

## Knowledge Configuration about Ciletuh UNESCO Global Geopark in Mass Media

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### Abstract

This study intends to describe the discourse of the geopark in Indonesia in the Indonesian media. Media coverage is a form of knowledge in society, including about geopark in the context of sustainable regional development. Data was obtained based on analysis of media content (local and national) during 2019 and analyzed by using sociology knowledge approach of discourse. As a result, the mass media, as a source of knowledge in society, should be able to play a greater role in providing understanding to audiences about the geopark and aspects of sustainable regional development.

**Key words:** geopark news coverage, geopark, sociology knowledge approach of discourse, sustainability regional development.

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### Introduction

Indonesia has a lot of potential and Geopark areas while geoparks have various important functions for the survival of the Earth. Geopark itself is a single or combined geographic area, which has a Geological Heritage Site (Geosite) and valuable landscapes, related to aspects of Geological Heritage (Geoheritage), Geological Diversity, Biodiversity, and Cultural Diversity (www.), as well as being managed for the purposes of conservation, education, and community economic development in a sustainable manner with the active involvement of the community and local government, so that it can be used to foster public understanding and concern for the earth and the environment.

By considering that the geological conditions of Indonesia which are located at the junction of three tectonic plates have resulted in Indonesia having valuable Geodiversity. This Geodiversity has a Geological Heritage value (Geoheritage) which is related to Biodiversity and

Diversity. Culture (Cultural Diversity), and can be utilized through the concept of a sustainable geopark development, especially in the context of developing tourist destinations, developing a Geopark through three pillars including conservation, education, and sustainable community economic development primarily through the development of the tourism sector. A geopark development management is needed so that it can be used as a guideline for the central government and regional governments. Accordingly, President Joko Widodo signed Presidential Decree No. 9 of 2019 regarding the development of the Earth or Geopark Parks ([www.tourismvaganza.com](http://www.tourismvaganza.com)).

Geopark management is important in building the country's image, not only related to tourism. Geopark has its own prestige, because there are various recognitions at the international level, one of which is from the United Nations, namely UNESCO (United Nations Educational, Scientific, and Cultural Organization).

Ciletuh Geopark, Palabuhanratu, officially received the title Unesco Global Geopark (UGG). Apart from Ciletuh, Unesco also certified 12 geoparks in 11 countries as UGG. The ratification was presented at the 204th Unesco Executive Board session, the Program and External Relations Commission, Thursday (12/4) in Paris, France (Meiresse, 2019).

The Ciletuh Geopark is also surrounded by an alluvial expanse with unique rocks and beautiful views. In addition, there are also beautiful beaches that are in demand by world surfers. The beaches are often chosen as locations for international surfing competitions.

The Indonesian government has done many things to make Ciletuh an integrated area by, for example, empowering local communities, developing fostered villages, developing geotourism, developing homestays, and so on. Ciletuh Geopark provides a variety of exotic natural attractions and customs and culture, at. In an area of 126,100 Ha/ 126.1 km<sup>2</sup>, there are many world-class tourist destinations.

Ciletuh already has a world-class destination formula, namely attraction, access and resource tourism. Also, the three elements that must be met in order to become UGG are geodiversity, biodiversity, and culture diversity. (<http://www.unesco.org/new/en/natural-sciences/environment/earth-sciences/unesco-global-geoparks/>).

Previous studies have also explained that Ciletuh Geopark is the destination branding for the tourist area of Ciletuh-Pelabuhan Ratu in Sukabumi (Mustikaningsih & Novianti, 2019). The development of the Ciletuh Geopark is also based on community participation as a geotourism area (Darsiharjo, 2016). Ciletuh Geopark also has the potential as a sustainable development strategy (Zakaria, 2018). The existence of Ciletuh Unesco Global Geopark is also a conservation that is introduced to the community in an interesting way (Hadian, Yuliwati, & Pribadi, 2016; Oktavianto, 2017).

As reported by *Kumparan*, here are the destinations in Ciletuh: (1) Bukit Panenjoan is the first destination in Ciletuh Geopark in the form of a giant amphitheater shaped like the letter U from the top of a beautiful hill; (2) Darma Peak, which is located at an altitude of more than 230 meters with a beautiful view of the coastline there, the vast ocean on one side, and forests and waterfalls on the other; (3) Palangpang Beach, a place to enjoy the beauty of the sea in the Ciletuh Geopark area; (4) Curug Awang has a natural panorama like Niagara

Falls in America; (5) Curug Sodong has two twin waterfalls. There is an overdrift under the cliffs of Curug Sodong and natural scenery around the beautiful waterfall; (6) Ujung Genteng Beach, including the Ciletuh Geopark area, is very famous for its natural beauty. It has beautiful white sand beaches and a beach that is in direct contact with the 16 km long Indian Ocean. The waves of the beach that reach seven flats are also hunted by world surfers; (7) Puncak Tugu provides selfie spots, for example I Love You. From this place you can see the sunrise, sunset, or watch the panoramic night.



