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INTERNATIONAL CONFERENCE  
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2012**

*Technopreneurship Based on Business and Technology  
March 23-24, 2012*

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SPEECH OF CHAIRMAN OF  
INTERNATIONAL CONFERENCE ON GREEN WORLD  
IN BUSSINESS AND TECHNOLOGY 2012

With all my respect, Rector of Ahmad Dahlan University, keynotes speakers, authors, participants, and other guests of International Conference on Green World in Business and Technology 2012.

The issue of global warming, increased CO<sub>2</sub> emissions in the air, high air temperature, climate change, deforestation, flooding, energy crisis, food crisis is causing human life to be uncomfortable and crime increases. These problems are global problems require solutions that are found and solutions through a conference.

International Conference on Green World in Business and Technology 2012 designed to invite and bring together practitioners, scientists and environmentalists from various disciplines who are expected to contribute to the government of Indonesia and the world in preventing, overcoming all the consequences of environmental damage. The theme *"Technopreneurship based on Green Business and Technology"* has been chosen to support celebration of 51<sup>th</sup> Ahmad Dahlan University anniversary.

This conference is the result of dedication and commitment of many people. We are grateful to the authors who have submitted papers, to the reviewers, to the conference committee member who have been untiring in their efforts to make this conference a success. We also would like to thank our sponsors and cooperating societies who have been generous in their contributions to the conference.

Finally, I would like to extend my welcome to participants of the International Conference on Green World in Business and Technology 2012. We hope this will be an exciting meeting for everyone. We apologize if there are some unpleasant things about organizing and holding this conference.

Thank you.

Yogyakarta, March 2012  
Chairman of International Conference on Green World  
in Business and Technology 2012

Dr. Abdul Fadlil, M.T.

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## Making Green World Trough Green Journalism

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### Abstract

Man has exploited the earth so immensely that it is believed to cause environmental damage and climate change, not to mention disasters. To stop this exploitation, people are encouraged to have an awareness of applying green world in their everyday life. On effort to realize this idea is through the use of green journalism concept. It is not an easy thing to do, because some of the spirits and principals of journalism can be a barrier in the idea of green world. Therefore, to support the green world, the spirit and principles of journalism needs to be changed.

*Keywords: Communications, Green Journalism, Green world*

### 1. Introduction

Since the landing of man on the moon, the search for planets other than Earth humans to the possible to sustain life, continues to rise. The effort is for example done by NASA that Kepler sent a giant telescope into space and orbiting between Earth and Mars. Although the results found 156 thousand stars, including the 1235 planet but all the information is still a theory, because in fact, humans have not been able to go to the planets. Thus the earth remains a one- only place where human life (<<http://nationalgeographic.co.id/lihat/berita/528/ditemukan-sistem-planet-baru-kepler11>>).

During its development, human exploitation caused much damage to the earth. For example, there global warming (global warming), flooding, loss of nutrients in the soil, landslides, and so forth. Various damage is recognized or not has led to many disasters that is detrimental to both the soul, material, and non-material. Such damage prevented proper, that is by utilizing earth in a more environmentally sustainable.

Utilization of the earth is believed to pay more attention to environmental sustainability will not leave significant damage to the earth. The concept of environmental sustainability is commonly called the green world. In Generally green world construed as a motion made by people in the campaign issues environment, namely the use and management of energy is not bad for environment. This concept is especially significant because it can preserve the environment more sustainable. With thus, the green world is very important to be a part of human life. Maintenance of the green earth and is sustainable as a form of human being to God Almighty to be a leade care for, maintain, and utilize all the resources that exist on earth.

Given the green world is very beneficial for the good of mankind and nature, then efforts to create green word is needed. He should be widely promoted so that all levels of society throughout the world adopt and make it happen in real life. If all human beings have consciousness and green world applied in real life, it is certain that environmental damage can be prevented completely.

Effort to realize the idea of green world, can be reached through many fields, including journalism, that is by creating green journalism (the green journalism).

