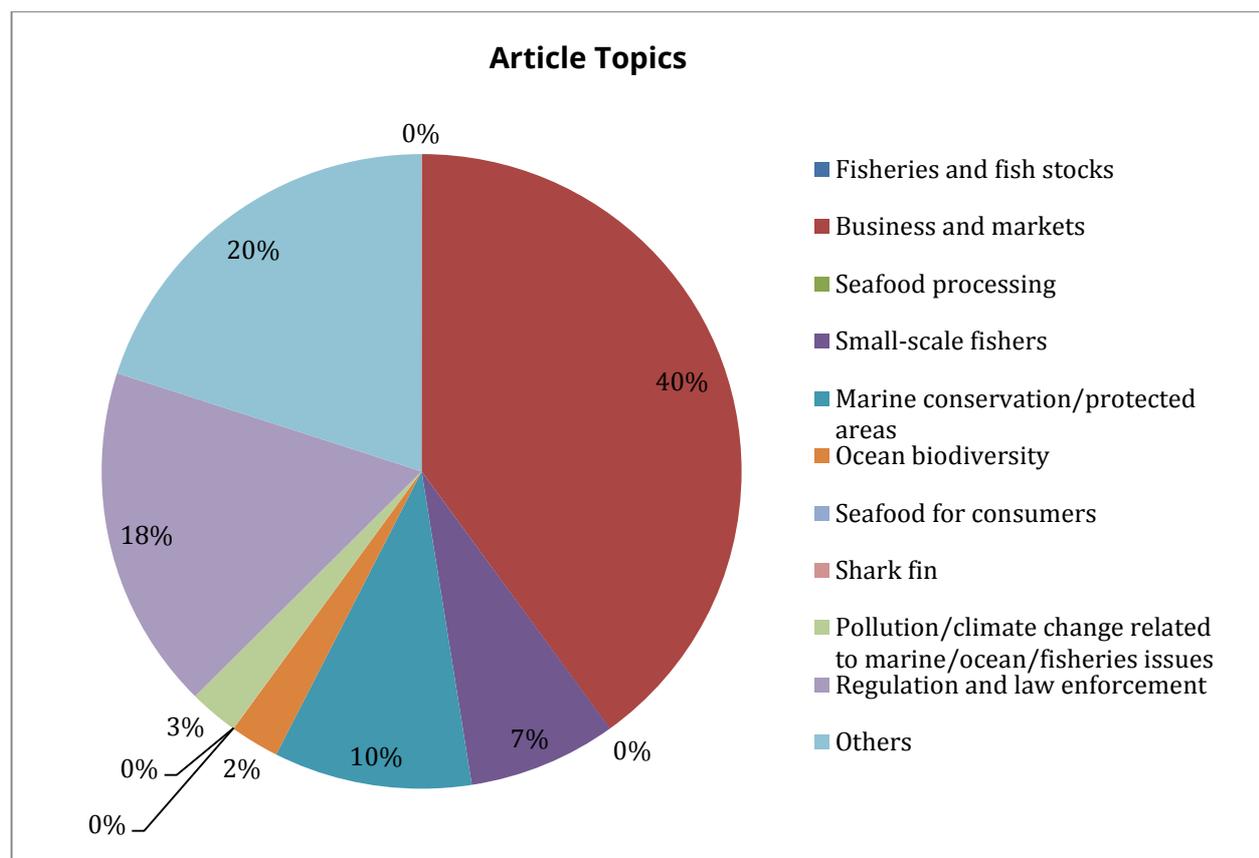
**Chart 32. Article Sources (*Harian Fajar*)**



As seen in the chart, 80% of information used in the articles surveyed was sourced from interviews. The second most commonly used source of information was press conferences, approximately 7% of the 40 articles. Another 5% referenced other media sources, while the remaining articles used scientific journals (3%), foreign newswires (3%), and live reporting (2%). From this data, it's clear that the primary source of information for articles on marine and fisheries issues in *Harian Fajar* was interviews.

## Article Topics

Chart 33. Article Topics (*Harian Fajar*)

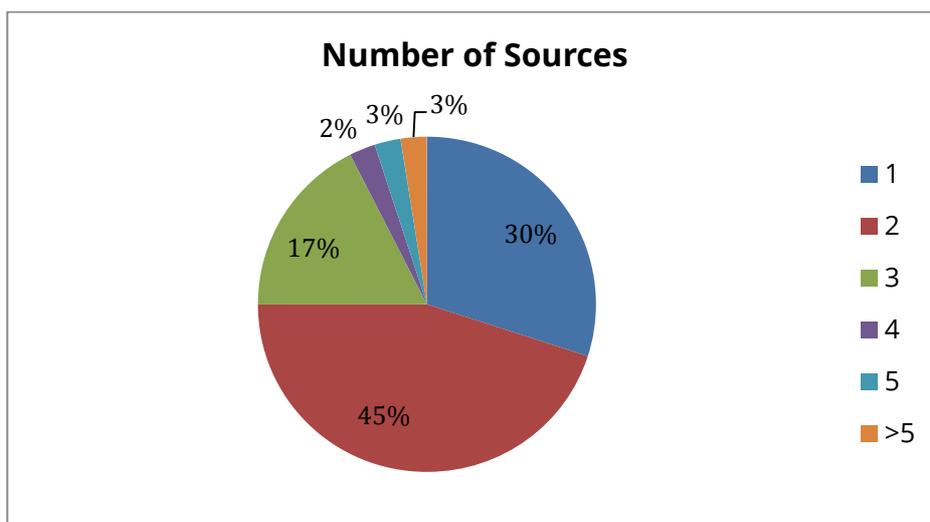


When reporting on marine and fisheries issues, *Harian Fajar* reporters focused primarily on business and market topics (40% of all articles surveyed). Other important topics included regulation and law enforcement (18%), marine conservation (10%) and small scale fishermen (7%). Approximately 20% of articles discussed topics not included in the categories. The rest of the topics listed, including seafood processing, ocean biodiversity, seafood for consumers, shark fin, and pollution were not significantly discussed by *Harian Fajar* or were not mentioned at all. From the data, we can infer that *Harian Fajar* tried to focus on several topics rather than cover all aspects associated with marine and fisheries issues in Indonesia.

## Number of Sources

The following chart provides information about the number of sources used by reporters at *Harian Fajar* when reporting on marine and fisheries issues.

**Chart 34. Number of Sources (*Harian Fajar*)**

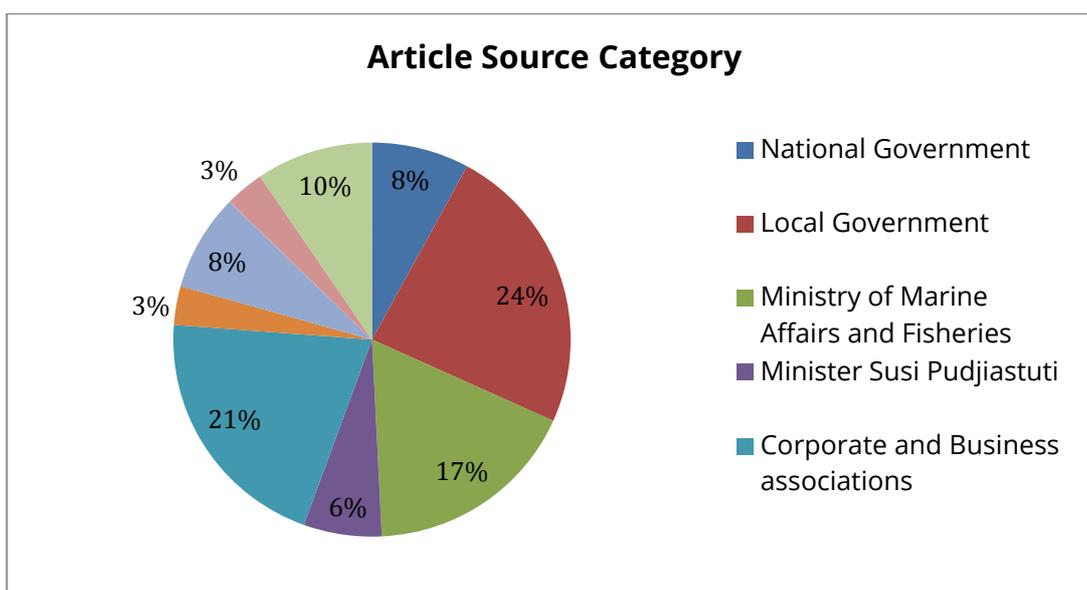


About 45% of articles covering these issues in *Harian Fajar* used two sources. The rest primarily used one or three sources, about 30% and 17% respectively, however, the chart also shows that reporters at *Harian Fajar* have also published stories using more than three sources. From this data, we can say that *Harian Fajar* has made inroads at trying to be impartial (balanced and neutral) because the majority of stories surveyed used more than a single source.

**Article Source Category**

The following chart illustrates the various sources used by reporters covering marine and fisheries issues at *Harian Fajar*.

**Chart 35. Article Source Category (*Harian Fajar*)**

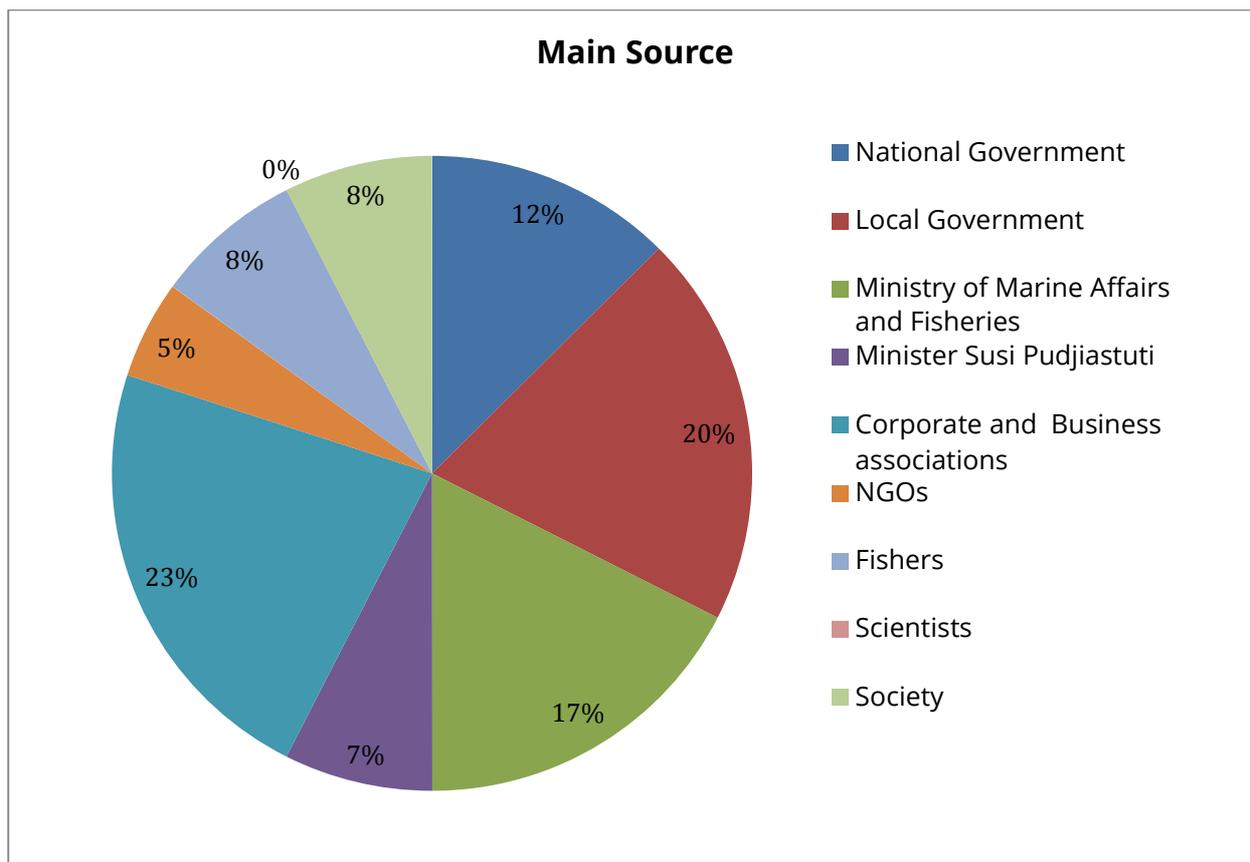


The pie chart is broken down into nine source categories. Approximately 24% of all articles published by *Harian Fajar* on marine and fisheries issues utilized the local government as a

source. The second largest source used was corporate and business associations, about 21%. Reporters used the Ministry of Marine Affairs and Fisheries as a source of information in about 17% of stories surveyed. As the chart illustrates, data in this category is almost evenly spread. We can say that *Harian Fajar* tried to be more diverse in sourcing information when reporting on these issues.

## Main Source

**Chart 36. Main Source (*Harian Fajar*)**



The figure shows that *Harian Fajar's* three main sources of news on marine and fisheries issues are corporate and business associations (23%), local government (20%), and the Ministry of Marine Affairs and Fisheries (17%). Other articles sourced information primarily from the national government (12%), society (8%), and fisheries (8%).

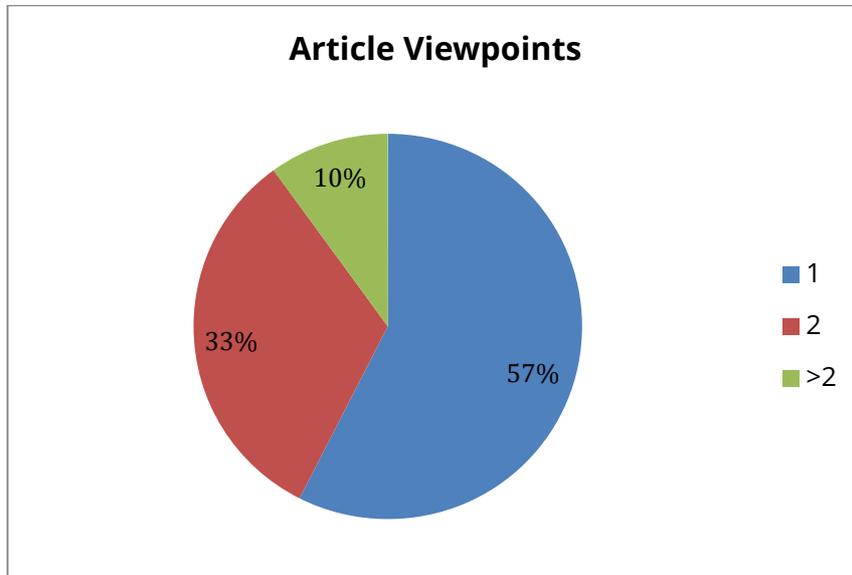
As shown by the chart, reporters at *Harian Fajar* use diverse sources of information when reporting on marine and fisheries issues.

## Article Viewpoints

The following chart illustrates the number of viewpoints in each of the surveyed articles. We have already analysed 40 articles from *Harian Fajar* newspaper within January 1<sup>st</sup> until May 31<sup>st</sup>, 2015. Most of the articles, approximately 57%, only have one viewpoint. The rest of articles have two or more than two, about 33% and 10% respectively. From the data, we can conclude

that the majority of stories on marine and fisheries published by *Harian Fajar* had only one viewpoint.

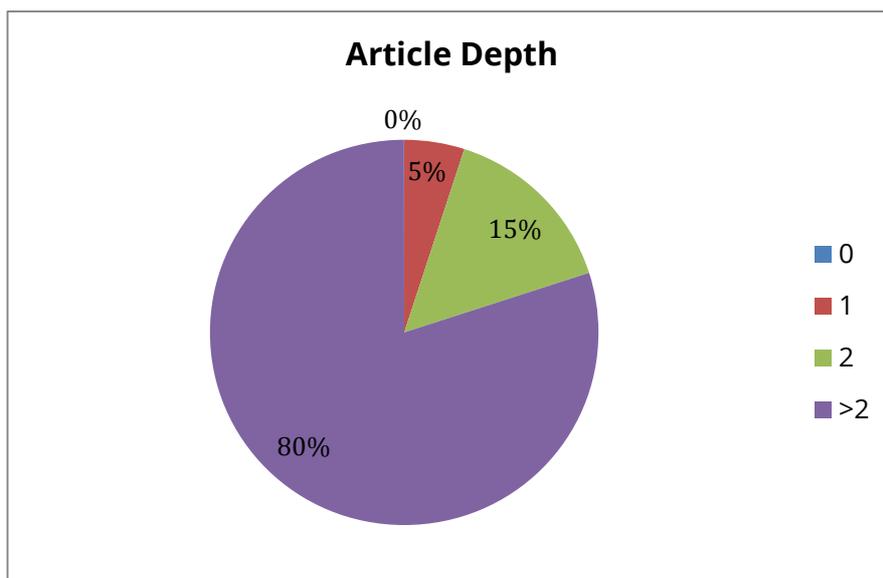
**Chart 37. Article Viewpoints (*Harian Fajar*)**



### Article Depth

From Chart 38, we can see that the majority of articles published by *Harian Fajar* used more than two facts (80% of the total), followed by exactly two facts (15%). The remaining articles only relied on one fact (5%). No stories were published without at least one supporting fact.

**Chart 38. Article Depth (*Harian Fajar*)**



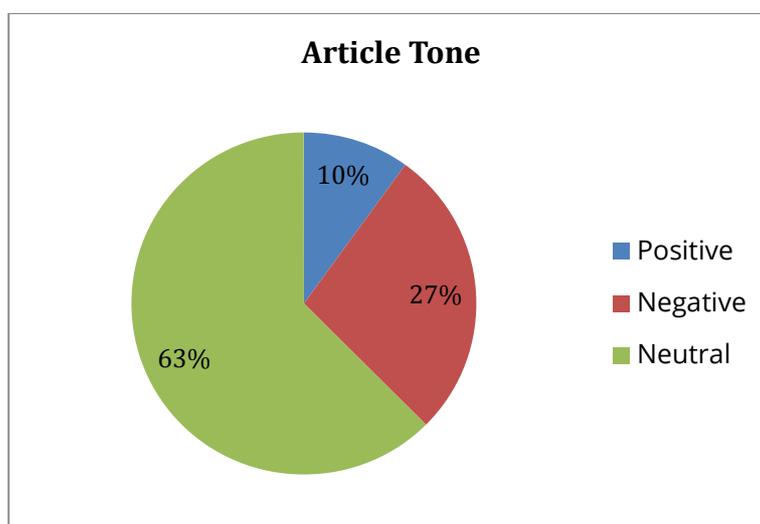
All of articles sampled from *Harian Fajar* were supported by at least one instance of facts or data to strengthen the main idea. It is evident that *Harian Fajar* is applying the basic principles of journalistic research when reporting on marine and fisheries issues.

## Article Tone

The following chart displays the tone – positive, negative, and neutral - of each article on marine and fisheries issues in *Harian Fajar*. Approximately 63% or 25 articles in *Harian Fajar* conveyed a neutral tone when covering these topics. About 10% discussed the issue using a positive tone and 27% used a negative tone.

It appears that for the most part, *Harian Fajar* has tried to take a neutral tone in articles they publish on these topics. The data showed that more than half of all of articles in our sampling used neutral tone.

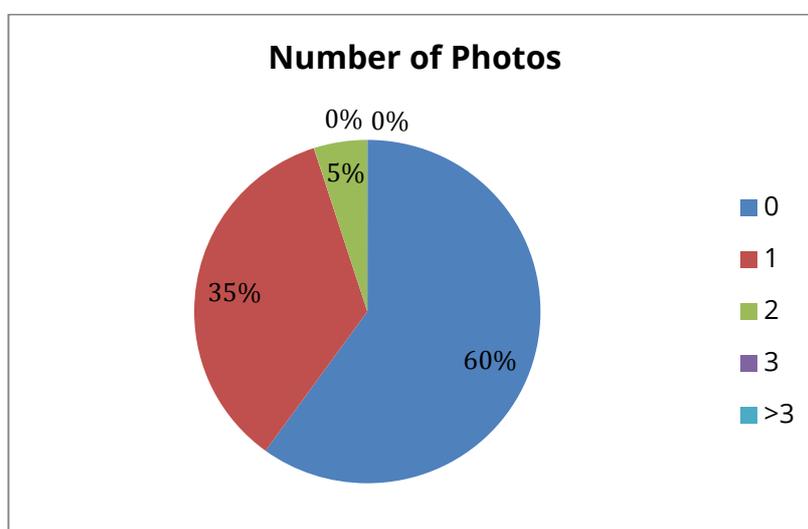
**Chart 39. Article Tone (*Harian Fajar*)**



## Number of Photos

The number of photos used to accompany stories about marine and fisheries issues in *Harian Fajar* can be seen in the chart below.