**Picture 1.** Destination in Ciletuh Geopark  
Source: tripzilla.id

The various advantages and potentials of Ciletuh Geopark do not necessarily make it popular. In fact, the concept of a geopark is only known to a limited circle. Are those known and understood by the surrounding community and also geopark stakeholders?

The Central and West Java provincial governments are trying to maintain the earth park area in Ciletuh due to various obstacles in its management. One of the issues that is developing is the possibility of UNESCO revoking its recognition of the geopark because of the waste problem around Ciletuh Geopark. Efforts to understand these various problems include observing mass media coverage. Therefore, to map various issues related to geoparks in the media, media monitoring and analysis of the Ciletuh Geopark news was carried out from September 2018 to September 2019.

### Theoretical Framework

A geopark is an area that has geological elements where local people are invited to participate in protecting and enhancing the functions of natural heritage, including the archaeological, ecological and cultural values contained in it. Geopark presents nature as a geological monument, along with the life in it which includes plants, animals and humans. Geoparks can increase the economic value of local

communities in line with sustainable conservation activities and academic interests in them.

UNESCO supports the development of geoparks as earth heritage that tells the history of the formation of the earth and the life in it. Agenda 21 of 1992 as a science agenda for the environment initiative of the United Nations Conference on Environmental and Development has included the concept of a geopark. In 2000, European Union countries also started implementing the Manifesto on Earth Heritage and Geodiversity. In the Asia Pacific region, a UNESCO-affiliated geopark network was also formed.

Geoparks in Indonesia are regulated by Presidential Regulation Number 9 of 2019 concerning the Development of Earth Parks (Geoparks). This Presidential Regulation aims to carry out Geopark Development governance in order to realize the preservation of Geological Heritage (Geoheritage), Biodiversity (Biodiversity), and Cultural Diversity (Cultural Diversity) which is carried out jointly by the Central Government, Regional Governments, and Stakeholders through three pillars covering conservation, education and economic development for the community in a sustainable manner.

Geoparks are determined based on status levels consisting of National Geoparks; and UNESCO Global Geopark. As reported by Indonesia.id, the Unesco Global Geoparks in Indonesia are (1) Mount Batur, Bali, (2) Sewu Mountains, Yogyakarta, (3) Ciletuh, West Java, and (4) Rinjani, West Nusa Tenggara.

The Ciletuh Geopark has an area of 128 thousand hectares, covering eight sub-districts in the Sukabumi area, namely Cisolok, Cikakak, Simpanan, Waluran, Ciemas, Ciracap, Surade and Pelabuhan Ratu.



**Picture 2.** the Map of Ciletuh Geopark  
Source: unpad.ac.id

### *The Environmental Discourse*

The discussion of the discourse on geoparks will apply the environmental discourse. Geopark, in this case, is an environmental entity that requires

assurance for sustainability. In fact, discussions of geoparks were carried out by academics using ecological discourse (Boothroyd, McHenry, 2019; Meiresse, 2019; and Girault, 2019).

According to Phillips and Hardy (2002), discourse is a relationship in a text arrangement with the practice that produces the text which includes production, dissemination and acceptance which causes the object to be in the form of Manakala Muhlhauser and Peace (2006: 458) defines environmental discourse as a tool. linguistic tools to explain the arguments underlying the relationship between humans and the environment. Geopark, in this case, is an environmental entity that requires assurance for sustainability.

Keller (2001) discusses the discourse of waste disposal in France by introducing a method he calls the Sociology Knowledge Approachment of Discourse (SKAD). This analysis aims to analyze the relationship between knowledge and conditions in society. This method aims to study the development of discourse strategy through symbolic regularity that occurs in the form of conflict between knowledge and knowledge politics.

Discourse can explain environmental ideology. The ideology of the environment refers to the way humans think about the environment and underlie their actions. When the media uses the ideological concept of the natural surroundings in the mass media which has the potential to influence its audience, it will become a tool to refer to certain meanings of events or issues related to environmental problems. The ideology about the natural surroundings will be reflected in a discourse developed by the media (Mihardja, 2017).