Green journalism is journalism that supports the campaign efforts of our environment, saving energy and renewable energy, waste recycling, handling the problem of global warming, and others related to environmental sustainability.

But to realize the green journalism was not easy, considering that some things in the spirit and principles of journalism, it has the potential to become an obstacle to the realization of the green world. To be able urnalistik supports efforts to establish a green world, the spirit and principles that do not support the need changed. In this context, the big question arises, namely the spirit and principles of journalism what should be changed to realize the green world?

## 2. Discussion

Today the mass media increasingly important position in society. Such an important position not be separated from a number of functions, namely the mass media as agents of information, persuasion, education and entertainment (Granato, 1991; Martin and Chaudhary, 1985; and Wright, 1974). Jay Black and frederick C. Whitney (1988) write the media functions as: (a) to inform (inform), (b) to entertain (provide entertainment), (c) to persuade (persuade), and (d) transmission of the culture (cultural transmission). John Vivian dal of his book *The Media Mass Communication* (1991) defines as a function of mass communication: (a) Providing information, (b) Providing entertainment, (c) Helping to persuade, and (d) contributing to social cohesion (promote social cohesion). Joseph R. Dominick in his book *The Dynamics of Mass Communication* (1981) defines the function of communication mass as follows: (a) surveillance (monitoring), (b) interpretation, (c) linkage (relationship), (d) socialization, and (e) entertainment (see Nurudin, 2003). While Onong Uchjana Effendy (1994) write down the role of mass communication as: (a) convey information (to inform), (b) educate (to educate), (c) entertaining (to entertain), and (d) affect (to influence). Lazarfield add other functions of media, namely as a control agent. Meanwhile, Black and Whitney (1988) added the function cultural transmission (transmission of the culture).

As an agent of information, media berperan to submit news or information to the community. This means that the media reported the event to function in society and do the giving of meaning to it. Maxwell and Donald Shaw Mc Comb called agenda setting (Litle John, 2010). Media is believed to transferring the agenda are considered important by media workers in the newsroom to be publicly owned. Transfer it realized through the news that appears each day in the media. This theory can determine what medium to assess the must be public and what is not (Mc Combs, M, 2004). That is, if managers treat important for an information, that information will be important also for the public or the public. And vice versa.

On such treatment, Peter L. Berger and Thomas Lackmann (1966) called social construction of reality. That is, in theory, the media has the power to realize reality in society in the form to redefine reality to suit packing pattern desired media (Reuters, Thursday, March 6, 2012). What emerges in the media, public discourse are interesting and have gradually become important for the audience. At this point, the concept public opinion can be properly socialized. Power possessed by the media, then it is understandable that each group's objective seeks to dominate and control of media content, because in turn determines agenda topic or thought and become issue in society.

The information function, what is presented in the media also contained the meaning

of the function of socialization, ie the process [http://id.wikipedia.org/wiki/Nilai\\_sosial](http://id.wikipedia.org/wiki/Nilai_sosial)-planting or transfer value from one generation to another <http://id.wikipedia.org/wiki/Masyarakat>> society. A number of sociologists call socialization as a theoretical regarding the role of [http://id.wikipedia.org/w/index.php?title=Peran\\_sosial\\_action=edit\\_redlink=1](http://id.wikipedia.org/w/index.php?title=Peran_sosial_action=edit_redlink=1)> (role theory). Because of the socialization process teaches the roles that must be executed by the individual.

For those who have means of persuasion function of media has the ability to influence the audience to think, act, and behave as expected. Persuasion can be done in various forms, such as strengthening or changing attitudes, beliefs or values of society; mobilize the community to do something; introduce ethics or offering a particular value system, and so on. Persuasive function of media is no less important to the function information. In fact, according to DeVito (1997), the function of persuasion is considered as the most important function of the media. Meanwhile, the cohesion function is to unification, which is encouraging people to come together.

That is, the media community to stimulate to social integration, so as to create social harmony. Through the media, the public can be united in facing issues or problems particular. On this, many things can be resolved more easily, for example in fundraising, solidarity actions, even overthrow the ruling as it did in Egypt, Lybia, Syria, and so forth.

