FRAMING OF MANGROVE CONSERVATION IN THE EASTERN COAST OF SUMATRA: ECOLINGUISTICS STUDY

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ABSTRAK

This research aims to investigate the framing encapsulated in the news about mangrove conservation in the eastern coast of Sumatra. The research is important to shape public perception about mangrove because language plays a crucial role in shaping and influencing the general public. This research is also salient to raise the awareness and education about mangrove through ecolinguistics perspective. This research applied qualitative research and used grounded theory approach. The results of this research revealed that there are some frequent framings about mangrove conservation such as ecological framing, social and cultural framing, conservation framing, political and economic framing, and climate change framing

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1. PENDAHULUAN

The fact that many people are unaware of the role of language in shaping the environment is staggering. The language used by society can eventually protect the environment or destroy it. This is pertinent with common people perception that language can only be used to communicate instead of shaping the environment around them. Therefore, the discussion about the relationship of language with the environment is somehow overlooked. The connector between language and environment is depicted in the term of language ecology. Language ecology is the study of the relationship between language and its environment. It explores how languages interact with each other and with other systems, such as cultural, economic, political, and ecological systems. Language ecology also examines how languages change over time in response to changes in their environment. See (Kangas, 2021; Connell et al., 2021; Ubanako, 2022; Fill & Penz, 2017). Having said that, language ecology refers to the study of the relationships between languages and their speakers in a particular ecological, social, and cultural context. It examines the ways in which language use is influenced by, and in turn influences the social and environmental conditions in which it is spoken. Language ecology also explores

how linguistic diversity can be preserved and sustained in a rapidly changing global environment.

In addition to the development of language ecology, Ecolinguistics emerges as one of the disciplines that initiates a comprehensive discussion on how language has a strong relation with the environment. Stibbe (2015) defines ecolinguistics' focuses on the role of language in shaping society's understanding of the environment, and how language can be used to promote sustainability and environmental activism. He has argued that dominant forms of language, such as corporate and political discourse, often reinforce unsustainable practices and obscure the ecological and social costs of human activity. Stibbe has developed a framework for ecolinguistics analysis that involves examining the ways in which language shapes our attitudes toward the environment, and how alternative forms of language can challenge dominant narratives and promote more sustainable behaviors (Ma & Stibbe, 2022). Overall, Stibbe's work highlights the importance of language in shaping our relationship with the natural world, and emphasizes the potential of language to inspire positive change towards a more sustainable future.

Ecolinguistics provides various perspectives

from the linguists. Halliday in (Alexander & Stibbe, 2014) said that there is certain grammatical syndrome trying to conspire by creating realities in some specific ways, and these aren't good for human's health as one of the species in the ecosystem. This has been supported by (Mühlhäusler & Peace, 2006) saying that some grammatical construction have been developed to cause environmental crisis in the society. This statement has given an impression that there is a strong proof language use can stir up the environmental problem. Linguists also keep saying that ecology has been intertwined with various discipline like sociolinguistics, ethnolinguistics, language sociology, and particularly Critical Discourse Analysis (Forte, 2020). Fill & Penz, (2017) also opinionate that ecolinguistics covers two main discussions namely: 1) Critical Discourse Analysis toward nature/animals, and 2) Language Ecology. A. Fill & Muhlhausler (2004) also explain that there are three types of environments. First is physical environment in the form of topography like coastline, valley, highland, mountain, weather, and waterfall. The second one is the environment that is related with economic environment caters with human basic needs, flora and fauna, mineral resources. The last one is social environment which caters the power of society in shaping the life and the thoughts of human beings.

In Ecolinguistics, framing refers to the way that language is used to construct particular understanding of environmental issues. Framing involves the selection and use of particular words, phrases, metaphors, and narratives that shape how people perceive and interpret environmental problems. For example, the use of the phrase 'climate change' instead of 'global warming' can frame the issue in a way that emphasizes the broader range of impacts beyond just temperature changes. Framing is an important aspect of ecolinguistics because it shapes the way people think about and understand environmental issues, see (Zeniakin, 2022; Hulme et al., 2018; Mooney, 2021). Here are some examples of framing in ecolinguistics according to (Stibbe, 2014):

1. "Climate change vs. "global warming": the term "global warming" frames the issue as a simple increase in temperature, while "climate change" acknowledges the complex and multifaceted problems of nature.
2. "Natural resources vs. "ecosystem services": the term "natural resources" frame the environment as a collection of commodities to be used and exploited, while "ecosystem services" highlights the value of the natural world in providing essential services to humans.
3. "Eco-friendly" vs. "sustainable": the term "eco-friendly" frames environmental issues as a matter of individual consumer choices, while "sustainable" emphasizes the need for systemic changes in the way we live and consume.
4. "Conservation" vs. "preservation": the term "conservation" frames environmental issues as a

matter of managing resources for human use, while "preservation" emphasizes the need to protect for its own sake.