Corbett (2006: 26) explains that ideology about the environment is a way of thinking about nature that people use as an excuse to act Later, Kellner (2010) summarizes the opinions of medieval philosophers anthropocentrism. "Anthropocentrism is a worldview which places humans, figuratively if not literally (in the case of geocentric astronomy) at the center of the cosmos" (Kellner, 2010: 56).

This anthropocentric understanding places man as the center of the universe and thus the whole universe must serve human life. Anthropocentrism lies in a continuum that is at odds with the understanding of ecocentrism which holds that the interests of the universe must come first. Corbett explains that anthropocentrism is centered in the human body.

The natural resources are there only to be used to achieve human well-being and human

beings are considered separate entities from nature. Ecocentrism or biocentrism is of the view that human beings and the whole universe are interdependent; Man is an integrated part of this universe. All living and non-living elements in the non-human world such as flora and fauna and even objects such as rocks and snow are intrinsically valuable and important (Corbett, 2006: 27).

### *The Sociology of Knowledge Approach to Discourse*

The sociology of knowledge approach to discourse was developed by Reiner Keller based on a discussion of the sociology of knowledge from Peter L. Berger and Thomas Luckmann (1976). This approach begins with studying the processes involved in the everyday social construction of knowledge in society as discussed in *Social Construction of Reality*. In Berger and Luckmann's discussion, the reality that society accepts is the result of a conscious formation by those who have the resources to do so.

Berger and Luckmann understand social constructs with definitions of "reality" and "knowledge". Social reality is interpreted as something that is implied in social interactions that are expressed socially, among others, through social institutions, communication through language. Social reality is found in the intersubjective experience. Knowledge of social reality is defined as all things related to the appreciation of people's lives in all aspects including cognitive, psychomotor, emotional and intuitive. Reality is defined as a quality contained in realities that are recognized as having an existence that does not depend on our own will. Knowledge is the assurance that realities are real and have specific characteristics.

Knowledge is understood in two events, namely as subjective reality and objective reality. Subjective reality is in the form of individual knowledge possessed by individuals and is constructed through an internalization process. The subjective reality that each individual has is the basis for engaging in the externalization process, or the process of social interaction with other individuals in a social structure. Objective reality is defined as a social fact which is a complexity of definition of reality and established routines of action and behavior that have been patterned, which is lived by individuals in general as facts.

The process of externalization enables individuals collectively to be able to objectify and generate new objective reality constructs. Berger and Luckmann (1976) explained that there is a dialectic between individuals creating society and society creating individuals. This dialectical

process occurs through externalization, objectivation and internalization.

Keller (2011) combines this sociological approach to knowledge with Foucault's (1969) Discourse Theory, which basically explains that discourse is a production that involves the power of the discourse maker and has an effect on the discourse's actors. Foucault explains the relationship between knowledge and power. Power refers to 'ownership' of the source of power. In this case, discourse is something that produces another, namely ideas, concepts, and views of life that are formed in a certain context so that they affect the way of thinking and acting. In practice, knowledge discourse is often used to perpetuate power.

Power is an institutional network that dominates and relates to other relations such as production and kinship, which play a conditioning and conditioned role. Foucault's concept of power is different from the concept of power in general. In the concept of power, Foucault views power as not belonging to kings, rulers or governments. However, it is run by a complex set of regulations that influence each other. Power occupies strategic positions that are related to one another. According to Foucault, power and knowledge have a very close and inseparable relationship. Power produces knowledge, whereas knowledge has power. In this case, knowledge is a discourse that operates in a network of power (Berthen, 2006).

Reality can be shaped and produced through various mutually supporting discourses. These discourses become general knowledge which is consumed by the public. Discourse limits our perspective on something, so that general knowledge that is disseminated in various aspects of knowledge that complement each other can describe the reality that is accepted by the public.

This social knowledge approach to discourse is rooted in the socialist constructionist tradition pioneered by Berger and Luckmann, with the underlying assumptions of Foucault's symbolic interactionism, sociology of knowledge, and concepts. This approach to discourse focuses on the production, dissemination, and social change of knowledge.

According to Berger and Luckmann, society is an objective reality contained in social institutions and the stock of knowledge, meanwhile we must adapt to this reality in a potentially diverse socialization process. Language and everyday speech become 'machines' for building shared social realities. Knowledge is symbolized and manifested through interaction and socialized in various institutionalized processes. Furthermore, the legitimacy of this knowledge comes from various forms of social organization.