**Chart 40. Number of Photos (*Harian Fajar*)**

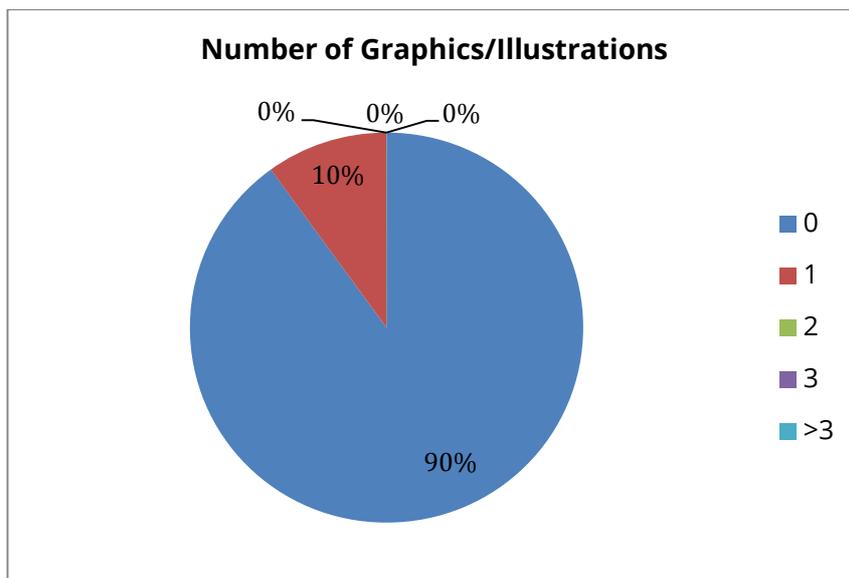


The majority of articles on these topics (60%) were published without any photos. About 14 articles or 35% used one photo. Only 5% of the total articles analysed used two photos. Looking at the data, we can say that photos are not yet a serious consideration in the publication of articles on marine and fisheries issues.

### Number of Graphics/Illustrations

The following chart shows the number of graphics published alongside articles on marine and fisheries issues by *Harian Fajar*.

**Chart 41. Number of Graphics/Illustrations (*Harian Fajar*)**

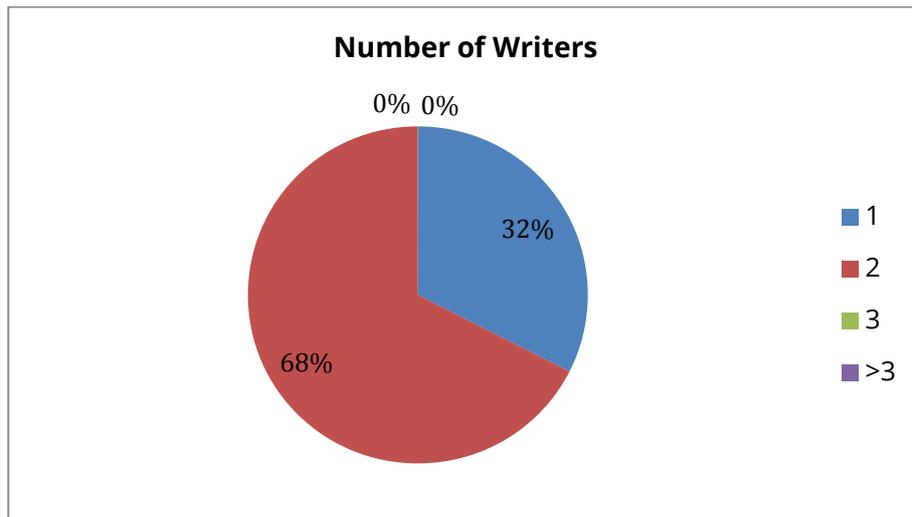


It's clear the graphics and other illustrations are not considered a priority at *Harian Fajar*. Approximately 36 articles (90%) did not have supplementary graphics or other illustrations to support the main idea. Only four articles (10%) were published with at least one infographic.

### Number of Writers

As shown from Chart 42, most of the articles - about 68% - on marine and fisheries in *Harian Fajar* were written by two journalists. Approximately 32% or 13 articles were written by one journalist. No articles were written by three or more journalists.

**Chart 42. Number of Writers (*Harian Fajar*)**

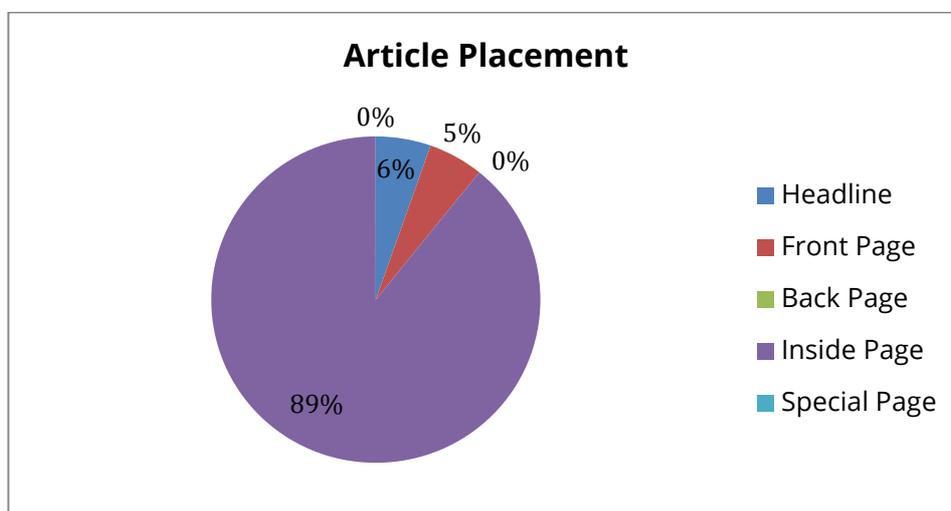


#### 5.1.4. *Tribun Manado*

##### Article Placement

The distribution of marine and fisheries articles published by *Tribun Manado* during the period studied can be seen in the chart below.

**Chart 43. Article Placement (*Tribun Manado*)**



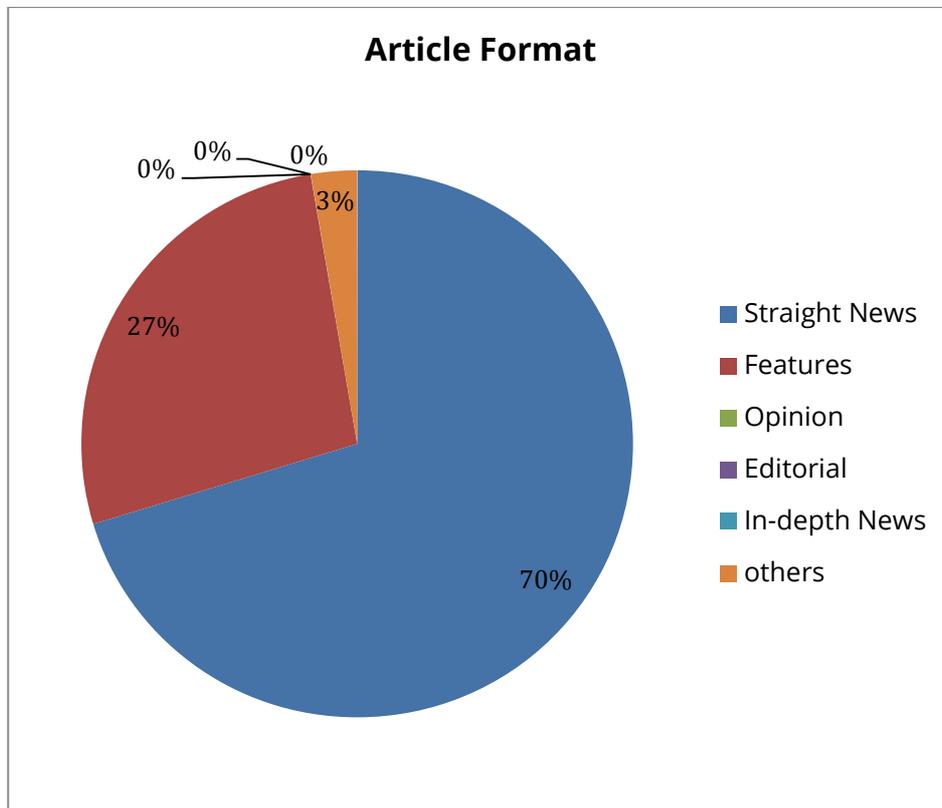
From the chart we can see that the majority of articles published by *Tribun Manado* on these topics, 89% from 37 texts, appeared on the inside page. Approximately 6% of articles appeared in the headlines and 5% on the front page.

It is clear that editors at *Tribun Manado* generally don't consider these topics important enough to be core issues. Only two articles related to marine and fisheries issues were published in the headlines related with the issue of marine and fisheries in Indonesia. Despite this, it is evident that these topics remain a concern for the *Tribun Manado* newspaper.

## Article Format

The following figure highlights the different types of formats used by *Tribun Manado* for stories on marine and fisheries issues.

**Chart 44. Article Format (*Tribun Manado*)**

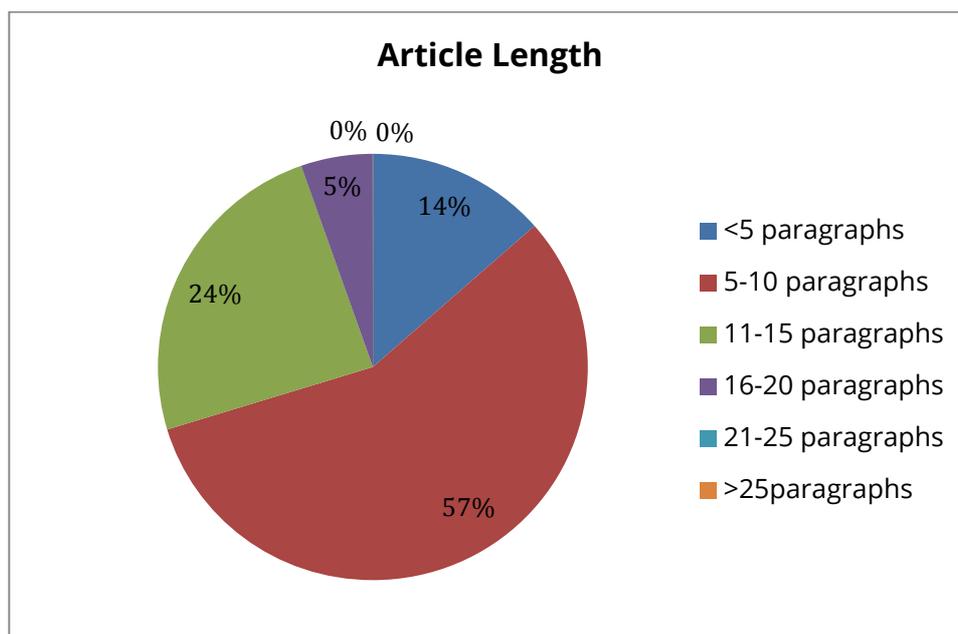


Glancing at the chart, it's clear that straight news was the most commonly used format by *Tribun Manado*, accounting for 70% of the 37 articles surveyed during five months. Approximately 27% of articles covering marine and fisheries issues were presented in a features format, while the remaining articles (3%) used a format not listed in this chart.

## Article Length

The following figure (Chart 45) illustrates the editorial space dedicated to marine and fisheries issues at *Tribun Manado* by examining the length of stories published.

**Chart 45. Article Length (*Tribun Manado*)**



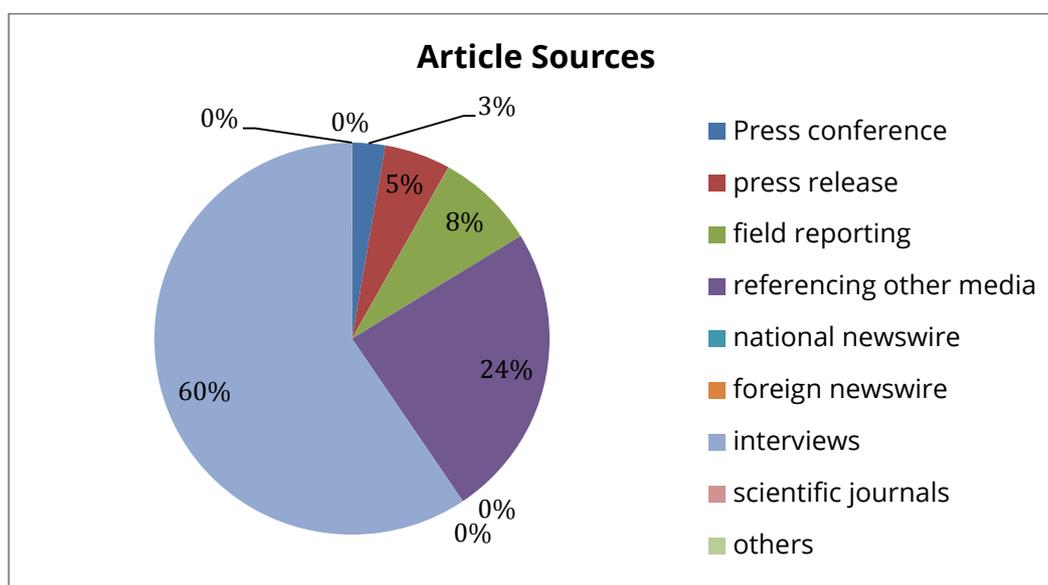
This chart breaks down article length based on the number of paragraphs used. As the data shows, the most common length of articles on marine and fisheries issues is between 5-10 paragraphs, approximately 57% of the 37 articles surveyed.

Articles with 11-15 paragraphs accounted for approximately 24% of the total, while 14% had less than 5 paragraphs and the remaining 5% had 16-20 paragraphs.

### Article Sources

The following chart examines nine different categories of sources used by reporters at *Tribun Manado* in their coverage of marine and fisheries issues.

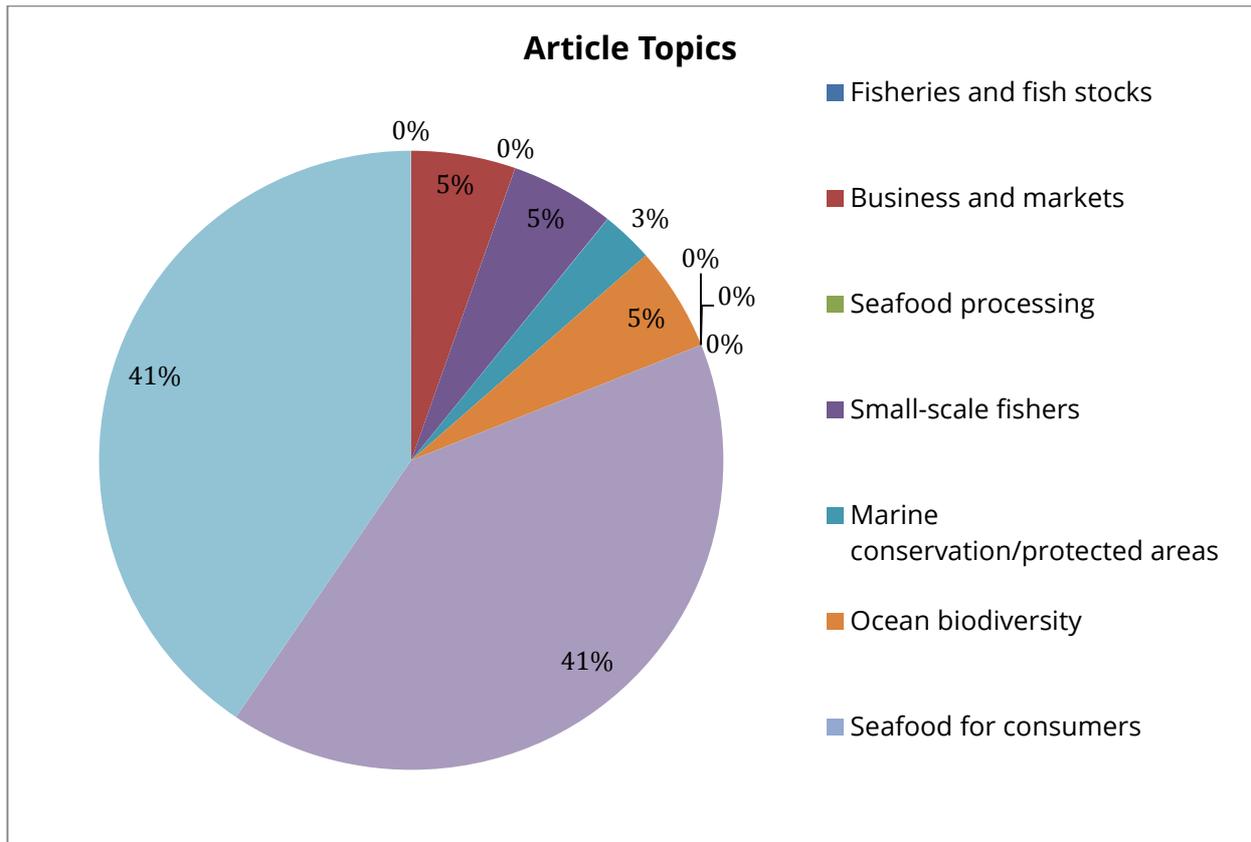
**Chart 46. Article Sources (*Tribun Manado*)**



As seen above, 60% of information used in articles on these topics was obtained through interviews. The second most widely used source of information is other media (about 24%), while 8% of articles sourced information from field reporting. The remaining articles utilized press releases (5%) and press conferences (3%). It is clear that *Tribun Manado* is highly reliant on interviews as a source of information on these topics.

**Article Topics**

**Chart 47. Article Topics (*Tribun Manado*)**

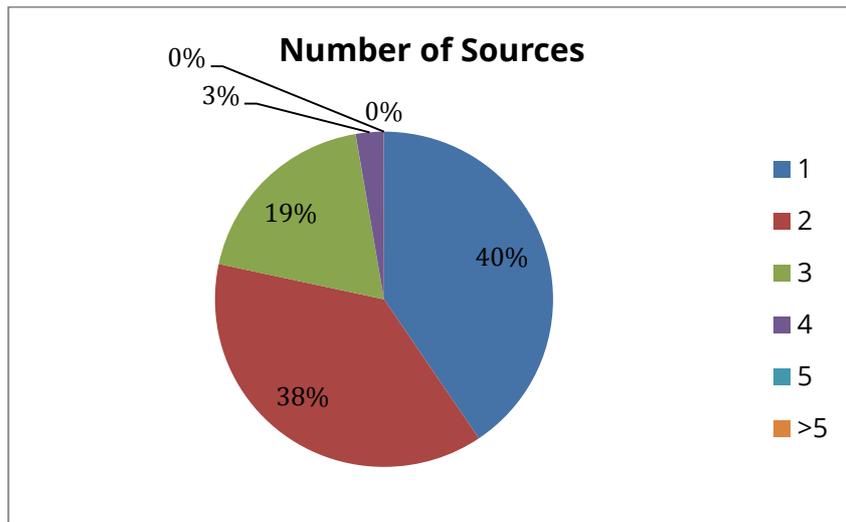


When reporting on marine and fisheries issues, *Tribun Manado* reporters focused primarily on regulation and law enforcement (41% of total), ocean biodiversity (5%), marine conservation (3%), small scale fishers (5%), and business and markets (5%). Approximately 41% of all articles surveyed at *Tribun Manado* discussed other topics not listed in these categories. The remaining topics, including fisheries and fish stocks, seafood processing, seafood for consumers, shark fin, and pollution, were either only marginally discussed or not covered at all by *Tribun Manado*. From the data provided, we can conclude that *Tribun Manado* tends to focus on a couple of main issues when reporting on these topics rather than provide a comprehensive approach to coverage.

**Number of Sources**

The following chart provides detail on the number of sources used by reporters covering marine and fisheries issues for *Tribun Manado*.