2. RESEARCH METHODOLOGY

This research applied qualitative research by using Grounded Theory approach. Grounded theory research is suitable for ecolinguistics research due to its emphasis on generating theory directly from data and it's a flexible approach to comprehend complex ecological phenomena. According to Strauss & Corbin (2000) as the pioneer figures of grounded theory approach, grounded theory is a comprehensive yet applicable approach which takes inductive approach. This means the approach begins without preconceived theories or hypotheses. Kolb, 2012; Stough & Lee, 2021; Zaidi, 2022 also describe that this approach allows researchers to derive theories directly from the data collected, allowing new insights and perspective to emerge. Grounded theory also provides a systematic and rigorous method for theory development based on empirical evidence, enabling researchers to generate explanatory frameworks and conceptual models that capture the complex interplay between language, culture, and the environment.

Data collection has been started from December 2022- March 2023 by collecting data text from the news circulated in the online media in the internet dan Bahasa Indonesia corpus website. The researcher collected the data by searching in the google with key words "Konservasi mangrove Pantai Timur Sumatra" or "Mangrove conservation in eastern coast of Sumatra" . The researcher then started coding the data by identifying meaningful units of information, concepts, or themes. This is called open coding. Next, researcher conducted axial coding by categorizing and connecting codes to identify relationships between them, and tried to find out patterns, commonalities, or recurring themes within the data. Once the categories or concept have been identified through axial coding, researcher focused on selectively coding the data by refining and integrating the categories, seeking relationships and connections, and developing a central theoretical framework.

3. RESULTS AND DISCUSSION

Ecolinguistics is a field of study that examines the relationship between language, culture, and the environment. When it comes to mangroves, ecolinguistics can provide a unique perspective on how language is used to frame the ecological, social, and cultural significance of these ecosystems. After compiling the data from the media and Bahasa Indonesia Corpus, it is found that framings in mangrove conservation in Pantai Timur North Sumatera are divided into:

Ecological Framing

Language can be used to describe the ecological functions of mangroves, such as carbon sequestration, erosion control, and habitat provision.

Ecolinguistics can also be used to draw attention to the various threats facing mangroves, such as deforestation, pollution, and climate change. By framing these treats in terms of the language we use to talk about them, we can raise awareness and encourage action to protect these valuable ecosystems. For example, we can use phrases like "mangroves act as nurseries for fish and other marine life" or "mangroves absorb more carbon than most other forests." Examining the language used to describe mangrove ecosystems is paramount in ecolinguistics. For example, some people might refer to mangrove as "swamps" or "wetlands", which can evoke negative connotations and imply that they are undesirable or unimportant. By contrast, using positive language to describe mangroves, such as "nurseries of the sea", "biodiversity hotspot", or "carbon sinks", can help to emphasize their ecological importance and value.

Social and Cultural Framing

Language can be used to highlight the social importance of mangroves, especially in communities that rely on them for livelihoods and cultural practices. Mangroves also have deep cultural significance around the world and Indonesia is no exception. In some cultures, mangroves are seen as sacred or as a source of spiritual power. In others, they are associated with traditional fishing or agricultural practices. Ecolinguistics can also help the society to explore the ways in which these relationships are expressed through language and storytelling. For example "mangroves provide essential resources for traditional fishing practices."

Using language that emphasizes the cultural and spiritual significance of mangroves to local communities can also be depicted in the examples of "sacred forest" or "ancestral homes". This can help building a sense of connection and ownership among local people, and encourage them to take an active role in their protection. Mangroves are often located in areas that are vulnerable to climate change, such as coastal communities and low-lying islands. Ecolinguistics can be used to frame mangrove conservation as social justice issue that affects marginalized communities. Phrases like "climate refuges", and "coastal communities at risk can be used to emphasize the human impact of mangrove destruction and the need to protect these communities.

Conservation Framing

Language can be used to emphasize the need for conservation and protection of mangroves, especially in the face of threats like deforestation, pollution, and climate change. The unique features of mangroves within the perspective of ecolinguistics are the distinct characteristics of the ability to thrive in saline environments and the crucial role in protecting coastlines from erosion and storm damage. Ecolinguistics can also be used to frame the importance of conserving and restoring mangroves by emphasizing the ecological services they provide, such as carbon sequestration, habitat for fish and other

marine life, and protection from storms and tsunamis. For example, "mangroves are vital to the health of coastal ecosystem and must be protected" or "the destruction of mangroves has severe consequences for local communities and global biodiversity."