In a constructivist social context, knowledge refers to everything that is recognized and recognized socially, and also forms a social system rather than a sign, which in turn will form the sign rules and knowledge stock between humans and their world.

The definition of an object is limited by a discourse practice. According to Foucault, a concept never exists by itself. The concept is formed and discussed in various fields which are interrelated and mutually supportive. The role of power strengthens one of these discourses and disseminates various supporting discourses in various fields such as media, medical science, psychology and various other sciences.

The discourse that is supported becomes the dominant discourse and other discourses are marginalized. Discourse analysis aims to help understand the environmental reality that journalists develop as a social practice and a reproduction of knowledge systems and practices. This is in line with the basic assumption that the media is a source of environmental knowledge for society (Williams, 1992). SKAD analysis is used because it can explain the strategic process of media discourse on environmental issues and is suitable for explaining media discourse strategy on environmental conflict issues by showing how knowledge is configured, the discourse production process and the impact of the strength of the problem being read (EJ Mihardja, 2017). In this study, the discourse discussed is about geoparks, which are actually close to problems or discourses regarding the environment.

### Material and Methodology

This study is a text analysis using the SKAD Discourse Analysis. Keller's central claim to SKAD is that it establishes a research program that is interested in the social relations of knowledge and the social politics of knowledge because they are manifest in the discursive construction, transformation, stabilization and destruction of reality. It therefore supplies research with its object theory (discourse) and the conditions for the object's existence.

Furthermore, he provides a reflexive interpretation methodology that explains the basic conditions of generating discourse about discourse. And it offers various methods or strategies for sampling and data analysis and tells stories about the objects of investigation.

Discourse analysis is considered to be carried out by selecting two news items each from the national media and local media. This selection was made based on the highest number of reports about the Ciletuh Geopark and the most issues

raised based on the results of quantitative content analysis should be described.

**Table 1.** SKAD Model (adapted from Keller, 2001)

Mass Media Coverage		
Issues		
Knowledge Configuration	Frame	Discourse strategy
	Classification	Politic, social, or economy
	The structure of Phenomena	Problem Solution Point of view The position of Media
		Narrative Structure

In the configuration of knowledge, the discourse strategy proposed by Brulle (2000) is adapted to understand the discursive typology of discourse on geoparks. In his book, Brulle proposes nine discursive frameworks for illustrating the movements of US Environmental organizations, as a result of reading environmental philosophy and history in the United States. Brulle's (2000) typology of discursive natural framing includes:

Manifest destiny, exploitation and development of natural resources give value to the environment;

Wildlife management, scientific management of the ecosystem can ensure a stable population and allow tourism such as hunting;

Conservation, natural resources should originally be managed technically from a utilitarian perspective;

Preservation, environmental life must be protected from human harassment because wild life has its own spiritual and aesthetic value;

To reform environmentalism, the ecosystem must be protected for human safety and health;

Deep ecology, the diversity of life on Earth must be maintained because life has intrinsic value;

Environmental justice, ecological problems are described as issues that originate from the imbalance of society;

Ecofeminism, the misuse of ecosystems, which reflects that men are insensitive to natural movements;

Eco theology, humans have an obligation to preserve and protect nature since nature was created by God.

In this discourse analysis, the researcher will focus on the first element, namely the configuration of knowledge. The second and subsequent elements are not likely to be carried out because they require more complex data collection

methods. As a result, SKAD's discourse analysis method is very limited. However, this study can contribute to a mapping of the configuration of knowledge compiled by the media which can then be a source of knowledge for the public.

The research was preceded by a Quantitative Content Analysis of the news trend with the key word 'Geopark Ciletuh' in online media from September 2018 to September 2019. Analysis of 131 samples resulted in data that the online media that carried the most news about Ciletuh Geopark was *Republika.com* (12, 2%) and *Radarsukabumi.com* (15.3%). Therefore, samples for discourse analysis were drawn from these two media firms. The selection of the two media firms also reflects the representation of the national media and local media.