**Chart 48. Number of Sources (*Tribun Manado*)**

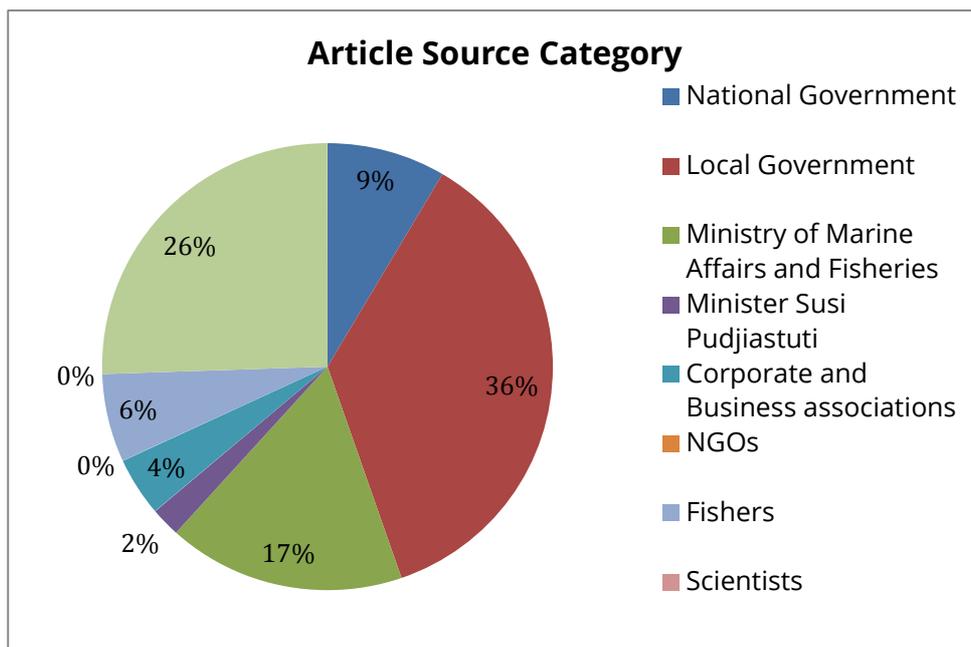


About 40% of surveyed articles rely on a single point of view and only 3% of articles use more than three sources. Approximately 38% of articles used two sources and 19% used three sources. From the data, we can say that *Tribun Manado* has made some inroads at trying to be impartial, but close to half of its articles on this topic rely solely on one source.

**Article Source Category**

This chart identifies dominant sources used by *Tribun Manado* journalists when reporting on marine and fisheries issues.

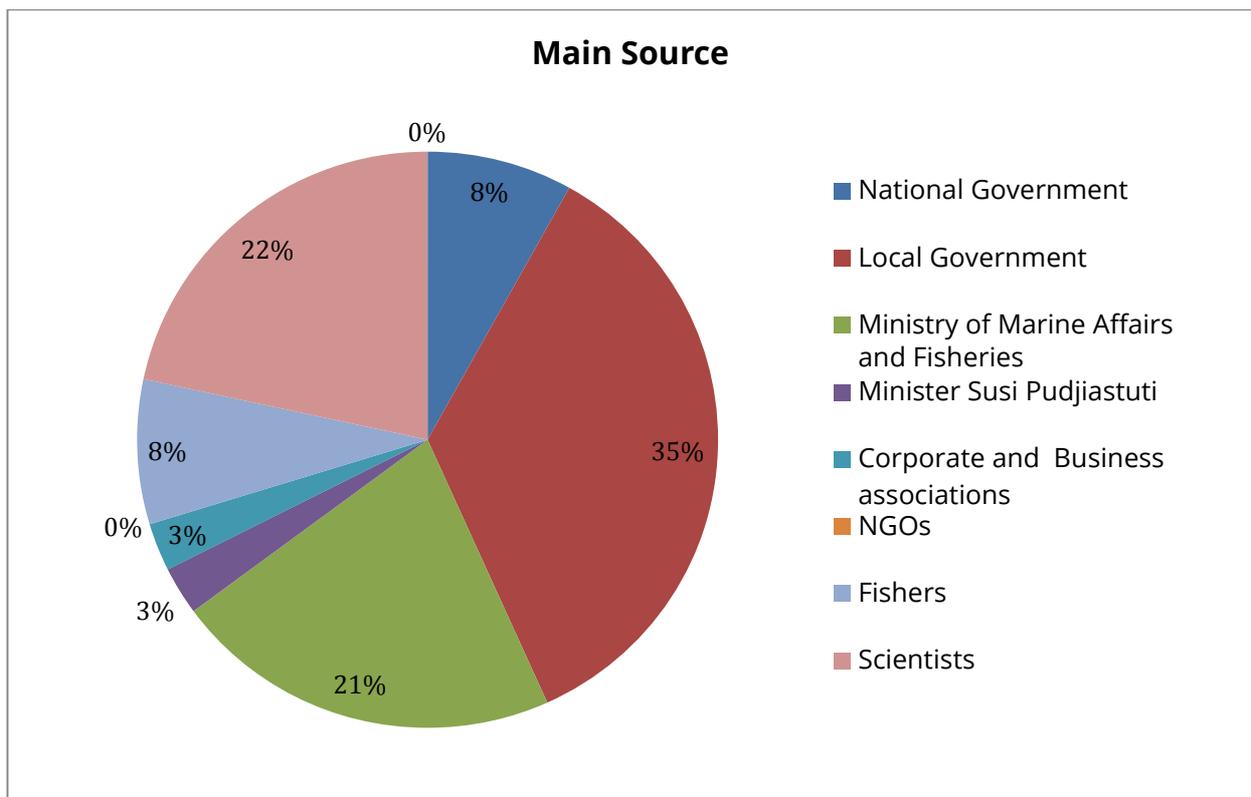
**Chart 49. Article Source Category (*Tribun Manado*)**



The Chart is organized into nine different categories of sources. Approximately 36% of articles in this sample relied primarily on the local government to cover marine and fisheries issues. The second most dominant source was local society in Manado, about 26%. The Ministry of Marine Affairs and Fisheries was a dominant source of information in approximately 17% of articles. It's clear from the pie chart that sources used by *Tribun Manado* reporters is generally varied and diverse.

**Main Source**

**Chart 50. Main Source (*Tribun Manado*)**



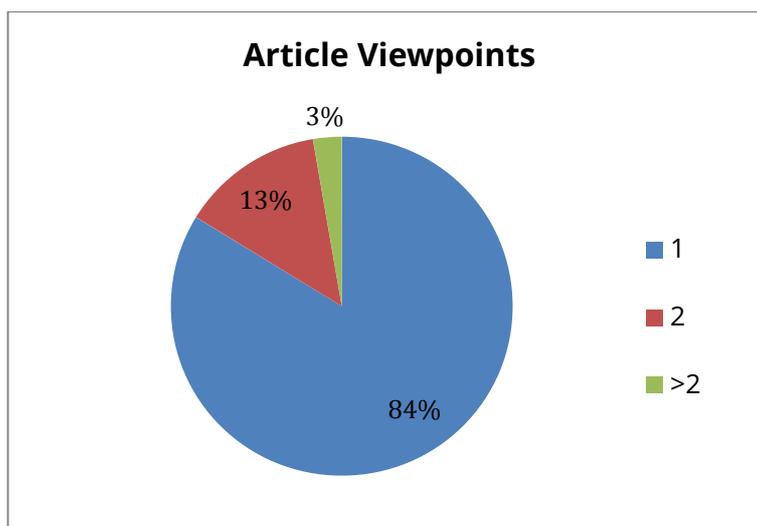
The figure above shows that the three primary sources of information used by journalists at *Tribun Manado* to cover marine and fisheries issues is local government (35%), followed by scientists (22%), and the Ministry of Marine Affairs-Fisheries (21%). Other primary sources used included the national government (8%), fishermen (8%), Minister Susi Pudjiastuti (3%) and Corporate and Business associations (3%).

As seen above, the data shows that journalists at *Tribun Manado* rely on a variety of primary sources. That being said, *Tribun Manado* also relies heavily on government sources, both local and national.

## Article Viewpoints

Chart 51 gives the number of viewpoints present in each article from the *Tribun Manado* newspaper during the five month period between January 1 and May 31, 2015. More than two thirds of the articles, about 84%, only had one viewpoint. The remaining articles had two (13%) and more than two viewpoints (3%). From the data, it appears that journalists at *Tribun Manado* don't prioritize using multiple viewpoints when reporting on these issues.

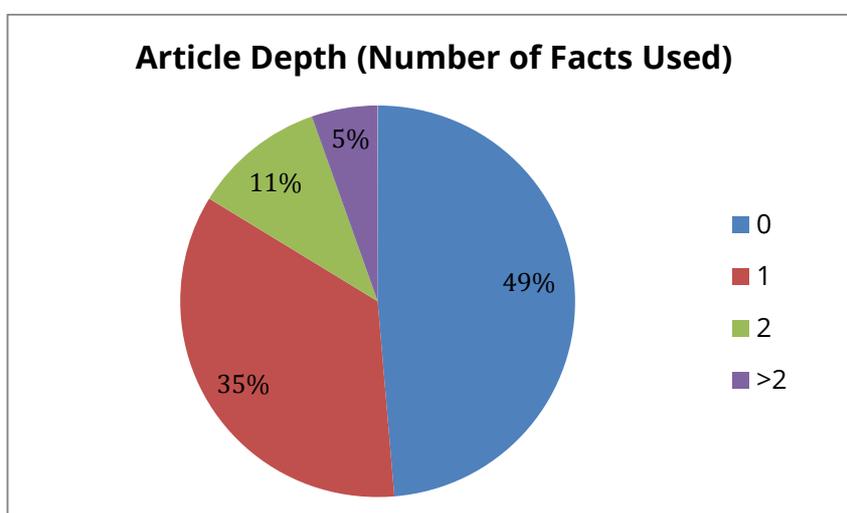
**Chart 51. Article Viewpoints (*Tribun Manado*)**



## Article Depth

Facts and data are the foundation of every news articles. From the following chart, we can see that nearly half of the articles sampled from *Tribun Manado* contained no facts or data. Approximately 35% were supported by only a single fact or data, followed by 11% with two facts, and 5% with more than two facts.

**Chart 52. Article Depth (*Tribun Manado*)**

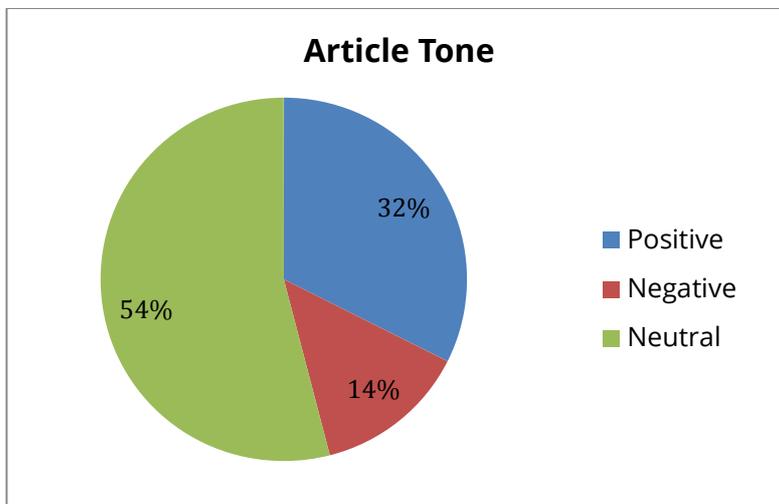


Half of the articles sampled from *Tribun Manado* lacked support from any facts or data, but a nearly equal amount were supplemented by at least one or more facts. *Tribun Manado* is applying basic journalistic principles in which information must be based on facts and data to only a portion of its articles.

**Article Tone**

The chart below indicates the tone – positive, negative, and neutral - of each article covering marine and fisheries issues in *Tribun Manado* during the sample period. More than half of the surveyed articles (20 out of 37) conveyed a neutral tone when covering these topics. About 32% discussed the issue using a positive tone and 14% used a negative tone.

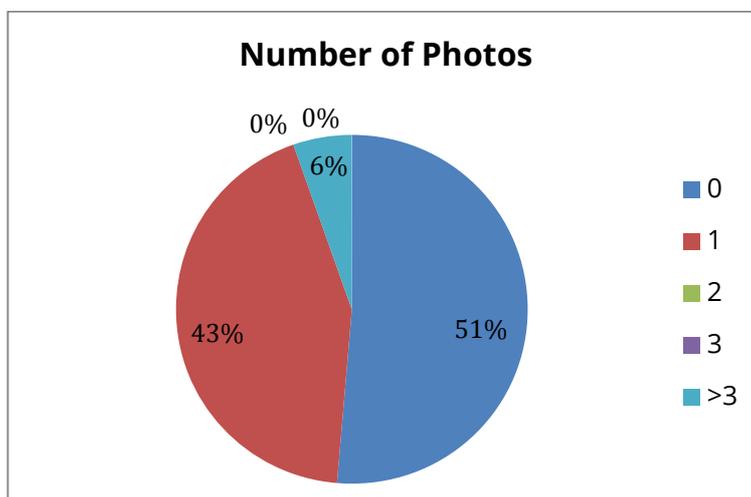
**Chart 53. Article Tone (*Tribun Manado*)**



**Number of Photos**

The number of photos used to supplement stories about marine and fisheries issues in *Tribun Manado* are highlighted in the following chart.

**Chart 54. Number of Photos (*Tribun Manado*)**

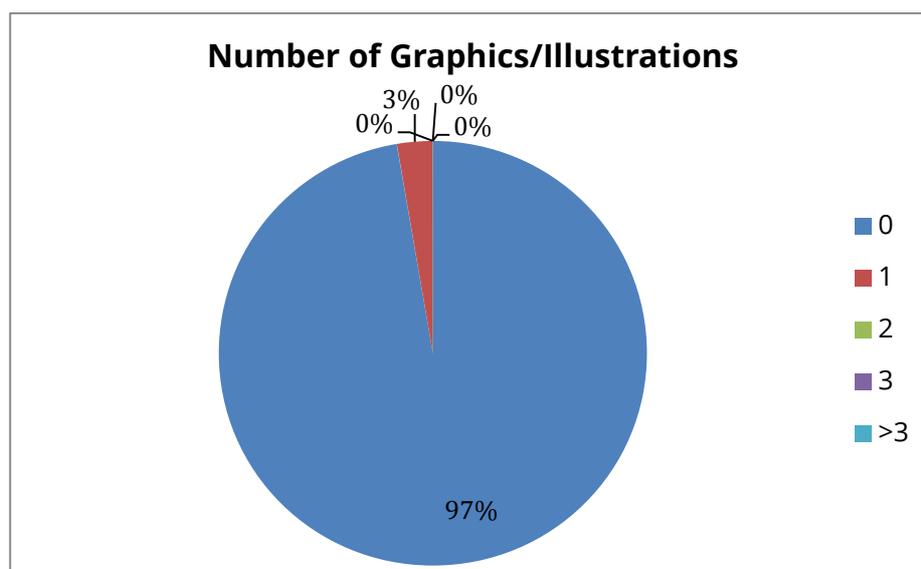


As seen above, a majority of articles (51%) on marine and fisheries issues that appeared in *Tribun Manado* were published without any stories. About 16 articles or 43% of those sampled used one photo and only 6% were published with more than three photos.

### Number of Graphics/Illustrations

The number of graphics published alongside articles on marine and fisheries issues in *Tribun Manado* are shown below.

**Chart 55. Number of Graphics/Illustrations (*Tribun Manado*)**

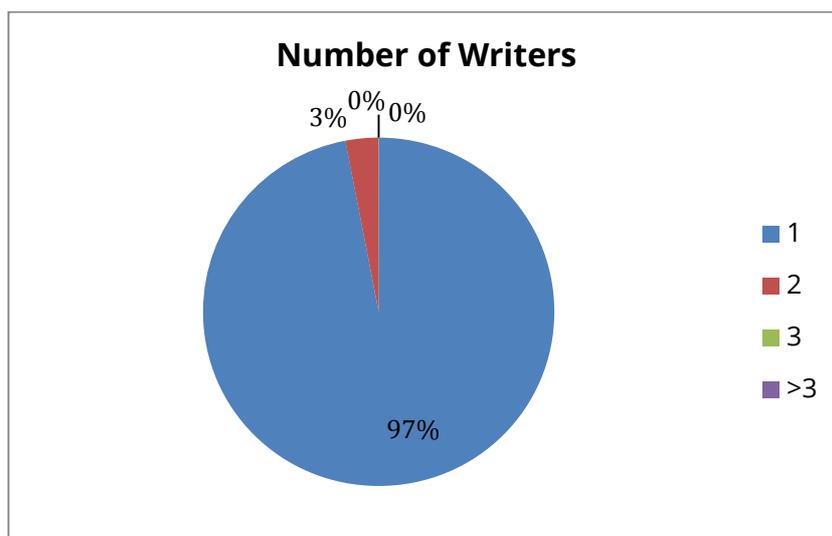


From the data, we can infer that using graphics is not a priority for editors at *Tribun Manado*. Approximately 97%, or 36 out of 37 articles surveyed were not supplemented by infographics or other illustration to support the main idea. Only one article during this sample period used infographics.

### Number of Writers

As shown from Chart 56, the majority of articles published by *Tribun Manado* (97%) on marine and fisheries issues were written by one journalist. One article (3%) was written by two journalists.

**Chart 56. Number of Writers (*Tribun Manado*)**

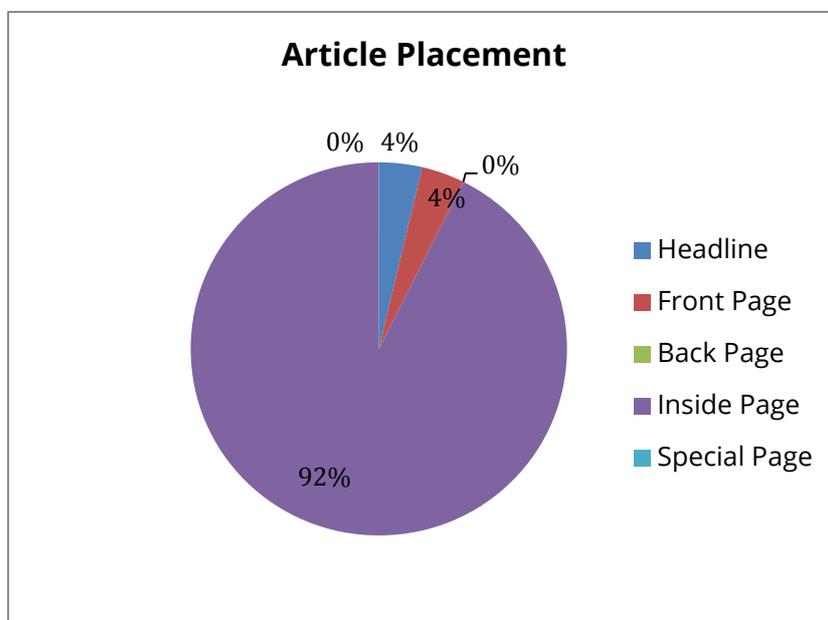


### 5.1.5. *Serambi Indonesia*

#### Article Placement

In the page placement category, the tendency of *Serambi Indonesia* to place marine and fisheries news can be seen in the image below.

**Chart 57. Article Placement (*Serambi Indonesia*)**



The pie chart shows article placement in *Serambi Indonesia* newspaper. The chart is divided into 5 parts: headline, front page--non headline, back page, inside page and special page.