In Indonesia, mangroves are often referred as "hutan bakau" which means "mangrove forest". This language use implies that mangroves are a type of forest and should be managed in a similar way to other forest ecosystems. However, mangroves are unique and require specialized conservation strategies. The right terms to describe and promote mangrove such as "mangrove ecosystem", or "mangrove habitat" can foster the comprehension amongst people and emphasize the distinctiveness and importance of mangroves.

Political and Economic framing

Language can be used to determine the political and economic factors that influence the management and conservation of mangroves, such as government policies, corporate interests, and international agreements. For example "mangrove conservation requires political will and commitment from all stakeholders" or "the economic benefits of mangrove protection outweigh the costs of destruction". Mangroves also provide a range of economic benefits, such as timber, fish, and non-timber forest products. Ecolinguistics can help to highlight the economic importance of mangroves and the need to balance economic development with sustainable management practices.

Mangrove conservations in Indonesia are also framed as a way to support sustainable livelihoods and economic development. For example using phrases like "green economy", or "eco-tourism" to describe the potential benefits of protecting mangroves can help to build support among policymakers and business leaders.

Climate Change Farming

Given the significant role of mangroves in climate change mitigation and adaptation, framing mangrove conservation within the context of climate change is common. This framing highlights the capacity of mangroves to sequester carbon dioxide, protect coastlines from storms and sea – level rise, and enhance community resilience. Example: "Mangroves act as a natural climate solutions, sequestering carbon at rates higher than terrestrial forests and acting as buffers against storm surges"

Ecolinguistics is a field that explores the relationship between language and the environment, and how language can be used to promote sustainable practices and policies (Zhang, 2022). In the context of mangrove conservation in Indonesia, ecolinguistics can be used to frame the issue in a way that emphasizes the ecological, social, and economic benefits of mangroves, and the need to protect them for future generations. Using the term "blue carbon" to highlight the role of mangroves in carbon sequestration and climate change mitigation. By framing mangroves as

an important tool for reducing greenhouse gas emissions, we can encourage policymakers and the public to prioritize their protection.

Emphasizing the importance of mangroves for coastal communities, using phrases like "life supporting ecosystems" and "natural infrastructure". We can help to build support for their conservation by highlighting the ways in which mangrove provide vital services such as "erosion control", "fisheries support", "and storm protection". Mangroves are highly interconnected ecosystems that are linked to a variety of other habitats, such as seagrass beds and coral reefs (Pramudji, 2017).

An ecolinguistic approach to mangrove conservation might involve highlighting these connections, and using language that emphasizes the importance of preserving these complex ecosystems in their entirety can provide a valuable framework for understanding the language used to describe mangrove environments, and for developing strategies to promote their conservation and sustainable use.

Ecolinguistics can play an important role in environmental education effort by promoting the use of language that is accessible and engaging to the general public. This can include the use of metaphors, analogies, and storytelling to convey complex ecological concepts in a more relatable way.

Using metaphors and symbolism can evoke emotions and create connection between individuals and the environment. Metaphors and symbolism such as describing mangroves as the "lungs of the ocean" or the "guardian of the coast", can help to create a sense of connection and stewardship towards mangroves. In ecologically conscious discourse, the framing of mangroves can significantly impact public perception and awareness of the importance of these ecosystems.

There is a diverse range of frames used to discuss mangrove conservation, reflecting different perspective and interests. These frames may include ecological, economic, social justice, and cultural frames. Recognizing and incorporating multiple frames can lead to more inclusive and comprehensive approach to mangrove conservation.

4. CONCLUSION

The field of linguistics explores the relationship between language and the environment, focusing on how language shapes our understanding and interaction with the natural word. In the context of mangrove conservation, framing refers to the way in which language is used to shape perceptions, values, and actions related to mangrove ecosystems. The conclusion of this research revolves around the role of language in shaping public perception. Positive framing, emphasizing the ecological, economic and cultural benefits of mangrove, can garner support for conservation efforts. The way in which mangrove conservation issues are framed in policy documents and discussions can significantly impact the decisions

made by the policymakers.

Framing that highlights the importance of mangroves in mitigating climate change, protecting biodiversity, and providing ecosystem service can lead to more effective conservation policies. It can also motivate or discourage public engagement and behavior. Framing that emphasizes the personal benefits and responsibilities of individuals in protecting mangroves can encourage positives actions such as volunteering, responsible tourism, and sustainable resource use.

To conclude, ecolinguistics research on framing in mangrove conservation highlights the significant role of language in shaping perceptions, policies, and actions related to mangrove ecosystems. By understanding the power of framing and adopting inclusive and empowering language, it is possible to enhance conservation efforts and promote sustainable management of mangroves for the benefit of both communities and environment.

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