**Table 2.** Ciletuh Geopark News Coverage

<b>Republika online</b>	<b>Radar Sukabumi</b>
1. <i>Perum Jamkrindo planted hundreds of trees at the Ciletuh Geopark</i>	1. <i>Ciletuh Geopark 'greening' by Jamkrindo</i>
2. <i>Local Government of Sukabumi finalizes master plan to develop Geopark Ciletuh</i>	2. <i>Ciletuh Geopark Develops, 10 Underage Children Are Out of Marriage</i>
3. <i>Geopark Ciletuh in cooperation with geoparks in Japan</i>	3. <i>Lina: West Java Provincial Government Is Not Seriously Developing Ciletuh Geopark</i>
4. <i>Sukabumi to build a port to connect to the Geopark Area</i>	4. <i>Ciletuh Geopark and Situgunung Suspension Bridge Become West Java's Leading Tourism</i>
5. <i>West Java Provincial Government Commitment to Develop Ciletuh Geopark</i>	5. <i>Korpri Holds a Seminar "Optimizing the Ciletuh Palabuhanratu Geopark"</i>
6. <i>Economy The residents of the Ciletuh Sukabumi Geopark continue to develop</i>	6. <i>Ciletuh Palabuhanratu Geopark Master Plan Has Improved</i>
7. <i>Geopark and Sukabumi Suspension Bridge are Tourist Magnets</i>	7. <i>GEOPARK Ciletuh become the Top 10 Woderful Events of the Ministry of Tourism</i>
	8. <i>Development of the Ciletuh Geopark Needs Joint Support</i>
	9. <i>Child from Ciemas Drowned in Ciletuh Palabuhanratu Geopark</i>
	10. <i>Geopark Ciletuh Makan Korban (a</i>

	<i>Victim of Ciletuh Geopark</i>
	11. <i>Ciletuh Geopark With No Visitors</i>
	12. <i>Burned, 50 Hectares Ciletuh Geopark Area, Scorched</i>
	13. <i>Ciletuh-Palabuhanratu Geopark was Built by Aher, Emil Ignored</i>
	14. <i>Tasty G-Opak Typical Ciletuh Geopark</i>
	15. <i>Human Resources and Infrastructure Become Priorities, the Concept of Ciletuh Palabuhanratu Geopark Tourism</i>

In these titles, the differences between news trends in *Republika* and *Radar Sukabumi* can be studied. *Republika*'s news tone was more neutral and consisted of moment-news hard news. *Radar Sukabumi*'s reporting varies in more detail and criticizes the provincial government.

**Result and Discussion**

Discourse analysis using the Sociology of Knowledge Approach to Discourse or the Sociology Knowledge Approachment of Discourse (SKAD) was carried in two news stories of the two media firms. First, the news "West Java Provincial Government's Commitment to Develop Ciletuh Geopark" from *Republika* and "Ciletuh-Palabuhanratu Geopark Built by Aher, Ignored by Emil" from *Radar Sukabumi*.

*Case 1: Republika*

"*Pemprov Jabar Komitmen Kembangkan Geopark Ciletuh* (West Java Provincial Government's Commitment To Develop Ciletuh Geopark)".

News text dated 21 July 2019 in the News column was written by Riga Nurul Iman and edited by Gita Amanda. This news story has illustrations to complement the news.

Placement of news in the news column shows the priority of news as event news. In studies of environmental reporting, this occurs due to the fact that Asian journalists tend to avoid reporting on complex and persistent problems (Massey and Ramanathan, 2001). Asian journalists do not understand the real problem of environmental problems. Thus, this can also apply to this geopark reporting problem.

In printed newspaper coverage, the placement of illustrations in the form of color images greatly influences and increases the

attractiveness of the news (EJ Mihardja, 2007). However, the placement of illustrations on online pages allows this to become commonplace because of the opportunities and characteristics of digital media that make it more attractive.

Sources in the news are Deputy Governor of West Java Uu Ruzhanul Ulu, Deputy Secretary for Maritime Sovereignty at the Coordinating Ministry for Maritime Affairs Dedy Miharja, Coordinating Minister (Menko) for Maritime Affairs Luhut Binsar Pandjaitan, and Sukabumi Regent Marwan Hamami. Government news sources were thought to be an easy and readily available option, apart from other reasons. When the source is the government, the news will focus on policies that are the result of government policies. Gans (2004) states that government resources have easy access to media because of their ability to provide credible information.

Governments, as powerful sources, do not have to put themselves in the news but can use their power to publish the news they want. However, the selection of this source is also possible related to the determination of the Geopark manager in accordance with Presidential Decree 9 of 2019 concerning Geopark Development.

Based on the SKAD model in table 1, it is detailed as follows:

*Issues:* The government is committed to developing the Ciletuh Geopark. This issue is an explanation of the commitment of the central government (Kemenkomaritim) and regional (West Java Province) to develop the Ciletuh geopark which has become an icon of West Java and also a national asset because it has reached UGG status (UNESCO Global Geopark) which means the recognition of Ciletuh as a Heritage Site World.