From the chart we can see how *Serambi Indonesia* positions their news regarding marine and fisheries issues. In all five months (January 1<sup>st</sup> - May 31<sup>st</sup>, 2015), a majority of news, 92% from

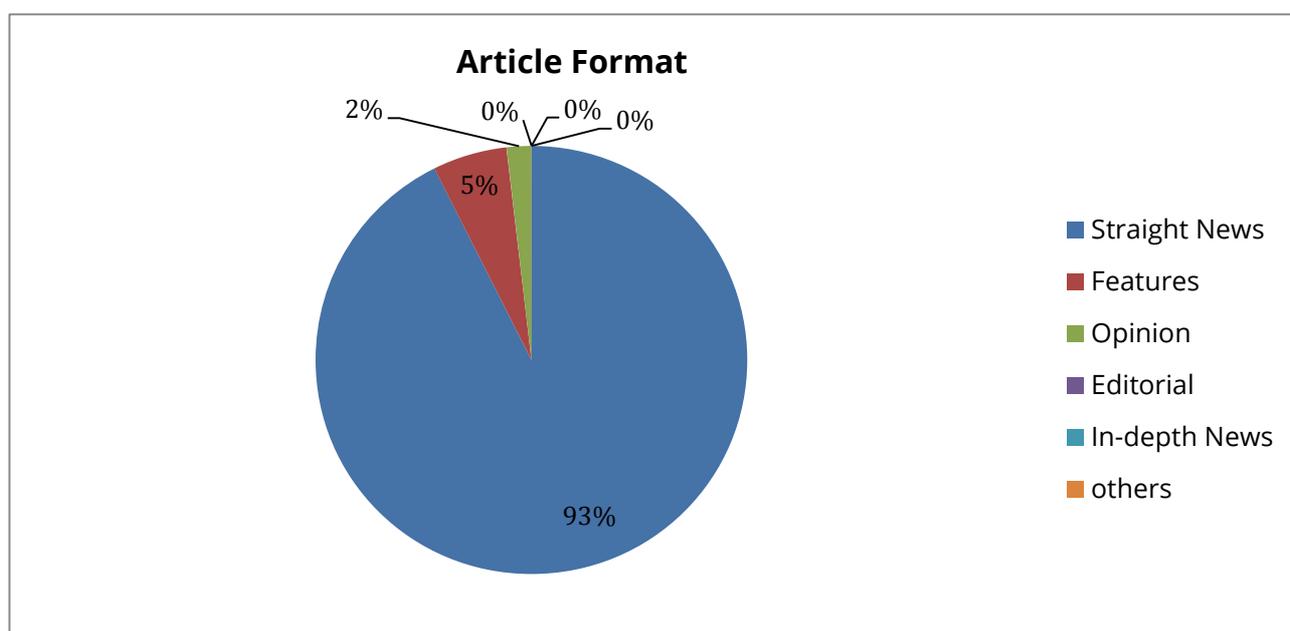
54 texts, appeared on inside pages. The proportion of both headline and front page news is 4%.

It is clear that *Serambi Indonesia* considers marine and fisheries issues less important, and to not be headline or core issues, according to its editors. However, the issue still remains a concern for the *Serambi Indonesia* newspaper.

### Article Format

The following figure explains how *Serambi Indonesia*, a local newspaper in Aceh, takes an interest in marine and fisheries issues based on the format of each article.

**Chart 58. Article Format (*Serambi Indonesia*)**



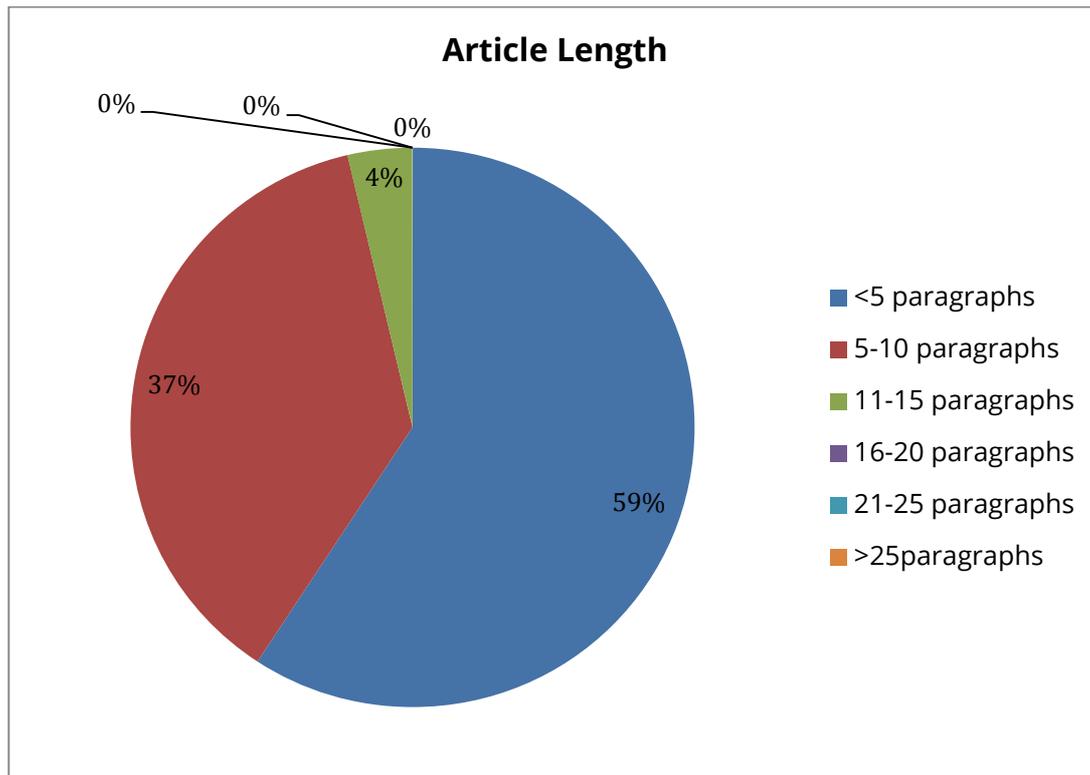
The pie chart shows how *Serambi Indonesia* prioritizes the articles based on each format. At a glance, it can be seen that straight news was the format most used.

Out of 54 articles, straight news accounted for 93% of article's format in all the five months. The percentage of features and opinion were 5% and 2%, respectively

In general, it is possible to say that straight news format is most often used by *Serambi Indonesia*.

### Article Length

The following figure (Chart 59) explains how *Serambi Indonesia* emphasizes marine and fisheries issues based on the length of the articles.

**Chart 59. Article Length (*Serambi Indonesia*)**

The pie chart shows the number of paragraphs in each article on marine and fisheries issues in *Serambi Indonesia* newspaper. As the data shows, in most cases, the length of each article was less than five (<5) paragraphs, accounting for 59% of all of the articles analysed.

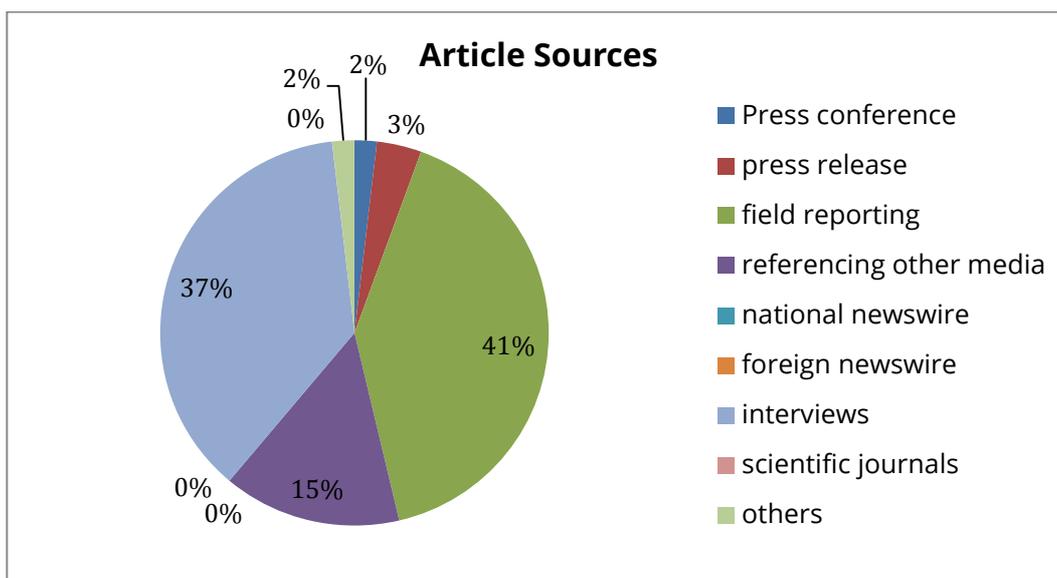
Stories with five to ten (5-10) paragraphs accounted for 37% of 54 articles in *Serambi Indonesia*. On the other hand, 4% of stories had 11-15 paragraphs, and the rest is nil.

So we can say the length of articles in *Serambi Indonesia* reporting on marine and fisheries issues is mostly less than five paragraphs. This accounts for more than half of all the articles.

### **Article Sources**

The pie chart represent the proportion of article sources that *Serambi Indonesia* uses as information. The chart is divided into 9 categories and the number of stories analysed is 54.

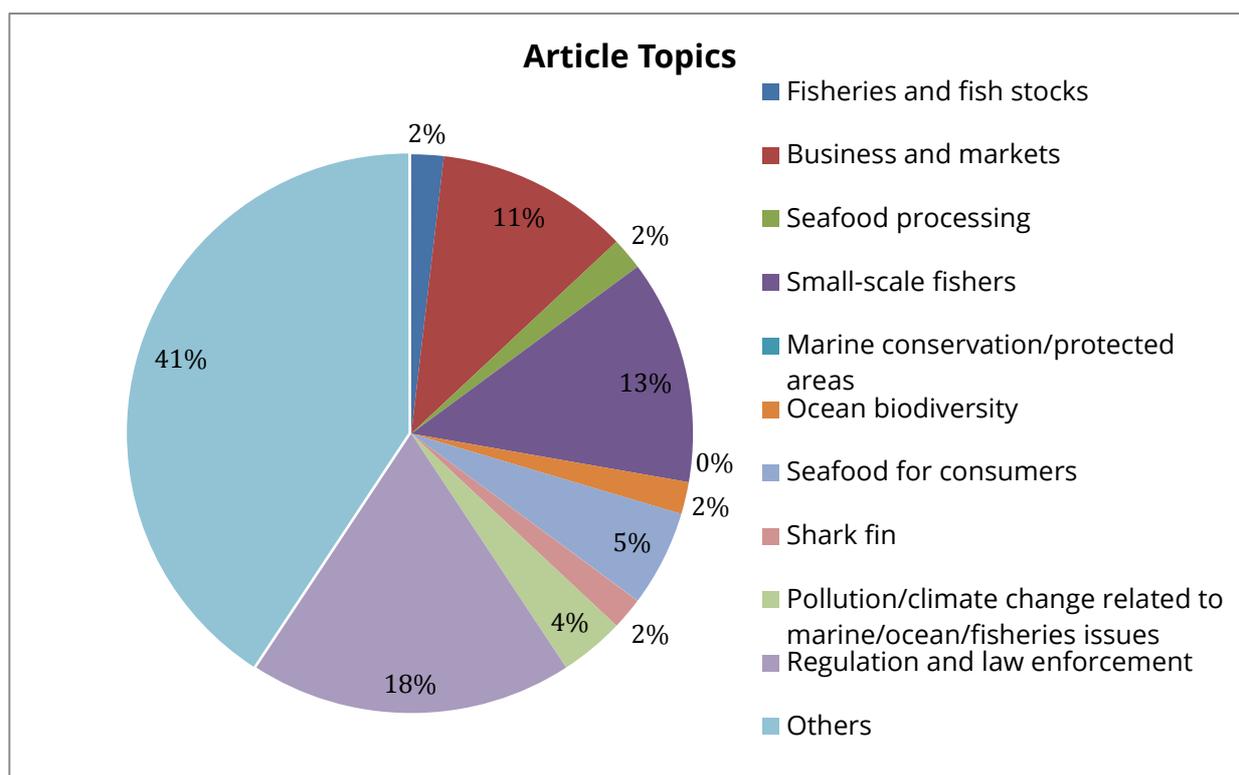
**Chart 60. Article Sources (Serambi Indonesia)**



As can be seen, 41% of information sources were from field reporting. The second most popular source of information is from interviews, about 37%. The other 15% of sources for articles is references from other media, taken from press releases, press conferences and other sources. It is clear that most articles related to marine and fisheries in *Serambi Indonesia* are based on field reporting and interviews.

**Article Topics**

**Chart 61. Article Topics (Serambi Indonesia)**

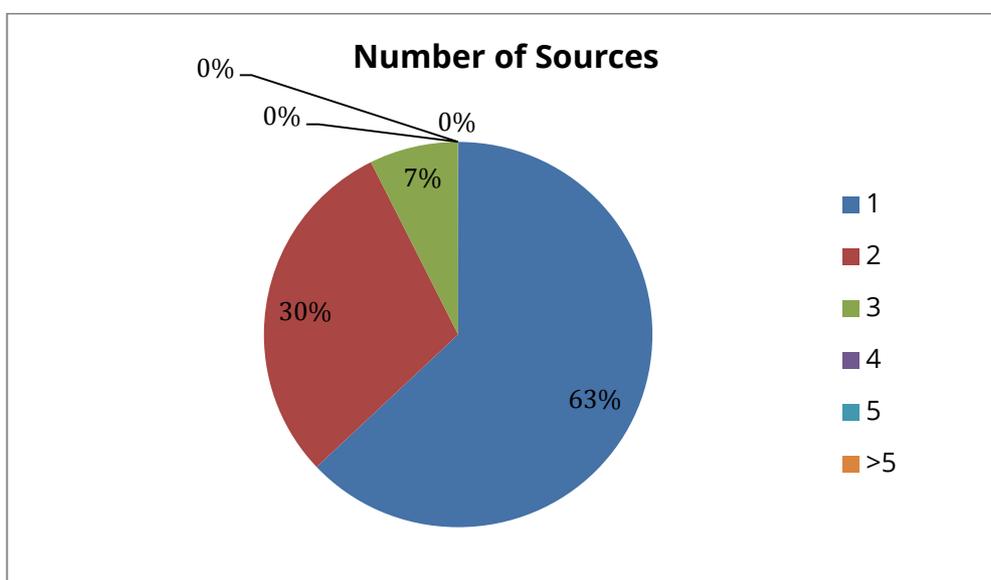


The distribution of story topics in *Serambi Indonesia* related to marine and fisheries issues is complicated. The most popular topics are regulation and law enforcement (18%), small-scale fishers (13%), and business and markets (11%). The other topics we looked for were not significantly discussed by *Serambi Indonesia*. However, about 41% of all the articles discussed other topics not included in our categories. From the provided data, it can be concluded that *Serambi Indonesia* did not heavily focus on one specific topic. *Serambi Indonesia* reports on a wide variety of aspects associated with marine and fisheries issues.

### Number of Sources

Here are the details about the number of sources contained in *Serambi Indonesia* stories related to marine issues.

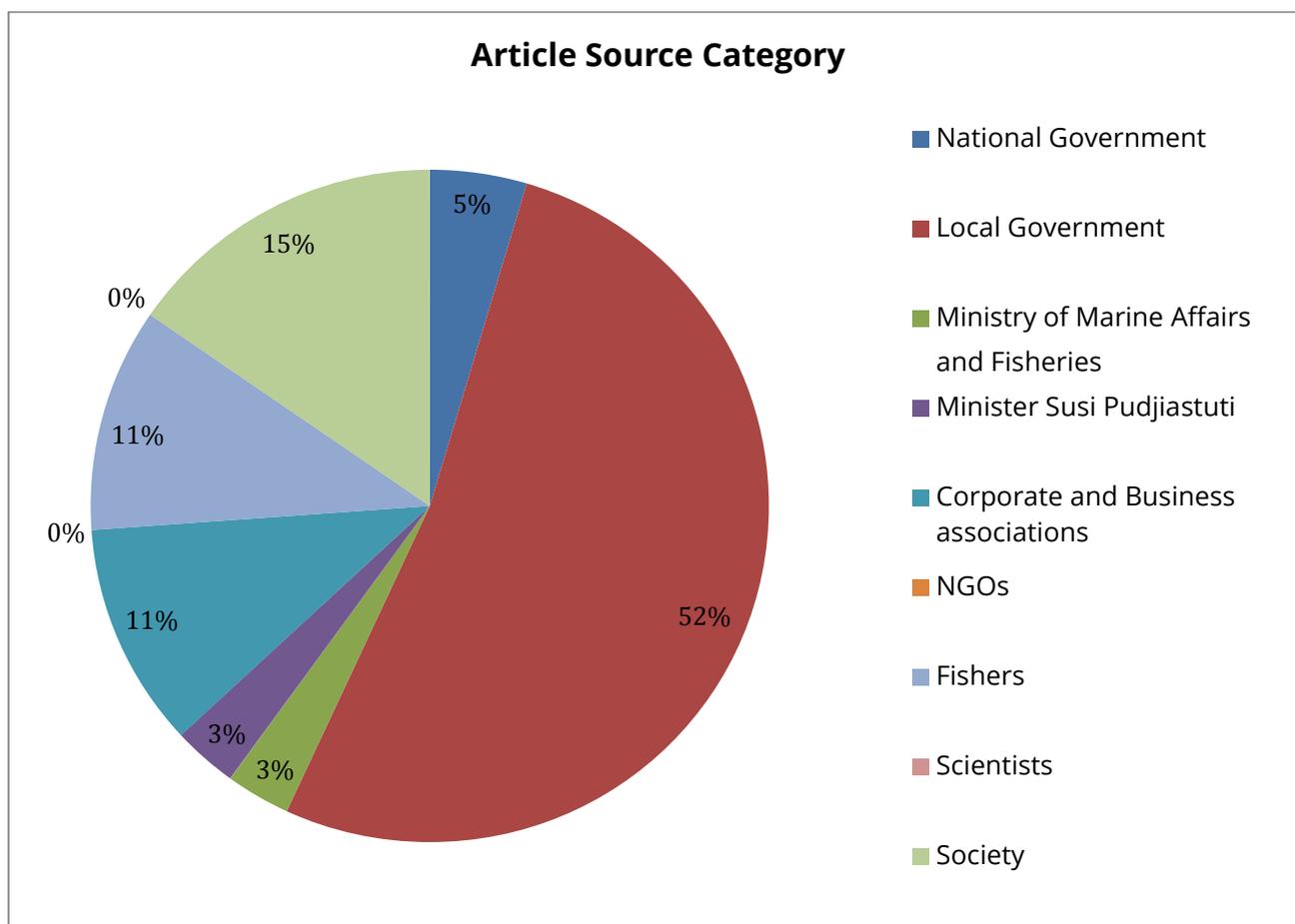
**Chart 62. Number of Sources (*Serambi Indonesia*)**



A majority of stories, about 63% in *Serambi Indonesia* used a single source. The number of stories with two and three sources amounted to about 30% and 7%, respectively. From the data, we can say that *Serambi Indonesia* is not impartial (balanced and neutral) because the number of sources is mostly single-source. So, the information provided by *Serambi Indonesia* may be biased.

### Article Source Category

Identifying trends in the articles about marine and fisheries issues in *Serambi Indonesia* can be seen through the dominant sources in the articles.

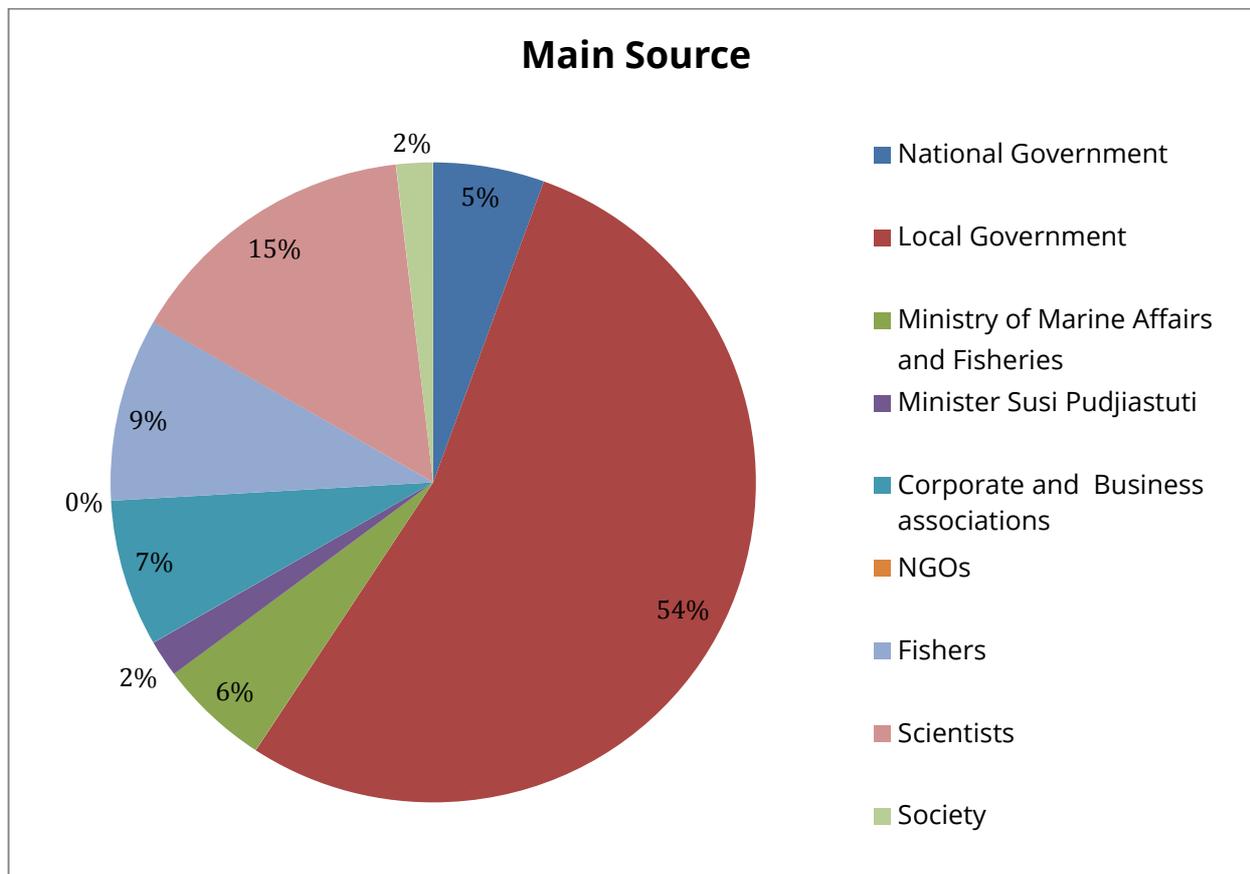
**Chart 63. Article Source Category (*Serambi Indonesia*)**

The pie chart shows the different sources used by reporters at *Serambi Indonesia* for marine and fisheries reporting. As can be seen above, 52% of all the articles published on these topics are sourced from the local government. The second largest source is society, about 15%. The proportion of fishers and corporate-business associations used as sources of information is the same (11%).