These functions we conclude that the media actually has a very important role. That is why, the very existence of media needed by the community. Each group of people trying to use the media to support its own interests. Even for safeguard its interests, there are also groups of people who publish their own media. The results of the Centre for Innovation Policy and Governance (CIPG) as written in <http://id.berita.yahoo.com>> is testament to this fact. In the research it was found CIPG that there are 12 major groups which controlled almost all media channels in Indonesia. That means, there is great interest over the mass media, so that groups of people trying to create and control the mass media. In reality, the public can see how the ideology of media owners are very visible in the media is concerned.

Metro TV shows, TV One, RCTI, and various media in Indonesia are reflecting the interests of the owner. For example, Metro TV was found to give more for the duration of exposure other than the Democratic National Party. Already widely known to the public that the owner of Metro TV is founders and activists of National Democratic Party (Nasdem). That's why on the other hand, the Democrats as the government party, complained impressions corner the media for being biased Democrats in corruption cases committed by Athlete Wisma cadres Democrats, Muhammad Nazaruddin.

Needs of people in the media, can be traced from the contents of the news media are highly variable. A variety of news content is visible representing various interests, including from those who are different or opposing interests. All groups will use the media to fight for its interests.

For example, between the pro and cons, the government and opposition, and police corruption suspects, including the environmental activist group that seeks to promote, educate and persuade the public to the ideas of green world against groups of people who are not in line with the idea of green world.

Group that will pursue the idea of green world green world come true. While the groups are exploiting the natural without regard to environmental sustainability for its own benefit, it will seek to protect and build the image of what they do, so the damage is not published, do not get resistance, even sought public support. Two The working party would win the fight in the public discourse.

Provision of space in the media world of the green barrier actually is a logical consequence of the journalistic principle that position ourselves as a melting pot (Calabrese and Burke, 1992), or a meeting place for ideas, so wake up and generate dialogue a comprehensive picture. The consequences of the melting pot, then the parties are the pros and cons should be given equal opportunity to express their opinions through the media.

In addition to the impact of the melting pot concept, providing an opportunity for group living detrimental to efforts to establish a green world also the impact of the principles of journalistic reporting in itself. Of them in the principles of objective, impartial, and cover-both-side. Through these principles requires the media to give equal opportunity and fair to all parties to convey their interests. This includes providing the opportunity for opposing parties to convey his voice. Of course in this case there parties pro and con green world green world.

For providing the same opportunity that opens the possibility of the existence of groups of people who agree and adopt the idea green world, but there are also groups of people, for various reasons, it follows the actual thoughts or approve inhibit the realization of world green efforts. This situation can occur because the media is able to provide two conflicting dual impact. Namely the impact positive and negative. The positive impact will come when the people who terterpa information that supports the move towards green world. But if the public acceptance of the green world is heading towards the negative, then the information carried by the media will also be negative impact on efforts to create green world.

In the midst of a society, we can not guarantee where a greater impact will be formed. Is the green at the pro world, inhibitors or green world. If the majority approves and adopts the idea of green world, it would be beneficial. Effort form a green world will be easier and faster to materialize. But when the green world of counter-party followers are more numerous, then the effort creating a green world will also be hampered. Of course, this situation raises a serious problem for efforts to green the realization of world.

The fact is that in many parts of the Earth, the environmental damage caused by the people still continue to occur. Various The damage extends even without any significant effort to overcome them. This indicates green ideas have a place in the world the community significantly. Could be, green world more acceptable only as a discourse rather than concrete steps.

The issued of all sources of news, both for and reject the unfavorable implications for the green world. Because the principle which explores the journalistic cover both sides, objectivity, balance and neutrality as developed so far, it is not directly participate in promoting ideas contrary to efforts to realize the green world. Even if it is constantly massive progress, efforts to promote green world will be hampered even fail. Moreover, when the group inhibitors green world have a greater chance in the news media. It is not impossible, because this group generally usually have a bigger budget than the exploitation of nature's doing. With the financial strength of the possessed, they could move the media to convey the message that benefit him. This

possibility may be true, because today media promote the commercial interests of more than idealism.