Based on news from the www site. genpi.com this development in the form of "accelerating the construction of the amphitheater in support of performing arts and culture, developing while maintaining the status of the Ciletuh Palabuhanratu Geopark in Sukabumi Regency as the Unesco Global Geopark (UGG). He said that since receiving the UGG predicate in 2018, Unesco will conduct periodic evaluations in 2020. Along with the acceleration, the construction of the Regional Feeder Sea Port (PLPR) on the coast of the Karang Pamulang Beach area, Palabuhanratu District can be completed. This facility was built to support sea transportation that connects Palabuhanratu with Jakarta.

*Frame.* The discursive frame of Geopark Ciletuh in this news is based on Brulle's (2011) typology which refers to the manifest destiny frame, that the exploitation and development of

natural resources gives value to the environment. This is in accordance with the exposure of the issue that the Ciletuh Geopark was developed for the welfare of the surrounding community; reflected in paragraphs 5 and 6.

Pemprov menurut Uu, akan tetap memperhatikan kawasan selatan Jabar terutama Pangandaran dan Sukabumi. Termasuk dalam pengembangan geopark untuk peningkatan kesejahteraan masyarakat pesisir Sekretaris Deputi Bidang Koordinasi Kedaulatan Maritim Kemenkomaritim Dedy Miharja mengatakan, pemerintah pusat mendorong berbagai program untuk mendorong peningkatan kesejahteraan nelayan di Sukabumi yang masuk dalam kawasan geopark. "Kami kerja sama dengan berbagai pihak mendorong peningkatan kesejahteraan," cetus dia. (The provincial government, according to Uu, will continue to pay attention to the southern area of West Java, especially Pangandaran and Sukabumi. Included in the development of a geopark to improve the welfare of coastal communities Deputy Secretary for Maritime Sovereignty Coordination at the Coordinating Ministry of Maritime Affairs, Dedy Miharja, said the central government is pushing various programs to encourage the improvement of the welfare of fishermen in Sukabumi who are included in the geopark area. "We are cooperating with various parties in encouraging the improvement of (people's) welfare," he said).

*Classification.* The classification of the news is mainly on the economic aspect. In the third paragraph, that is

"Geopark ini sudah menjadi ikon Jabar dan kini sedang dikembangkan menjadi kawasan ekonomi khusus," ujar Wakil Gubernur Jawa Barat Uu Ruzhanul Ulum saat melakukan kunjungan ke Tempat Pelelangan Ikan (TPI) Ciwaru, Kecamatan Ciemas, Kabupaten Sukabumi, Sabtu (20/7) lalu. ("This geopark has become an icon of West Java and is now being developed into a special economic zone," said Deputy Governor of West Java Uu Ruzhanul Ulum during a visit to the Ciwaru Fish Auction Place (TPI), Ciemas District, Sukabumi Regency, Saturday (20/7) then).

The development of Special Economic Zones (KEK) means that "the area is prepared to maximize industrial activities, exports, imports and other economic activities that have high economic value. The development of SEZ aims to accelerate regional development and serve as a breakthrough model for regional development for economic growth, including industry, tourism and trade so as

to increase employment” (www.kek.go.id). The Ciletuh Geopark area is prepared for activities that have high economic value, in this case, international-class tourism activities in accordance with Ciletuh's status as UGG.

### *The Structure of Phenomen*

The structure of the phenomenon serves to explain the phenomenon as seen by the media. The structure of the phenomenon includes causes, responsible parties, problem solving, self-position, the position of other parties, and values.

In the news, the cause of the problem that the news wants to counter is in the fourth paragraph, namely that there is an assumption that the West Java government under Ridwan Kamil's leadership ignores the development of the Ciletuh Geopark.

*Republika* said the responsible party was the source of the news, namely the West Java Provincial Government, the Coordinating Ministry for Maritime Affairs, and the Regent of Sukabumi. The parties are responsible for developing the Ciletuh geopark, especially the West Java Provincial Government, which determines the Geopark manager as stipulated in the Presidential Decree, namely:

Geopark managers are defined by: (1) Regent/Mayor, if the Geopark area is in a regency/city area; or (2) Governor, if the Geopark area is in an area shared by regencies/cities within one province.

### *Problem Solution*

The solution to the problem as mentioned in the news is by establishing a Special Economic Zone, Online Fish Auction Place (TPI), the first of its kind in Indonesia in Ciwaru Village, Sukabumi Regency; Fish Mart outlets; community development; diversification of attractions apart from rocky views, provision of hotels and culinary centers in Sukabumi.