It should also be noted that the National Government and Ministry of Marine Affairs and Fisheries are not major sources for stories, but this makes sense in the context that *Serambi Indonesia* is a local newspaper.

## Main Source

**Chart 64. Main Source (*Serambi Indonesia*)**



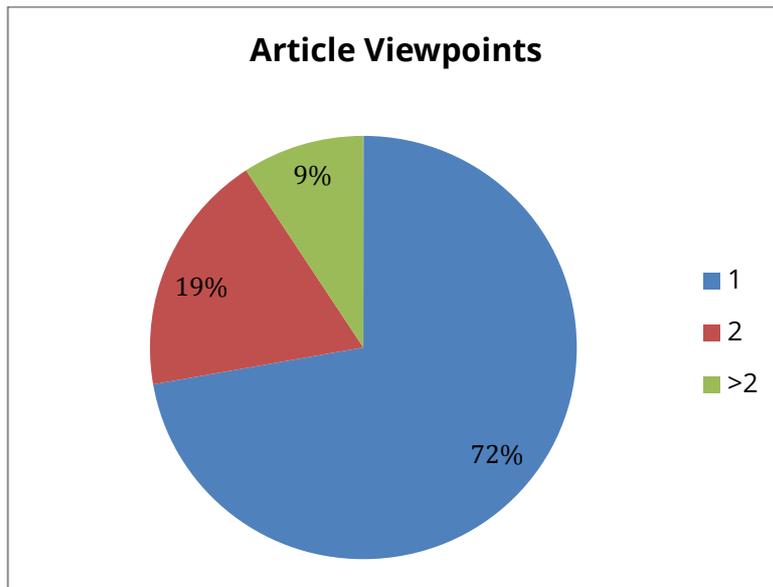
The figure shows that the main source of news about the oceans and fisheries is local government, as much as 54%, followed by scientists and fishers at 15% and 9%, respectively. The other major sources are from corporate and business associations (7%) and the Ministry of Marine Affairs and Fisheries (6%).

We can say that the main source is from local government because more than half the information is obtained from the institution.

## Article Viewpoints

Chart 65 gives the number of viewpoint in each article. We have analysed 54 articles from *Serambi Indonesia* newspaper within the period of January 1<sup>st</sup> through May 31<sup>st</sup>, 2015. Most of the articles, about 72%, only have one viewpoint. The rest of articles have two or more than two, about 19% and 9% respectively.

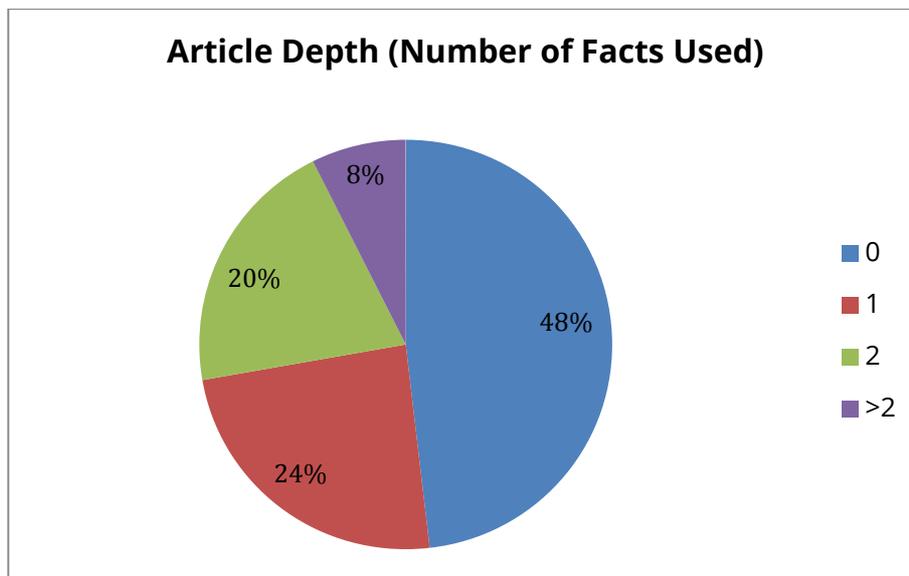
**Chart 65. Article Viewpoints (Serambi Indonesia)**



**Article Depth**

Facts and data are the most important aspect to every news article. From Chart 66, we can see that approximately 48% of all articles (54 total) on marine and fisheries issues in *Serambi Indonesia* used zero facts. Approximately 24% used one fact and the rest used two or more, 20% and 8% respectively.

**Chart 66. Article Depth (Serambi Indonesia)**



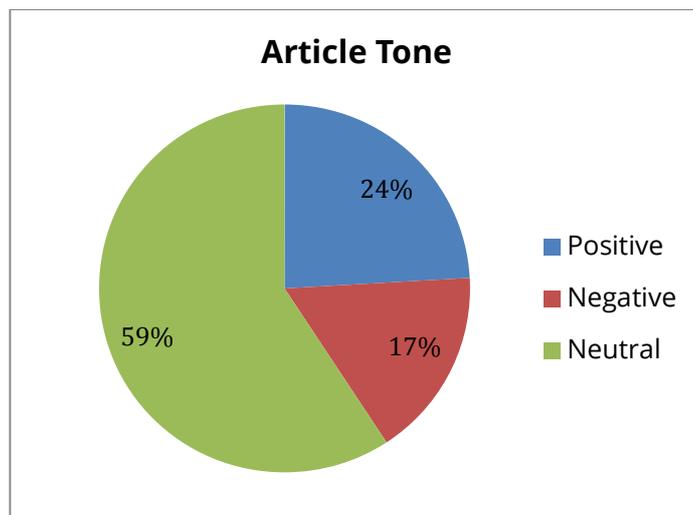
It can be concluded that *Serambi Indonesia* does not rely on data and facts to report on marine and fisheries issues. Most articles were primarily based on quotes or reports from the community.

### Article Tone

Chart 67 shows the tone of each article in *Serambi Indonesia* newspaper. Thirty-two articles or 59% of the 54 articles in *Serambi Indonesia* had a neutral tone regarding marine and fisheries issues in the local area (Aceh) and Indonesia. About 24% discussed the issue by using positive tone and 17% used a negative tone.

It is safe to say conclude that *Serambi Indonesia* has tried to be neutral in the articles they produced. The data reported that more than a half from all of the articles used a neutral tone.

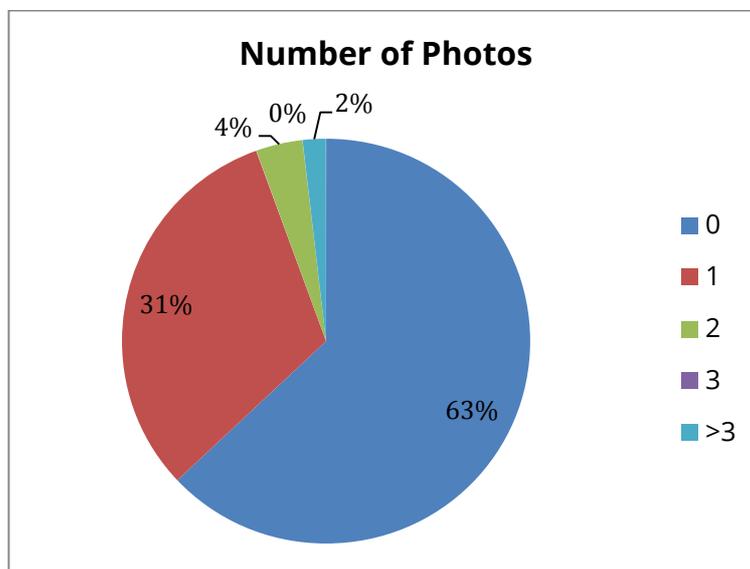
**Chart 67. Article Tone (*Serambi Indonesia*)**



### Number of Photos

The use of images in the marine and fisheries news presented by *Serambi Indonesia* can be seen in the chart below.

**Chart 68. Number of Photos (*Serambi Indonesia*)**

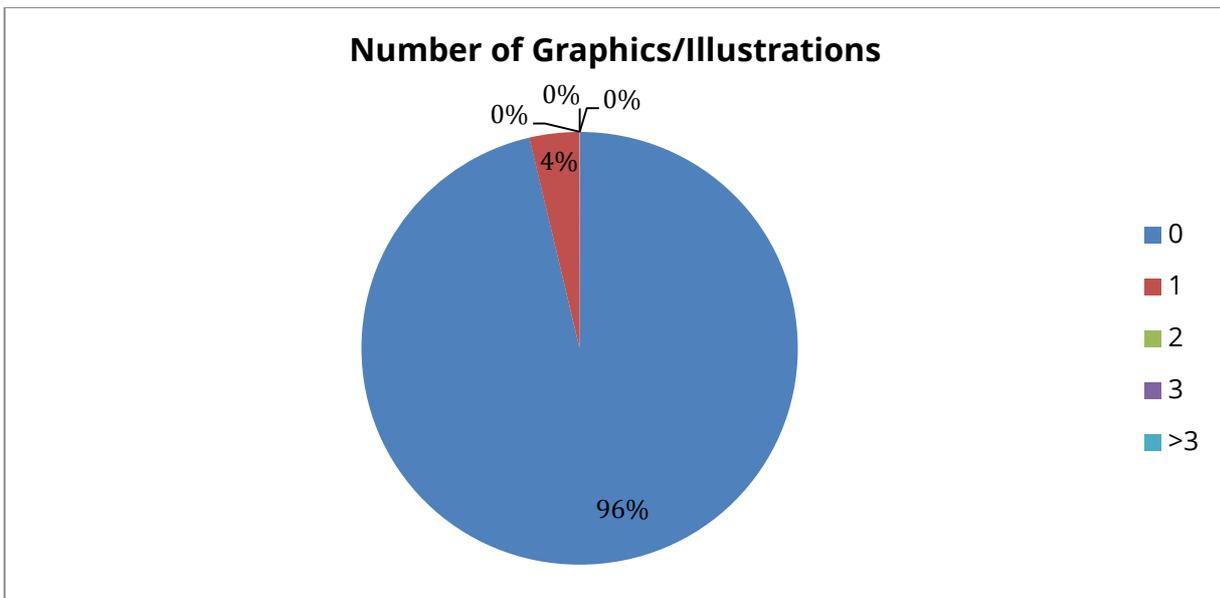


The chart shows that a majority number of the articles used no photos -- about 63% of the 54 articles published by *Serambi Indonesia*. About 17 articles or 31% used one photo. Only 6% of the total articles used more than one photo. From the data, we can say that pictures are not yet important to support the articles.

**Number of the Graphics/Illustrations**

The number of the graphics in marine and fisheries news presented by *Serambi Indonesia* can be seen in the chart below.

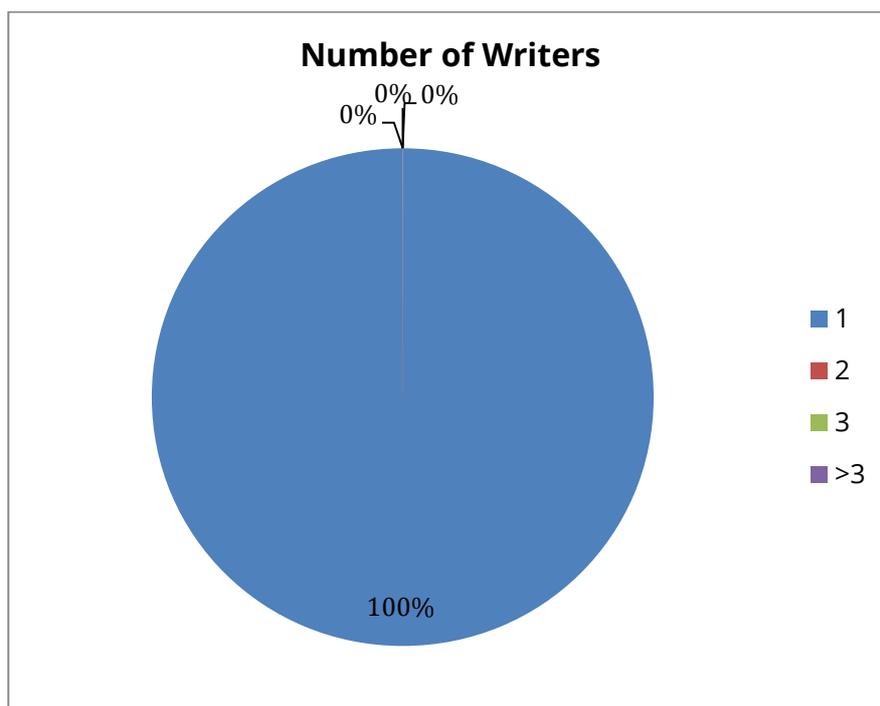
**Chart 69. Number of Graphics/Illustrations (*Serambi Indonesia*)**



The use of graphics in *Serambi Indonesia* is very minor. About 52 articles or 96% did not contain info graphics or other illustrations to support the main idea. Only two articles or 4% used an info graphic to support the story.

**Number of Writers**

As shown from Chart 70, all of the articles related to oceans and fisheries in *Serambi Indonesia* were written by a single journalist.

**Chart 70. Number of Writers (Serambi Indonesia)**

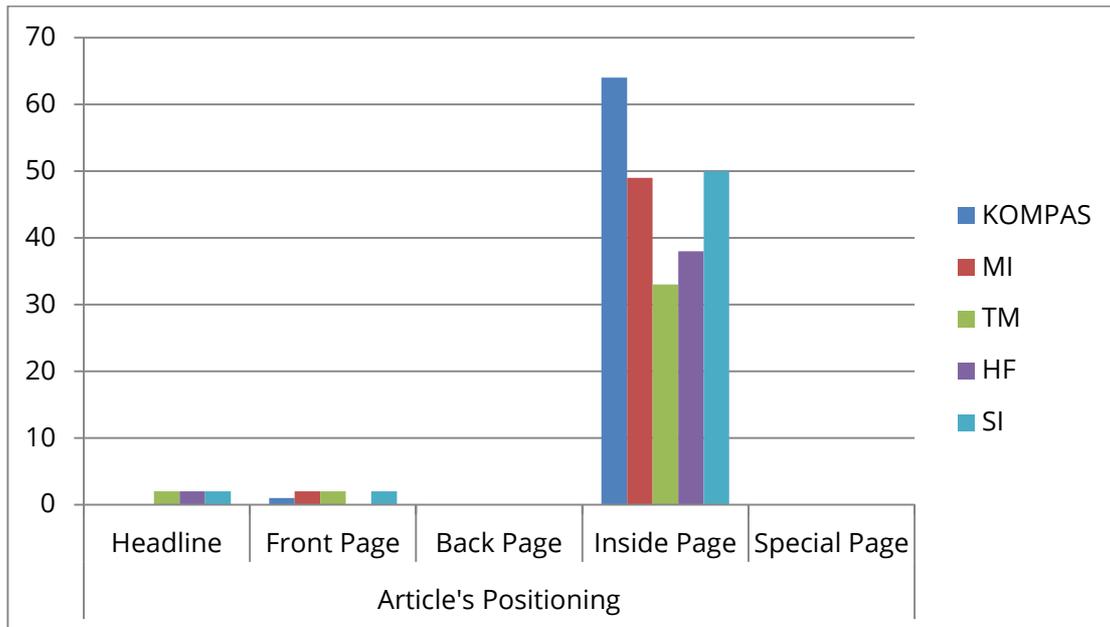
### 3.1.6. Five Newspapers

#### Article Placement

Based on article placement, we can conclude that all five newspapers showed a similar trend. Four of the five newspapers put their stories on marine and fisheries issues on the inside pages at a rate of more than 90%. Only *Tribun Manado* had a slightly lower percentage, at 89%. As Zubiaga (2013) stated, the front page is the most important space in a newspaper, about which the newspaper editors meet and discuss in order to choose what they believe are the newsworthiest stories of the day. We can conclude that marine and fisheries issues are generally not considered newsworthy or important for five newspapers.

**Table 4. Article Placement**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
Headline	0	0	2	2	2	6	2,4%
Front Page	1	2	2	0	2	7	2,9%
Back Page	0	0	0	0	0	0	
Inside Page	64	49	33	38	50	234	94,7%
Special Page	0	0	0	0	0	0	
						<b>247</b>	<b>100%</b>

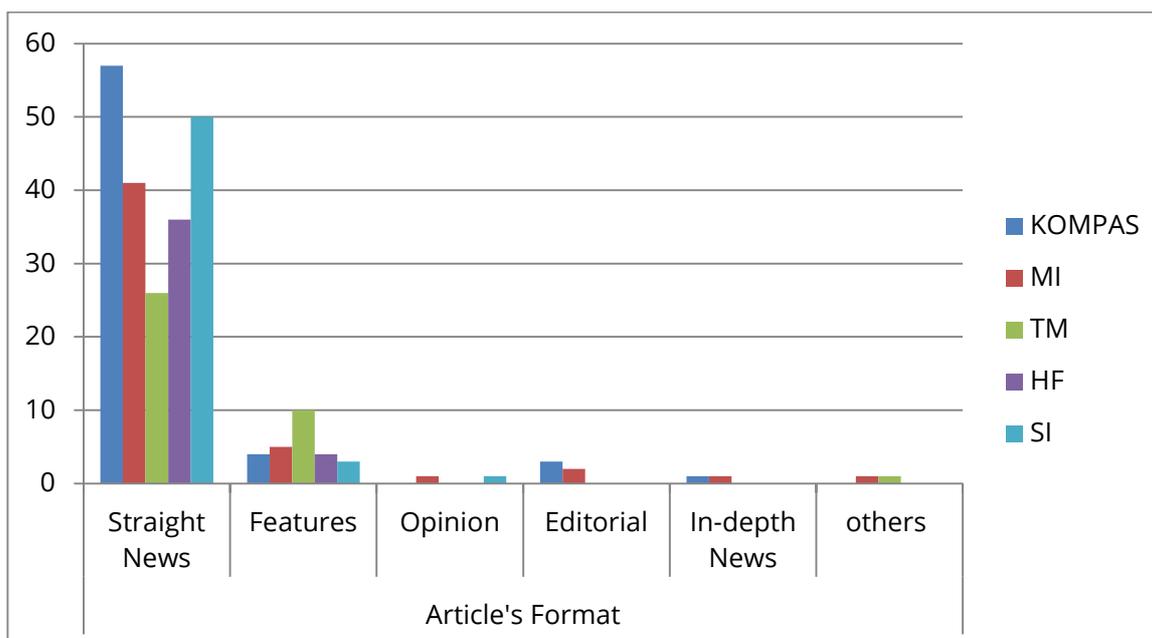


**Article Format**

In terms of article format, the findings show that the coverage of marine and fisheries issues in most of the newspapers was mainly presented in the form of straight news. *Kompas* had 57 out of 65 (88%) articles in a straight news format, 4 features (6%), 3 editorials (5%), and only one in-depth article (1%). *Tribun Manado* was slightly different with 70% of the total reported stories (37 articles) as straight news, 27% as features, and other formats at 3%.