Polls of SKH Kompas, December 2009 proved this. In that study, the rate that the media were more representing business interests than the social community. In the survey, data showed that the rate is only 39.3% of represent the interests of society, while some 57.3% of commercial interests. The rest, 3.4% did not answer the questions trend orientation of the mass media interests.

The fact mentioned above, semestnya people aware of the spirit and principles of journalism needs to be changed. In various battle interests in society, both the building and damaging the sustainability of the earth, the media should do pemihakkan. Of course pemihakkan The embodiment is directed towards green world. Look good and the bad aspects contained in the green world, it is good idea green world is in a position to more. Therefore, when offered a choice between good and bad, the press should do the pro- on the good side.

Neutrality in the press are theoretical and actual practice may not exist. For options on neutrality means that the mass media has done choice, ie choosing not to vote. Therefore, the concept of neutrality it is a utopian concept. Because the presence of neutrality does not may be performed. Because it is not possible, then the press must do more sided conceptualized and real and wider benefits for the community. In this context, the concept of neutrality in journalism means they do not choose the pros and cons of the concept of green journalism. Or in other words the mass media to put the concept of journalism as a green alternative choices are not as high as the concept of the green journalism. When the green journalism is only considered as an option instead of parallel to the green journalism concept, of course, such a position is alarming and very detrimental to the continuity of the green world.

Apart from aspects of journalistic principles that need to be changed, management of mass media also needs revamping. According to the Press Council as SKH Kompas published February 10, 2009 also shows that public complaints against the media content also increased. Increase shows the public dislike of the media content.

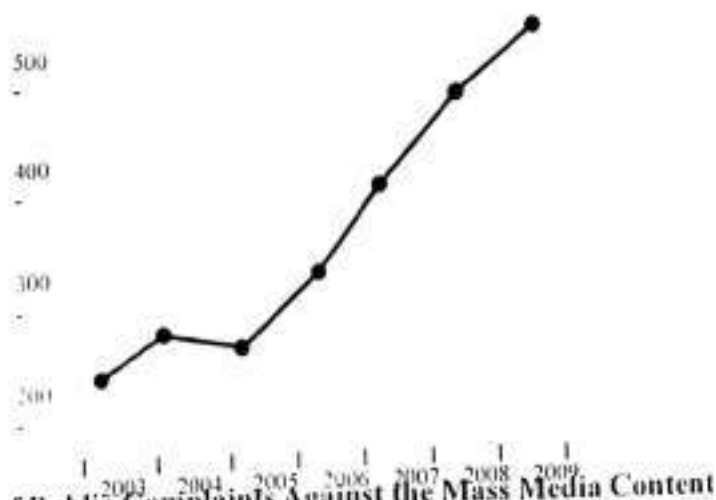


Figure 1. Graph of Public Complaints Against the Mass Media Content  
Marking the Management of Media is not good enough

### 3. Closure

To ensure the use of the green journalism as part of the ideological work of media crews, should also be done for the certification exam gain eligibility as a journalist as well as for submission of applications to be members of the journalistic profession. Must be arranged in such a way in which the green journalism becomes imperative for the standard requirements. To be green can be more secure world became one of ideological work of journalists, the various regulations and codes of conduct related to the press needs to be addressed again. Among other things, about the press law, corporate releases, and professional ethics journalism needs to be associated with the green journalism.

Two fundamental changes are necessary because the presence of the press is part of the community and not a separate organization of society. Therefore, the press has a moral and legal obligation to create the environment and society into a better direction.

Green journalism can contribute to realize the green world. The role taken by the change and the imposition of strict journalistic principles selection of the entire crew is pro green media world, so the idea of green world can be really internalized in the work culture of all workers the press. The changes are necessary because the press has a moral and legal obligation to help build towards the environment and society better. Given the very large capacity in the community, then when the green journalism can be realized in the life of the press, then the green journalism can be more easily realized.

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