The position itself in this news places *Republika* as an instrument of responsibility for the managers of the Ciletuh Geopark, which in this case are the central and local governments. The position of the other party is not stated in this news.

The value presented in this news is that the Ciletuh Geopark as an icon of West Java and a World Heritage in Earth's Wealth can bring benefits to the local community:

*Pemprov menurut Uu, akan tetap memperhatikan kawasan selatan Jabar terutama Pangandaran dan Sukabumi. Termasuk dalam pengembangan geopark untuk peningkatan kesejahteraan masyarakat pesisir* (The provincial government, according to Uu, will continue to pay attention to

the southern area of West Java, especially Pangandaran and Sukabumi. Included in geopark development to improve the welfare of coastal communities).

The perspective of value in this news is also on cross-local government cooperation (Kabupaten and Kota Sukabumi) as stated by the Regent of Sukabumi:

*Namun pengembangan wisata alam ini akan dibarengi dengan penyediaan kawasan kuliner dan hotel. "Oleh karena itu kami menggandeng Kota Sukabumi yang menyediakan kawasan kuliner dan perhotelan," ujar Marwan. Sebabnya lokasi sentra kuliner dan hotel di Kota Sukabumi terpusat di perkotaan. Sehingga kata Marwan ada kolaborasi antara Kabupaten Sukabumi dan Kota Sukabumi. Di mana Kabupaten Sukabumi menyediakan potensi wisata alam dan Kota Sukabumi menyediakan sarana hotel serta sentra kulinernya.* (However, the development of natural tourism will be accompanied by the provision of culinary areas and hotels. "Therefore, we are collaborating with the City of Sukabumi which provides a culinary and hotel area," said Marwan. This is because the location of culinary centers and hotels in Sukabumi City is centered in urban areas. Thus, said Marwan, there is a collaboration between Sukabumi Regency and Sukabumi City, in which Sukabumi Regency provides natural tourism potential and Sukabumi City provides hotel facilities and culinary centers).

### *Narrative Structure*

Narrative structure is defined as a 'way of telling'. In journalism, news leads are the core idea of the whole news content. This news lead is as follows:

*Pemerintah Provinsi Jawa Barat (Pemprov Jabar) berkomitmen untuk mengembangkan kawasan Geopark Ciletuh-Palabuhanratu, Kabupaten Sukabumi. Sebab geopark tersebut telah menjadi ikon Jawa Barat* (The West Java Provincial Government (Pemprov Jabar) is committed to developing the Ciletuh-Palabuhanratu Geopark area, Sukabumi Regency. Because the geopark has become an icon of West Java.)

This commitment is then elaborated in the solutions offered, namely by designating it as a Special Economic Zone (KEK). This presentation is to answer the assumption that the Ciletuh Geopark is now being ignored by the West Java Provincial Government. The commitment is mainly summarized in paragraph 12, namely:

*Pengembangan geopark juga dengan melakukan pemberdayaan masyarakat. Sehingga warga di sekitar lokasi geopark dapat merasakan dampak positif dari kehadiran geopark* (Geopark development also includes community empowerment. So, residents living around the geopark can feel the positive impact of the presence of the geopark).

#### Case 2: Radar Sukabumi

*"Geopark Ciletuh-Palabuhanratu Dibangun Aher, Diabaikan Emil* (Ciletuh-Palabuhanratu Geopark was Built by Aher, Ignored by Emil)".

This news was published on 28/06/2019 as headlines. There are no details regarding the identity of the reporter and editor who wrote this news. This news is complemented by two photos. Interestingly, in the second photo, it shows the damage to the signage that is usually used as a hotspot. The researcher relates it to the title chosen by Radar Sukabumi, that the Ciletuh Geopark was ignored by the West Java Provincial Government.

The news sources quoted in this news are the Head of the Sukabumi Regency Tourism Office, Usman Jaelani; Secretary of the Sukabumi Regency Development Planning Agency (Bappeda), Asep Rahmat Mulyana; and Sukabumi Public Observer and Rector of the Muhammadiyah University of Sukabumi (UMMI), Sakti Alamsyah. The selection of local sources explains Radar Sukabumi's perspective to view this problem from a local perspective, in this case Sukabumi District government officials and Sukabumi Regency academics. This news does not quote other sources from outside the local party, possibly because it focuses on voicing the interests of the local party in Sukabumi Regency where the Ciletuh Geopark is located.