**Table 5. Article Format**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
Straight news	57	41	26	36	50	210	85%
Features	4	5	10	4	3	26	10,5%
Opinion	0	1	0	0	1	2	0,8%
Editorial	3	2	0	0	0	5	2,1%
In-depth	1	1	0	0	0	2	0,8%
Others	0	1	1	0	0	2	0,8%
						<b>247</b>	<b>100%</b>

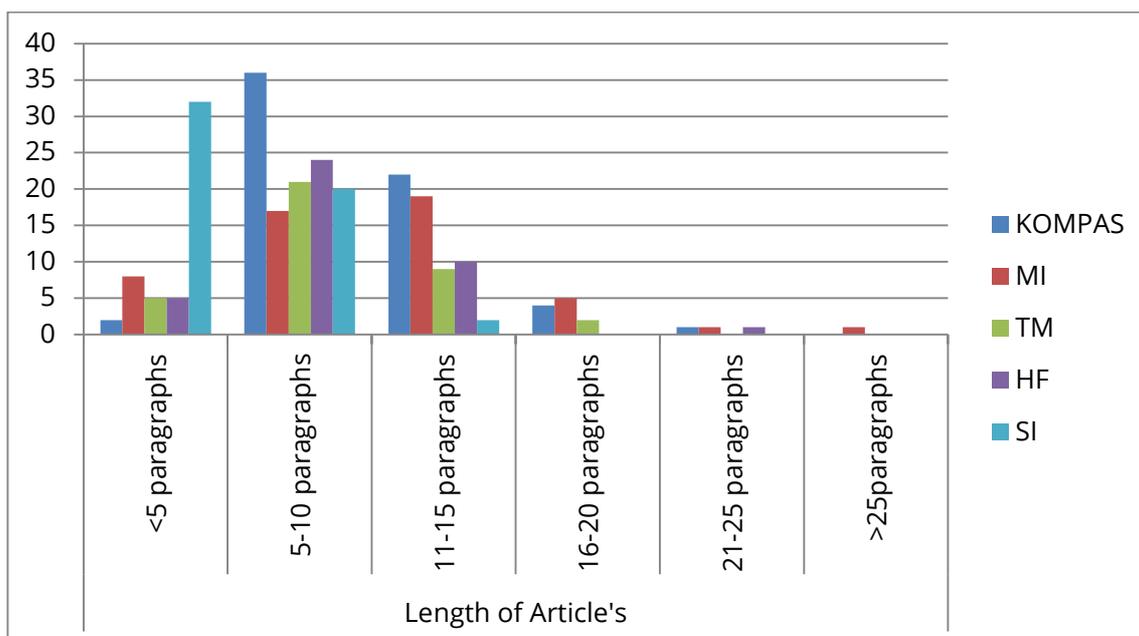


### Article Length

The graph shows more diverse results in terms of story length than the previous data articles' positioning and format. Overall, the trend of all five newspapers is similar because a majority of the newspapers fell into the lower-moderate area of 5-10 and 10-15 paragraph stories. There were only 4 out of 247 articles that had more than 21 paragraphs.

**Table 6. Article Length**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
0-5 paragraph	2	8	5	5	32	52	20,8%
6-10 paragraph	36	17	21	24	20	118	47,8%
11-15 paragraph	22	19	9	10	2	62	25,2%
16-20 paragraph	4	5	2	0	0	11	4,5%
21-25 paragraph	1	1	0	1	0	3	1,3%
>25 paragraph	0	1	0	0	0	1	0,4%
						<b>247</b>	<b>100%</b>

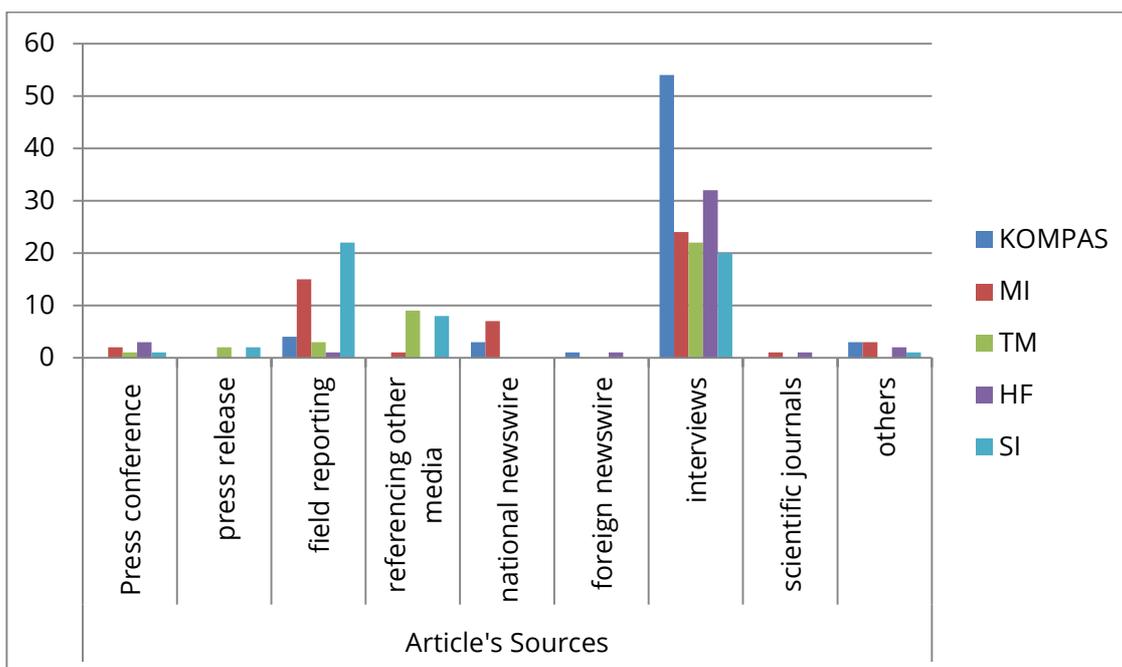


### Article Sources

The data in this category seems to prove the general stereotype of reporting in Indonesian media, which tends to rely primarily on interviewing “the authority”, not carrying out field reporting in the place or event itself. Only *Serambi Indonesia* that applied a more balanced approach by having more field reporting (22 articles) than interview-based stories (20 articles). This was followed by *Media Indonesia* with 15 articles based on field reporting versus 24 articles based on interview.

**Table 7. Article Sources**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
Press Conferences	0	2	1	3	1	7	2,7%
Press Release	0	0	2	0	2	4	1,6%
Field Reporting	4	15	3	1	22	45	18,2%
Referencing other media	0	1	9	0	8	18	7,1%
National newswire	3	7	0	0	0	10	4%
Foreign newswire	1	0	0	1	0	2	0,8%
Interviews	54	24	22	32	20	152	61,4%
Scientific journal	0	1	0	1	0	2	0,8%
Others	3	3	0	2	1	9	3,4%
						<b>247</b>	<b>100%</b>



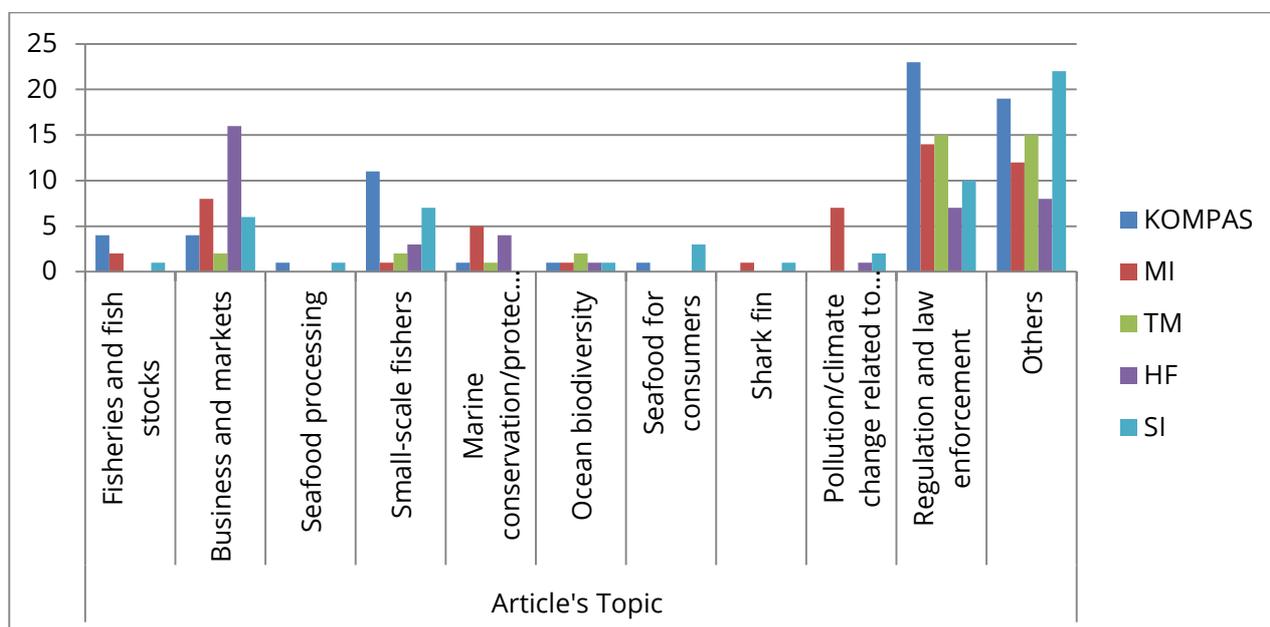
### Article Topics

In terms of topics, it can be concluded that Indonesian media are quite diverse but have a tendency to be elitist, meaning that the reported stories are dominated by regulatory and policy issues, and also by business and market issues.

**Table 8. Article Topics**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
Fisheries & Fish Stocks	4	2	0	0	1	7	2,8%
Business and Markets	4	8	2	16	6	36	14,6%
Seafood Processing	1	0	0	0	1	2	0,8%
Small-scale fishers	11	1	2	3	7	24	9,8%
Marine conservation /protected areas	1	5	1	4	0	11	4,5%
Ocean biodiversity	1	1	2	1	1	6	2,4%
Seafood for consumers	1	0	0	0	3	4	1,6%
Shark fin	0	1	0	0	1	2	0,8

Pollution/climate change related to marine/ocean	0	7	0	1	2	10	4,1%
Regulation and law enforcement	23	14	15	7	10	69	27,9%
Others	19	12	15	8	22	76	30,7%
						<b>247</b>	<b>100%</b>

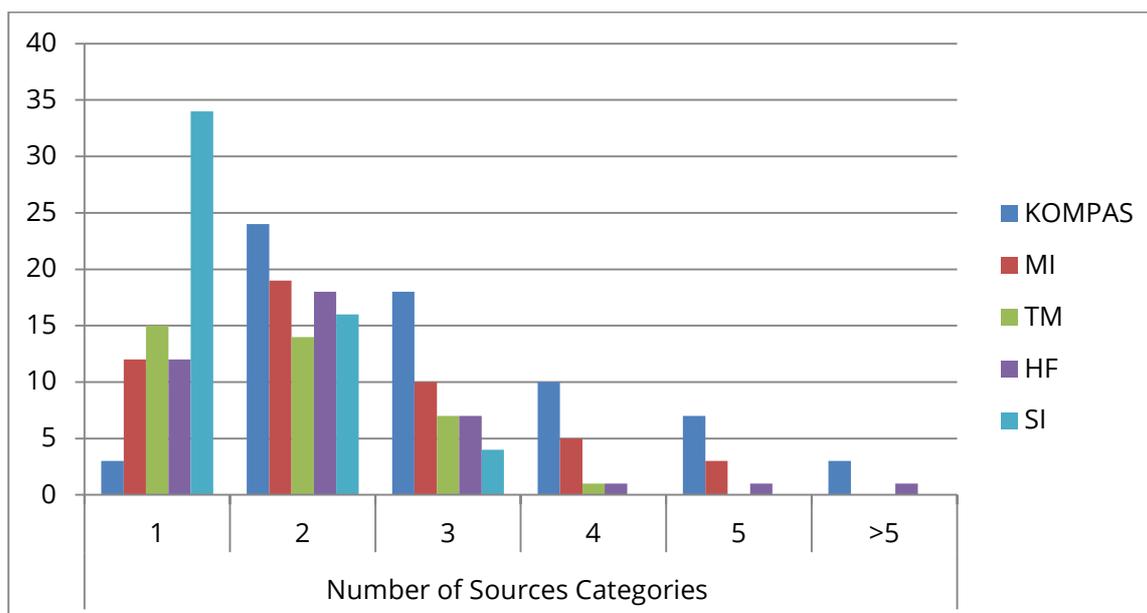


### Number of Sources

From the graphic, we can see that the dominant number of sources the Indonesian media used when dealing with these issues are 1 or 2 sources.

**Table 9. Number of Sources**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
1	3	12	15	12	34	76	30,8%
2	24	19	14	18	16	91	36,9%
3	18	10	7	7	4	46	18,7%
4	10	5	1	1	0	17	6,9%
5	7	3	0	1	0	11	4,5%
>5	3	0	0	1	0	4	1,6%
						<b>247</b>	<b>100%</b>



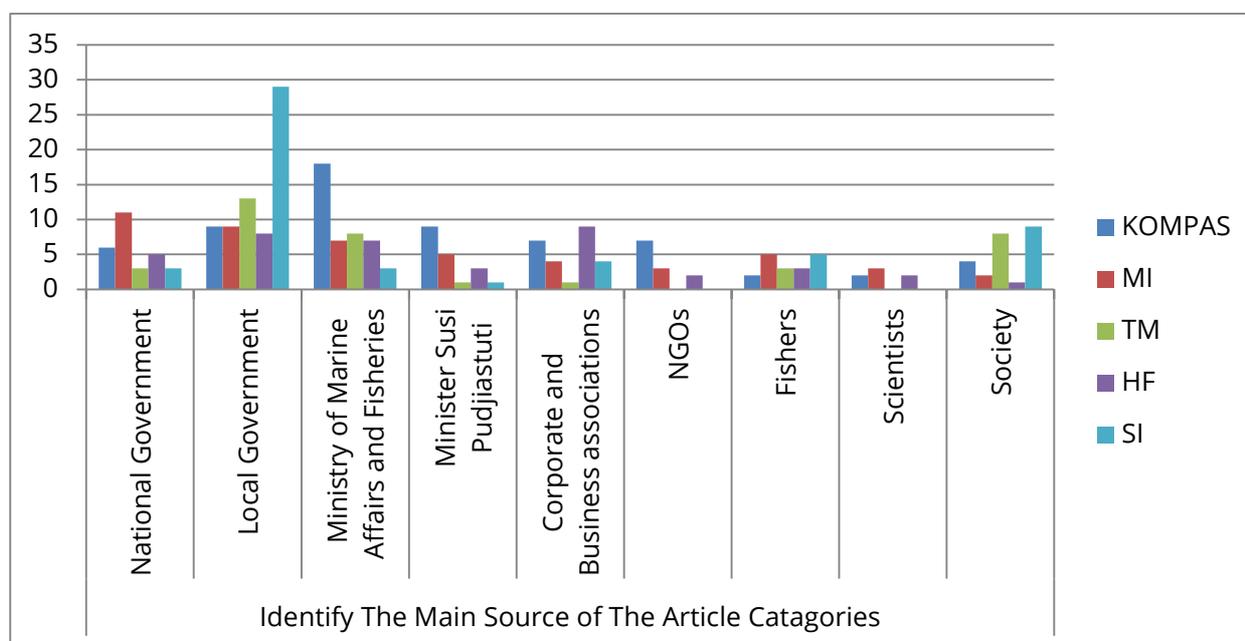
### Main Source

The data in this category also shows similar results: while the background of the sources is quite diverse, there is still a tendency for the newspapers to be elitist. This is because the dominant background of their sources is from government, whether it is national, local, or specifically from the Ministry of Marine Affairs and Fisheries.

**Table 10. Main Source**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
National Government (non Ministry of Marine Affairs and Fisheries)	21	12	4	5	3	45	11,2%
Local Government (non Ministry of Marine Affairs and Fisheries)	19	17	17	15	34	102	25,4%
Ministry of Marine Affairs and Fisheries	31	14	8	11	2	66	26,7%
Minister Susi Pudjiastuti	18	7	1	4	2	32	13%
Corporate and Business associations	13	10	2	13	7	45	18,2%

NGOs	20	6	0	2	0	28	7%
Fishers	6	7	3	5	7	28	7%
Scientists	7	4	0	2	0	13	3,3%
Society	6	9	12	6	10	43	10,7%
						<b>402</b>	<b>100%</b>

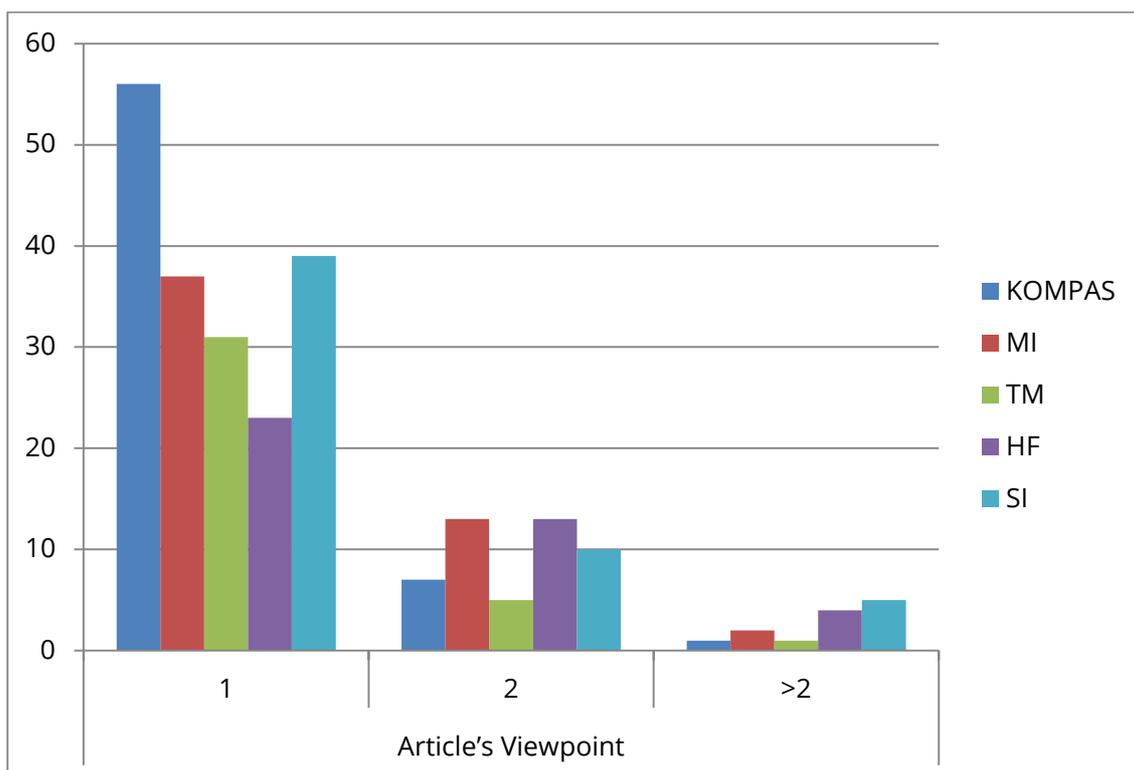


### Article Viewpoints

With a majority of the stories being straight news articles and of short length, it is not surprising that the viewpoints presented are also limited. A majority of the articles showed only one viewpoint. This meant that the articles only presented one side of the story, indicating further that in-depth stories on the issues are rare.

**Table 11. Article Viewpoints**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
1	56	37	31	23	39	186	75,3%
2	7	13	5	13	10	48	19,4%
>2	1	2	1	4	5	13	5,3%
						<b>247</b>	<b>100%</b>

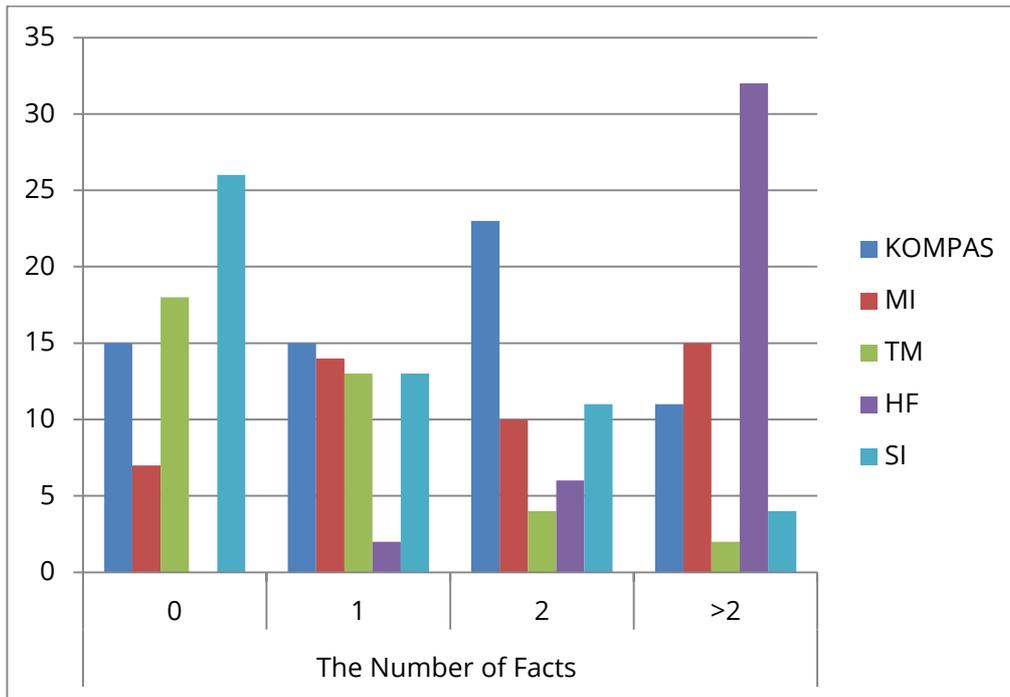


### Article Depth

The numbers of facts - a crucial aspect in news articles - is distributed quite evenly. This might seem like a positive trend: although the issues are not covered in-depth, Indonesian newspapers are still depending on the facts to build their narratives about marine and fisheries issues.

**Table 12. Article Depth (Number of Facts Used)**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
0	15	7	18	0	26	66	27,4%
1	15	14	13	2	13	57	23,6%
2	23	10	4	6	11	54	22,4%
>2	11	15	2	32	4	64	26,6%
						<b>247</b>	<b>100%</b>

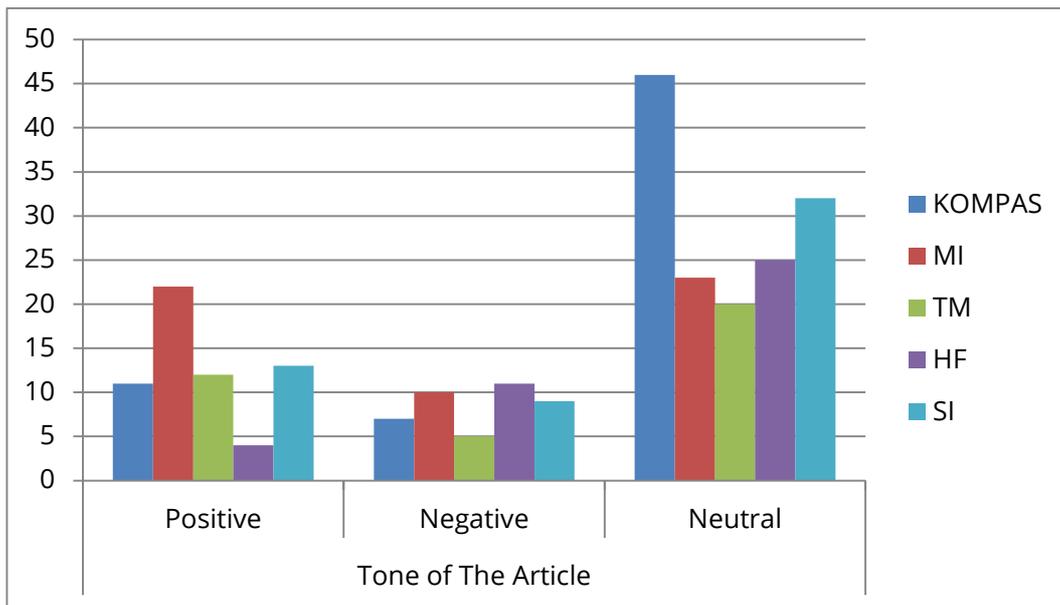


### Article Tone

Based on this criteria, it seems that Indonesian media are more likely to give a neutral presentation of these issues, followed by positive tone, and lastly a negative tone. It is interesting to relate this data with the data of the most reported topic in these issues, which is law and regulation, and business and markets. Therefore it can also be inferred that Indonesian media are mostly neutral (or else, not fulfilling their function as a watchdog) toward governmental laws and regulations and the situation in business and markets.

**Table 13. Article Tone**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
Positive	11	22	12	4	13	61	24,8%
Negative	7	10	5	11	9	41	16,8%
Neutral	46	23	20	25	32	145	58,4%
						<b>247</b>	<b>100%</b>

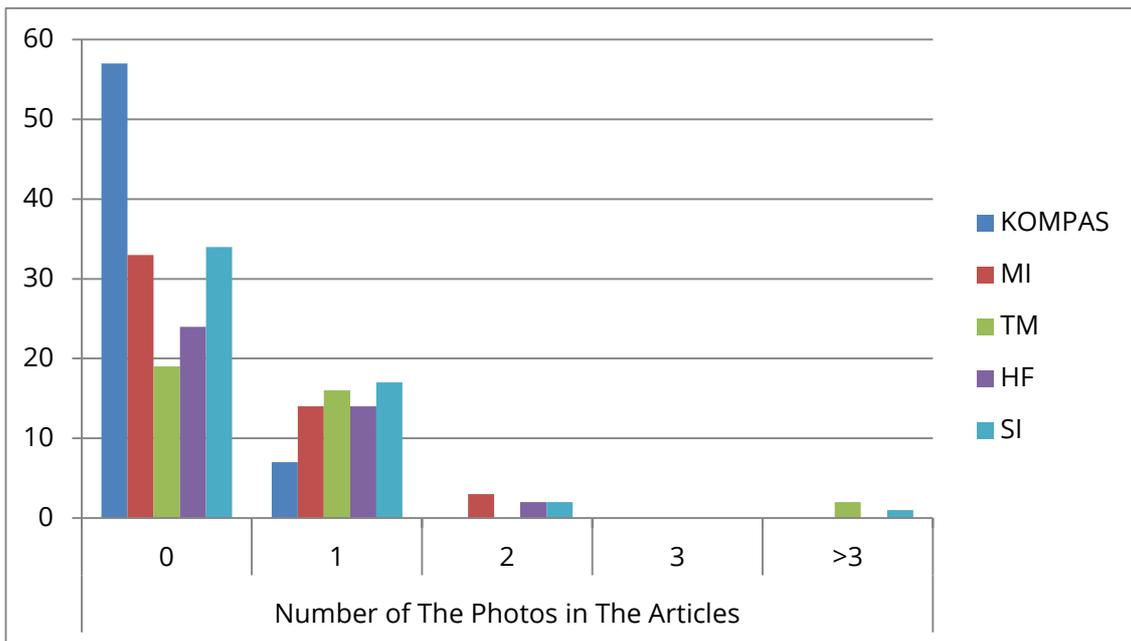


**Number of Photos**

The majority of the articles about marine and fisheries issues are not supported by photo. If they do have any, there is generally just one photo.

**Table 14. Number of Photos**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
0	57	33	19	24	34	168	68,2%
1	7	14	16	14	17	69	27,8%
2	0	3	0	2	2	7	2,8%
3	0	0	0	0	0	0	0
>3	0	0	2	0	1	3	1,2%
						<b>247</b>	<b>100%</b>

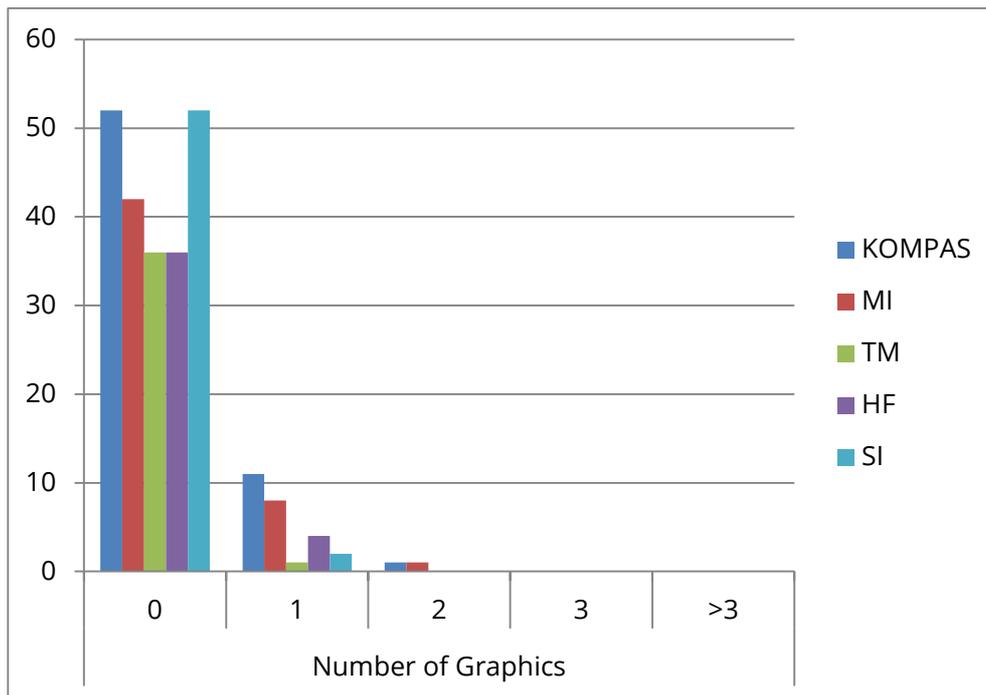


**Number of Graphics/Illustrations**

The trend in graphics is quite similar to the trend in photos. A majority of the articles are not supported by graphics.

**Table 15. Number of Graphics/Illustrations**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
0	52	42	36	36	52	219	88,6%
1	11	8	1	4	2	26	10,6%
2	1	1	0	0	0	2	0,8%
3	0	0	0	0	0	0	0
>3	0	0	0	0	0	0	0
						<b>247</b>	<b>100%</b>

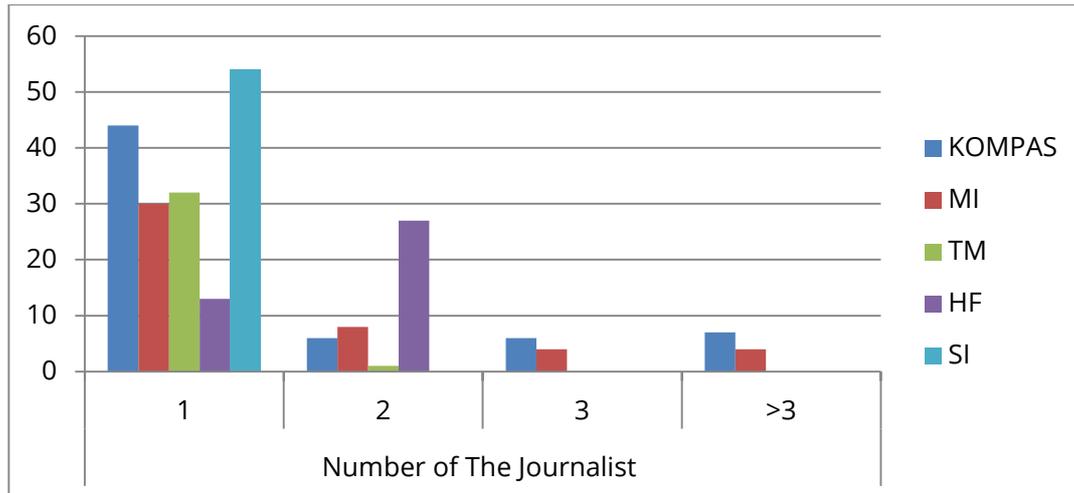


### Number of Writers

A majority of the article are produced by one journalist, with the exception of *Harian Fajar*, which has more articles written by two journalists (27 articles) compared to those by a single journalist (13 articles).

**Table 16. Number of Writers**

Media	Kompas	Media Indonesia	Tribun Manado	Harian Fajar	Serambi Indonesia	Total	Percentage
1	44	30	32	13	54	173	73,31%
2	6	8	1	27	0	42	17,80%
3	6	4	0	0	0	10	4,24%
>3	7	4	0	0	0	11	4,66%
						<b>236</b>	<b>100%</b>



The purpose of this quantitative analysis study is to better understand how media in Indonesia are covering marine and fisheries issues, the trends, the gaps and the challenges. After analysing 247 articles (out of 683 articles) of five newspapers, we found that:

1. Most of the news articles on marine and fisheries issues (about 90%) were printed in the inside pages. Fewer articles made the front page and only in three local newspapers did stories appear on the front page as headline stories: *Harian Fajar* (2 articles), *Tribun Manado* (2 articles) and *Serambi Indonesia* (2 articles). We can conclude that marine and fisheries issues are not considered newsworthy or important by the five newspapers.
2. Most of the stories of five newspapers were:
  - a. Straight news format;
  - b. No photo or graphical illustration;
  - c. Only one viewpoint;
  - d. Written by only one journalist;
  - e. In a neutral tone;
  - f. On regulations and policies or business and market issues
  - g. With information collected through interviews; very few had field reporting
3. The exception was *Serambi Indonesia*, which published 22 articles based on field reporting compared with 20 articles based only on interviews. *Media Indonesia* had 15 articles based on field reporting (and 24 articles from interviews);
4. The length of articles was generally 5-10 paragraphs or 10-15 paragraphs. This is a normal length for articles in newspapers.
5. The sources of information and the main source of information were primarily the authorities or the government: the Ministry of Marine Affairs and Fisheries (national authority) or local governments (local authority);
6. Environmental issues -- such as marine conservation; marine protected areas; ocean biodiversity, marine pollution, climate change related to marine/ocean/fisheries, shark

fins, or other environmental related issues – were less frequently reported on. The most reported marine and fisheries issue related to regulation and law enforcement.

## 5.2. Qualitative Thematic Analysis of In-Depth Interviews

This chapter outlines research findings and analysis based on thematic data analysis. It presents the main themes emerging from these findings.

### 5.2.1. Editorial Policy

In this study, editorial policy on marine and fisheries issues includes such sub-themes as: (i) changes in reporting marine and fisheries issues, including changes in coverage and space allocation, format of marine and fisheries articles, and allocation of resources; (ii) criteria for newsworthiness of marine and fisheries issues.

#### **Changes Observed in Reporting on Marine and Fisheries Issues**

This study found that there have been some changes in the way marine and fisheries are being reported under the new government led by President Joko Widodo. These changes include coverage and space allocation, formatting of marine and fisheries articles, and the allocation of resources as detailed below:

##### **1) Coverage and Pace Allocation for Marine and Fisheries-Related Issues**

All respondents to this study, including media and NGOs, indicated that there has been an increase in the coverage of marine and fisheries issues, especially since the new government came into power. There are several factors influencing this change. First, the new government led by newly elected president, Joko Widodo, set maritime development as a national priority. This political shift, to a certain extent, has influenced the editorial policy of most newspapers, resulting in increased coverage, space allocation, format, and the placement of journalists in the ministerial office to directly report marine and fisheries issues.

For example, *Media Indonesia* is owned by Surya Paloh, the founder of the National Democratic Party (*Nasdem*), which is closely allied with Jokowi's Indonesian Democratic Party. Under the new government, *Media Indonesia* has significantly changed its editorial policy on marine and fisheries issues to align more closely with Jokowi's national development agenda, including the establishment a weekly rubric on the topic.

“This marine [rubric] was just new, established in January 2015 ... to support [new] government ... and Jokowi's [vision] of [Indonesia as] a global maritime axis” (M5).

A similar comment was also made by *Kompas* newspaper;

“We were encouraged to make more stories on marine and fisheries issues” (M1).

“We especially put priority on marine and digital industry issues. In reporting marine issue, automatically should consider its newsworthiness ... This was the first time that *Kompas* put marine news in front page ... ” (M1)

*Kompas* founder Jakob Oetama, however, has been saying for a year that *Kompas* should prioritize marine issues because Indonesia is an islands nation.

“*Kompas* has long editorial policy to cover marine issues, as Pak Jakob for many times said that ‘everybody knows the land based issues, but how the water.’ Water meant ocean, water meant fishers, diversity of ocean life.... *Kompas* wants to re-introduce ‘the water’ of ‘land and water’<sup>22</sup> to the readers.” (M1)

While *Kompas* formerly had a special section called “Bahari” that was dedicated to these issues, poor management led to its shutdown (M1).

Local newspapers, *Harian Fajar* of South Sulawesi, *Serambi Indonesia* of Banda Aceh, and *Tribun Manado* of North Sulawesi have also mentioned an increase in reporting on marine and fisheries issues to show media support to the new government’s development priority.

“Yes, there has been a slight change in marine news reporting; frequency of news reporting has now been increased” (M6).

The strong character of Susi Pudjiastuti, the Minister of Marine Affairs and Fisheries is the second factor. Outlets frequently covered Susi Pudjiastuti, also because of her background and penchant for breaking rules and stereotypes of a largely pretentious Cabinet. She is a businesswoman. She has business in fisheries and airplane rentals. She is famous for pioneering flying to Aceh just after tsunami in 2004.

She also sparks controversy through her policy extending the moratorium on permit issuance for foreign fishing trawlers and banning unsustainable fishing gear, such as the *cantrang* (trawl), which has been blamed for damaging coral reefs and marine ecosystems.

“We were lucky that Jokowi elected the right Minister, so, uncovered problems related to maritime and fisheries issues such as the existence of fishery mafia practices in Indonesia were revealed to the public” (M5).

“It now becomes more interesting with Ibu Susi as the Minister of Marine Affairs and Fisheries” (M6).

*MetroTV*, which belongs to the same media group as *Media Indonesia*, has no specific reporter covering marine and fisheries issues and has not posted a reporter at the Ministry of Marine Affairs and Fisheries (M9)

“Comparing now and before the new government, Ibu Susi’s strikes, frankly [the marine and fisheries news] a lot more.” (M9)

---

<sup>22</sup> Tanah Air – a phrase Indonesians call the country – translated into “land” and “water”

The above interviews illustrate that in general, both national and local newspapers responded positively to the changes in national development priorities under the new government. This can be seen in increased coverage of marine and fisheries reporting in all national and local newspapers, and space allocation in national newspapers supporting the new national development priority.

## 2) Format of Marine and Fisheries Reporting

The findings of this study show that the standard style of news reporting was most commonly used format for reporting on marine and fisheries issues both in national and local media. While the majority of reporting is in the form of straight news, national leading newspapers have allocated more space for in-depth coverage and exploration of wider aspects of marine and fisheries issues.

As mentioned earlier, *Media Indonesia* established a weekly rubric on marine and fisheries issues. It typically covers two feature-format stories and one small news article (M5). *Kompas* newspaper said they had plans to do an off-print activities or an expedition to especially cover issues on marine and fisheries as Indonesia's most important natural resources (M1).

Local newspapers, such as *Harian Fajar*, *Serambi Indonesia* and *Tribun Manado*, offered a slightly different picture. They primarily used standard news article format when reporting on marine and fisheries issues and did not have special space allocated for the topic. They also currently not have a specific editorial policy for reporting on these issues, but said that they would cover the story if it had perceived news value.

In general, all respondents from the five newspapers surveyed stated that marine and fisheries reporting is covered by their economy desks (M1, M2, M3, M5, M6, M7, M8). In *Kompas*, marine and fisheries issues are also covered by the Information and Technology and Environment desks if it relates to environment or science. In *Media Indonesia*, they are sometimes placed in special weekly section.

The two electronic media – *MetroTV* and *KBR68H* – have different policies. They have coordinating editors who decide and assign reporters what to cover, including on marine and fisheries issues.

## 3) Allocation of Resources

Both national newspapers, *Kompas* and *Media Indonesia* stated that they have placed journalists at the Ministry's office to specifically report on marine and fisheries events and issues.

“We have to admit that since Ibu Susi [as the Minister of] and Jokowi, we placed special journalist [to cover marine and fisheries issue] ...” (M1, M2)

If the story has an environmental angle, *Kompas* will assign a reporter from the science, technology and environment desk to cover the topic (M1, M2, M3, M4)

For the marine rubric, we have 1 reporter and 1 editor. But we also have journalist in economy desk that is posted in the Ministry's office" (M2).

In contrast, three local newspapers *Harian Fajar*, *Serambi Indonesia* and *Tribun Manado* did not appoint special journalists to report specifically on these issues due to a limitation of resources, although both admitted that marine and fisheries issues have been receiving increased coverage.

*MetroTV* and *KBR68H* also have not assigned reporters to cover marine and fisheries issues, although, an editor of *KBR68H* subscribed to a WhatsApp group for journalists covering the Ministry of Marine Affairs and Fisheries. Here the media relations staff from the Ministry posts information, invitation to events, and the Minister's schedule (M11)

### **Criteria for Assessing News Value of Marine and Fisheries Issues**

Most of the respondents mentioned that they assessed the news value of marine and fisheries issues before deciding whether to cover the story (M1, M2, M3, M5, M6, M7, M8, M9, M11). Criteria for assessing news value includes interests, proximity, significance, and impacts of the events that have occurred, however, these criteria are not a written policy or guideline.

To assess the news values of these stories, most of newspaper's editorial staff used daily news meetings, a consultative process in which possible stories are discussed. This forum also helps in determining if the event was worth being on the front page or not.

In general, most respondents confirmed that controversial issues, such as the sinking of illegal fishing vessels, were considered interesting to the general public (M7). *Tribun Manado* added that beside controversial issues, they also care about stories with a distinct local angle. In order to determine interest, *Tribun* journalists would visit coffee houses where politicians, top-rank government officers, NGO activists, academics, and journalists would come to debate important topics. If fisheries issues were discussed in the coffee houses, it is likely that journalists would report on such issues.

"We did need to understand the character of our readers when we reported stories ... how they responded to an event ... when we told story about fishermen could not go fishing, for instance, most people did not pay attention, did not respond ... maybe because there is no proximity to the event reported" (M7)

A respondent from *Media Indonesia* said that the maritime team selects its own angles when reporting on marine and fisheries issues, however, it is recommended that they focus on entrepreneurship and marine conservation aspects in order to support the new government's development agenda (M5).

"In principle, we promoted a diverse range of issue related to marine and fisheries, can be logistics, fishermen's life, mangrove conservation ... It includes critiques to Minister's policies" (M5).

*Kompas* newspaper mentioned that their editorial policy in covering marine and fisheries issues included using stories of the life of fishermen to highlight poverty problems, reporting on the richness of marine resources, and illegal fishing practices.

“Our frame is that ... introducing Indonesia’s water-based resources ... where we could find Indonesia’s marine resources? how is the life of marine biota? ... that needs to be exposed. So we set a plan to do an expedition to search for paradise under the sea in Indonesia ... probably we start next year” (M1).

*Kompas’* editorial policies were determined two years before Joko Widodo was elected. They gained further momentum needed to implement such a plan when Joko Widodo’s new administration launched its maritime development goals and Susi Pudjiastuti, the Minister of Marine Affairs and Fisheries, took steps to save Indonesia’s marine resources.

*MetroTV* and *KBR68H* – two electronic media outlets – will only cover issues that have perceived news value, otherwise they won’t assign a reporter to the story. *MetroTV* even has initiatives to send their crew to join (or embed with) the Navy for days at sea (M9).

For environmental NGOs – such as WWF, WCS, TNC, Walhi, Kiara – to increase coverage of their activities or marine programs is common to invite journalists to their sites and pay all expenses (N1, N2, N4, N5, N6). Although, WCS has experience that reporter who invited did not come without any advance notice (N1).

### **5.2.2. Challenges/Obstacles in Reporting Marine and Fisheries Issues**

This study found some challenges and obstacles faced by journalists reporting on marine and fisheries events, including:

#### **Lack of comprehensive knowledge on marine and fisheries issues**

In general, most respondents both at the national and local levels said that they lacked comprehensive knowledge of marine and fisheries issues.

“We are lacking of journalism with maritime perspective” (M6)

“To be honest, our journalists’ capacity and capability in reporting marine and fisheries issues are limited” (M5).

Substantively, the main problem is how we could write, we want [our writings] to be read and then become trending topics... ” (M7)

One of national leading newspapers, *Kompas*, also shared similar views. In their perspective, lack of comprehensive knowledge is the primary reason for shallow, low quality reporting on marine and fisheries issues. *Kompas* admitted that in reporting marine and fisheries issues they tended to have a land-based bias as they are more familiar with producing stories about land-based problems.

“Our engagement and participation in reporting [marine and fisheries issues] are minimum” ... I think in reporting poverty in fishing communities, it tended to be plain because we do not have knowledge about it ... our initiative is also lacking” (M2).

Although they did not specifically mention the need for comprehensive knowledge, *Media Indonesia* acknowledged that they had a lot to learn on the topic. They responded positively to any opportunity to increase their knowledge on marine and fisheries issues.

For *Media Indonesia*, another difficulty relates to issues of proximity of these topics:

“In my view, [social and cultural] problems of marine and fisheries are actually occurred on the sites, not here in Jakarta. In Jakarta, we deal more on policy or logistic issues” (M5).

In their view, national journalists in Jakarta lack a comprehensive understanding of the social and cultural contexts of marine and fisheries issues, which makes it difficult for them to analyse and transform such issues into a high quality piece. This has been the main problem noted by *Media Indonesia* when discussing obstacles to marine reporting.

The above findings illustrate that national and local newspapers are lacking in both substance and technical journalistic reporting skills. National newspapers such as *Kompas* are more concerned with acquiring greater knowledge of these issues so that they can increase the quality of their reporting, while local newspapers such as *Tribun Manado* also need to improve their technical skills.

In the case of electronic media, respondents from *MetroTV* and *KBR68H*, since they have no specialized reporters for the issues in question, said the training will help their reporters increase their knowledge and also increase the quality of the reports (M9, M11, M12, M13).

The respondents from NGOs, researchers, and journalist organizations have the same opinion that the reporters need to increase their news quality. Training is one way to increase the quality of the news. There is a need for more investigative and in-depth stories (N2).

## **Management issue**

The findings of this study also show that management problems are also a major obstacle in reporting marine and fisheries issues. In this study, management problems are classified into: (1) limited human resources; and (2) commercial imperatives.

### **1) Limited human resources**

Some respondents stated that limited human resources are another key problem contributing to the limitation in reporting marine and fisheries issues. In local newspapers such as *Harian Fajar*, *Serambi Indonesia*, *Tribun Manado* and electronic media *MetroTV* and *KBR68H*, there were no journalists specifically appointed to cover marine and fisheries issues due to limited staffing (M6, M7, M8, M9, M10, M11). Each journalist has to be able to cover many types of issues (M6, M7, M8, M9, M10, M11), which often contributes to lower quality reporting on marine and fisheries issues.

“Different with political and economic issues, there are special rubrics on politics and economy with special journalists appointed to cover those issues. But for maritime, for now, there is no special rubric ... We asked journalists from any desk to report on marine issues” (M6).

National newspapers such as *Media Indonesia* also mentioned that limited staff was a significant obstacles to greater coverage of marine and fisheries events.

“Yes, we had limited number of journalist to cover marine and fisheries events, while marine, fishes and fishermen are located outside Indonesia” (M5)

Although *Media Indonesia* established a special section for reporting on these issues, they only had one journalist assigned to it. This journalist was also responsible for two other non-marine issues.

## **2) Commercial Purposes**

As business entities, media outlets must be able to turn a profit, by selling to audiences and advertisers, as well as by pushing hard copy sales. For *Tribun Manado*, this limits editorial independence. As explained earlier, journalists had to maintain proximity with their readers to ensure favourable coverage. One way of doing it is by reporting news / stories that were discussed by the public in coffee houses. If marine and fisheries issues were discussed by the public most, it is most likely that they would report on these topics more thoroughly. That kind of news will increase sales and advertising.

“If, for instance, the event related to the sinking boat, we always provided an exclusive reporting with interesting and eye-catching design and layout ... but when we did tell story of fishermen, many people ignored and did not respond. Probably because they did not feel attachment with the story” (M7).

The above interview illustrates that there are two governing form of logic that go into the decision-making process of media outlets: editorial logic and market logic. The case in *Tribun Manado* shows one instance of how market logic prevailed over editorial logic.

Covering marine and fisheries events is also costly. Local newspapers will factor in cost when determining whether or not to cover an event. Even for *MetroTV* or *Media Indonesia*, sending reporters for field reporting is costly. *MetroTV* tries to overcome this by embedding reporters with the Navy or the Ministry of Marine Affairs and Fisheries or to join NGOs' fieldtrips (M9)

### **Reliance on limited expert sources to balance reporting**

This study found that both local newspapers, *Harian Fajar* and *Tribun Manado* highlighted their reliance on limited expert sources as a difficulty in reporting on marine and fisheries issues.

“... expert sources or academics specializing in marine issues, is limited in here” (M6)

“Here, we do not have experts in admiralty law or maritime law, in fact we really need it” (M7)

This obstacle was not explicitly addressed by either *Kompas* or *Media Indonesia*.

In an attempt to solve this issue, *Serambi Indonesia* invites experts to their editorial meeting to obtain knowledge on these topics.

“There was a shocking phenomenon in Aceh that all ocean water became red, red as blood... We invited two experts – one expert on biology and the other one expert on fisheries from Syiah Kuala University. Unexpected what we got not only explanation about the red algae blooming, we also got the information on seven news fish species that have not been described before” (M8).

### **5.2.3. Stakeholder Expectations on Marine and Fisheries Reporting**

This section highlights stakeholder expectations and provides suggestions to improve marine and fisheries reporting, including (i) increased space for marine and fisheries articles; and (ii) increased depth of marine and fisheries reporting.

#### Increased Space for Marine and Fisheries Reporting

In general, stakeholders expressed a desire for increased space and frequency for coverage of marine and fisheries issues. Some respondents mentioned that despite the increase in the frequency of marine and fisheries coverage, it still lacks the resources devoted to forestry or corruption issues (N1, N2, N3).

“Frequency [of marine news reporting] is still lower than issues on forestry or mining. That is in the scope of environmental issues. If we compared to corruption issues, I think corruption is more interesting for media” (N3).

Respondents also mentioned that many important issues related to marine and fisheries issues have not been covered by media (N1, N2).

“That is an area where media can play role on ... promote and present in-depth coverage in more holistic and comprehensive type of reporting” (N1)

Some NGOs recognized that under the new government and the newly elected Minister of Marine Affairs and Fisheries, the media has reported on some serious marine problems, such as illegal fishing. However, the consistency of the increased coverage especially when compared to other issues, remains questionable. This is because it's the Minister of Marine Affairs and Fisheries not the media that sees the importance of marine and fisheries issues. Political news and macro-economy issues remain on the front page every day.

### Increased Depth of Marine and Fisheries Reporting

Some NGOs commented that marine and fisheries issues were not yet comprehensively reported in most of national and local media (N1, N2). In their view, the media tended to focus on one or two topics, such as the environment or economy, but failed to provide greater coverage of many other aspects of marine and fisheries issues.

“When we talked about fisheries, we [actually] talked about livelihood, about people. Why our fishermen are poor and unable to improve their way of living? This is because they have been structurally impoverished ... Now if we improved fishery or if we conserved marine resources, could we help people improving their lives? We should be able to make the links between social, cultural and economic problems and these are not yet presented well in media” (N1)

Some respondents suggested that to improve the quality of marine and fisheries reporting by connecting them to other issues such as corruption, or law enforcement issues. One environmental NGO representative mentioned:

“If environmental issues are linked with corruption cases, for instance, that will be pretty much interesting for media” (N4).

Other respondents made similar comments:

“Economy is a big issue. It also relates with natural resources governance ... Why fishermen are poor is actually a political problem. Shared power within political parties, for instance ... If there was natural resources disaster, for instance, they [journalists] most likely came to us. But, the problem of governance in natural resources is not yet explored. People run for governor or major because they wanted to gain power and held authority for licensing. This, in most cases, led to corruption practices. It is political and has impacted the condition of fishermen” (N1).

The World Wildlife Fund (WWF), for instance, shared that they have initiated programs aimed at capacity building for journalists, especially on natural resources governance. They believe that increasing journalists' knowledge of these issues will improve the quality of reporting on marine and fisheries issues. According to WWF, journalists need to understand the relationship between decreased fishing supplies and the degraded condition of marine resources, corruption practices, and political problems. With this comprehensive and holistic understanding, they believe journalists will be able to produce high quality work.

SIEJ and AJI Jakarta also think journalists need to increase their knowledge of marine and fisheries issues because for most of them these are new issues, especially the topics related to the environment. The training should focus on in-depth and investigative reporting (N7, N8).

### **Ekuatorial**

Most of the stakeholders interviewed were familiar with Ekuatorial, the GeoJournalism site managed by the Society of Indonesian Environmental Journalists, but they do not see it is a

strategic alternative media for coverage of marine and fisheries issues. They still think that mainstream media is more important than alternative media.

## **Social media**

WCS, WWF, TNC, Walhi, and Kiara have social media accounts: Facebook, Twitter, and websites. WCS, WWF, and TNC – which are affiliated with their global parent organizations -- have used social media a lot. For example, there are five Facebook accounts bearing the WWF name with thousands of followers, and one Facebook account by a former WWF staffer. Their official Facebook account has almost 5,000 friends. WWF also has Instagram and Twitter accounts. TNC has Facebook, Twitter, LinkedIn, and Google+ accounts.

The mainstream media or mass media is still more important to deliver concern or statement of marine and fisheries than social media for Kiara. Kiara uses social media to share news already published in mainstream media or other media. Kiara prefers to send press releases or invitation through emails directly to reporters of mainstream media (N6).

In short, the mainstream media is still considered more important than social media to influence policy changes of the government or increase the awareness of general public.

SIEJ and AJI Jakarta said environmental NGOs such as WWF, TNC, WCS, Walhi, Kiara or other still depend on mainstream media to deliver their news or concerns on marine and fisheries issues (N7, N8). For the mainstream media – especially those with digital content – social media is just an alternative way to engage and increase readership online.

## 6. Recommendations

According to this study, media covered very few environmental issues related to marine and fisheries. Most of subject covered in media were regulation/law and economy/business. The marine and fisheries news is not quite important to be printed as headline on the front page. The Ministry of Marine Affairs and Fisheries – especially Minister Susi Pudjiastuti – now is focusing more to law enforcement and business in fisheries.

Meanwhile non-governmental organizations' (NGOs) works focus more to environmental issues and social issues. NGOs also want the media providing more pages or airtime for the environmental stories.

Therefore, we recommend NGOs and scientists help increase the knowledge of media or journalists on marine and fisheries issues, especially that related to environment through training program. Most of the media respondents interviewed were not really sure 100% that they need to increase knowledge and skills in reporting the issues.

The training program should not focus on knowledge only; it should have journalism skills, especially for journalists of local media. The Earth Journalism Network of Internews – that has expertise in helping media covering environmental issues - can help Indonesia media in developing the training module and manual on marine and fisheries issues. And the training should target local media.

Who or which organization in Indonesia that potentially can develop and organize the training workshop on marine and fisheries journalism?

Based on interview of respondents of this study, NGOs such as WWF has experiences in conducting training workshop for journalists for environmental issues but not related to marine and fisheries issues.

The universities or research institute has no experiences in conducting such training workshop. Even they have few or no experiences in dealing with journalists.

The Alliance of Independent Journalists (AJI), the Society of Indonesia Environmental Journalists (SIEJ), and the Society of Indonesia Science Journalists (SISJ) have the potential to conduct or become partners in such trainings. SIEJ has done trainings not just in reporting but also for instance in scuba diving for its members. AJI has a lot of experience in conducting training for journalists and has more members throughout Indonesia than SIEJ or SISJ. SISJ is a new organization that has potential capacity to conduct training

The Ministry of Marine Affairs and Fisheries has big capacity to conduct the training but it seems the Ministry is not really interested in having training workshop that focus on marine and fisheries issues related to environment.

Meanwhile, the local environmental NGOs also need training in how to deal with media and use social media in order to increase coverage of environmental topics related to marine and fisheries issues.

Foreign organizations that are interested in conducting training workshops should partner with NGOs that have marine programs and journalist organizations. The training should focus on in-depth reporting and investigative reporting on marine and fisheries issues. Such organizations can have a long term program on media development and also environmental communications in Indonesia.

The results of this study show that the Indonesian media is facing constraints and limitations in covering marine and fisheries issues. A lack of human resources and the cost of field reporting are two major constraints. To ameliorate them, stakeholders (NGOs, research institute or universities, the Ministry of Marine Affairs and Fisheries) can provide field trips, workshops that involve field reporting for journalists, fellowships and other types of media development activities.

## 7. References

- Caldarola, Vitor J. 1990. Reception as cultural experience: Visual mass media and reception practices in outer Indonesia. ProQuest Dissertations and Theses.
- Connelly, Aaron L. 2015. Sovereignty and the Sea: President Joko Widodo's Foreign Policy Challenges. *Contemporary Southeast Asia* Vol. 37, No 1: 1-28
- Cronin, Tim and Santoso, Levania. 2010. REDD+ politics in media: A case study from Indonesia. Working Paper 49. Center for International Forestry Research, Bogor, Indonesia
- Eriyanto. 2013. Analisis isi: pengantar metodologi untuk penelitian ilmu komunikasi dan ilmu-ilmu sosial lainnya. Jakarta: Kencana Prenada Media Group
- Flournoy, Don Michael. (1989). Analisis Isi Surat-surat Kabar Indonesia. Yogyakarta: Gajah Mada University Press
- Fox, Richard. 2006. Strong and weak media? On the Representation of 'Terorisme' in Contemporary Indonesia. *Modern Asian Studies* 40, 4: p 993-1051
- Fraenkel, J.R., & Wallen, N.E. 2009. How to Design and Evaluate Research in Education. New York, N.Y.: McGraw-Hill
- Graham, John L., Kamins, Michael A. and Oetomo, Djoko S. 1993. Content Analysis of German and Japanese Advertising in Print Media from Indonesia, Spain, and the United States. *Journal of Advertising*; Jun 1993; 22, 2; pg. 5
- Krippendorff, Klaus. 1980. Content Analysis: An Introduction to Its Methodology. Newbury Park, CA: Sage
- Lim, Melyna. 2011. @crossroads: Democratization and Corporatization of Media in Indonesia. Participatory Media Lab and Ford Foundation.
- Lingga, Gita Fatri. 1999. Media Image of Indonesia During the 1997 Crisis in Indonesia and U.S. Newspapers. A Master Degree Thesis. College of Arts and Humanities, California State University, Fresno, USA
- Manson, J. 2002. Qualitative Researching. London: Sage
- Manulong, D.P. 2012. Representasi agenda media dalam surat kabar nasional (Sebuah analisis isi isu lingkungan dalam Kompas dan Koran Tempo). Undergraduate Thesis. Departemen Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Indonesia, Depok, Indonesia.
- McCoy, Mary Elizabeth. 2005. The Media in Democratic Transitions: Institutionalizing Uncertainty in Post-Suharto Indonesia. A Dissertation for Doctor of Philosophy Degree. The Northwestern University, Evanston, Illinois, USA.

Minichiello, V., Aroni, R., & Hays, T. 2008. *In-depth Interviewing: Principles, Techniques, Analysis*. Melbourne: Pearson Education Australia.

Octaviani, Fivien. 2005. *Media Massa "Versus" Humas dalam Fungsi dan Tugasnya (Studi Kasus Media Relations Humas Departemen Kelautan dan Perikanan)*. Master Degree Thesis, University of Indonesia

Sandelowski, M. 2008. Theoretical saturation. *The Sage Encyclopedia of Qualitative Research Methods*. Los Angeles: Sage

Schencul, S.L., Schencul, J.J., & LeCompte, M.D. 1999. *Designing and Conducting Ethnographic Research*. Walnut Creek, CA: Altamira Press

Satriani, Dewi; Tjiptohandono, Dwi Aryo; Prasvita, Laksmi; and Soekirman, Tri. 2012. *Print Media Dipstick Survey Report on Marine Issues and Conservation Initiatives within BHS Program Working Areas*. WWF Indonesia, The Nature Conservancy, Conservation International Indonesia, West Papua.

Wibowo, A.H. and Yusoff, Nuraini. 2014. 'Hedges' and Media Ethics: A case of Indonesian Newspaper. *Procedia – Social and Behavioral Sciences* 155: 295-298

Yulianto, I., Y. Herdiana, M.H. Halim, P. Ningtias, A. Hermansyah and S Campbell. 2013. *Spatial analysis to achieve 20 million hectares of marine protected areas for Indonesia by 2020*. Bogor: Wildlife Conservation Society and Marien Protected Areas Governance.

Zubiaga, A. 2013. *Newspaper Editors vs the Crowd: On the Appropriateness of Front Page News Selection*. WWW 2013 Companion. Brazil.