Based on the SKAD model in table 1, it is detailed as follows:

*Issues.* Ciletuh Geopark ignored by the Provincial Government. Radar Sukabumi stated that there was a significant reduction in the budget to build the Ciletuh Geopark. During the leadership of the previous Governor of West Java, Ahmad Heryawan, from 2014 to 2018, he had disbursed a budget of IDR 500 billion. The Provincial Budget (APBD) in the budget year 2019 is only IDR 8 billion. However, in this case, it was not discussed by other parties such as the central government.

*Frame.* The discursive frame of Ciletuh Geopark in this news is based on Brulle's (2011) typology which refers to the framework of

environmental justice, ecological problems are described as issues that originate from community imbalances. Geopark development was neglected due to a change in local government so that the development of the Ciletuh-Palabuhanratu Geopark area was minimal (paragraph 6, bottom line of the Researcher).

*Terpisah, Sekertaris Badan Perencanaan Pembangunan Daerah (Bappeda) Kabupaten Sukabumi, Asep Rahmat Mulyana mengakui setelah ada pergantian Gubernur Jawa Barat, pembangunan di kawasan Geopark Ciletuh-Palabuhanratu menjadi minim. Meski begitu, pemerintah provinsi masih tetap peduli dengan keberadaan kawasan Geopark Ciletuh. Buktinya, pada 2019 ini Pemprov Jabar berencana akan membangun empi teater Tamanjaya di Kecamatan Ciemas," katanya* (Separately, Secretary of the Sukabumi Regency Development Planning Agency (Bappeda), Asep Rahmat Mulyana, admitted that after the replacement of the Governor of West Java, the development of the Ciletuh-Palabuhanratu Geopark area was minimal. "After all, the provincial government still cares about the existence of the Ciletuh Geopark area. As a matter of fact, in 2019 the West Java Provincial Government planned to build a Tamanjaya theater empire in Ciemas District, "he said).

#### Classification

The news from Radar Sukabumi can be classified into political types. The common thread of the news explanation is the result of a change in provincial government, budget cut, and minimal development. The title uses the character's name to show directly the "trouble maker", namely "Built by Aher, Ignored by Emil" Struktur Fenomena.

The structure of the phenomenon serves to explain the phenomenon as seen by the media. The structure of the phenomenon includes causes, responsible parties, problem solving, self-position, the position of other parties, and values. The cause of the problem was mentioned by Radar Sukabumi as a result of the political situation, namely the replacement of government. As mentioned in the title: Ciletuh-Palabuhanratu Geopark Built by Aher, Emil Ignored". Ridwal Kamil (Emil) 's policy is different from that of Aher (Ahmad Heryawan). Since Ridwan Kamil took office, the budget for the Ciletuh Geopark has been reduced. The responsible party is the West Java Provincial Government as directly stated in the title and second paragraph.

*Dimana, tahun ini anggaran yang dikururkan hanya Rp8 miliar. Padahal, semasa kepemimpinan Gubernur Jabar terdahulu yakni Ahmad Heryawan,*

sejak 2014 hingga 2018, sudah menggelontorkan anggaran sebesar Rp500 miliar. (This year the budget disbursed is only Rp. 8 billion. In fact, during the leadership of the previous West Java Governor, Ahmad Heryawan, from 2014 to 2018, he had disbursed a budget of IDR 500 billion.

Then, in the seventh paragraph, it is also stated that Ciletuh exists as a result of the initiative of the previous Governor of West Java.

Ia menambahkan, mekipun wilayah Geopark Ciletuh-Palabuhanratu berada di wilayah Kabupaten Sukabumi, namun secara ide awal merupakan gagasan dari Pemprov Jabar saat Gubernur Jawa Barat dijabat oleh Aher. (He added that although the Ciletuh-Palabuhanratu Geopark area is in the territory of Sukabumi Regency, the initial idea came from the West Java Provincial Government when Aher held the post of the West Java Governor).

The solution to the problem is mentioned in the fifth paragraph

*Pembangunan untuk pengembangan Geopark Ciletuh ini, tidak dapat dilakukan hanya oleh Pemerintah Daerah (Pemda) Sukabumi saja. Pasalnya, selain skalanya sudah internasional, juga berbenturan dengan keterbatasan anggaran yang ada. "Karena itu, dalam pembangunan untuk pengembangan Geopark ini butuh campur tangan Pemprov Jabar. Sebab, tidak akan hanya bisa dilakukan pemerintah daerah," ujarnya* (The development of the Ciletuh Geopark cannot be carried out only by the Sukabumi Regional Government (Pemda). Besides it has international scale, it also collides with the existing budget constraints. "Therefore, the development of this Geopark needs the West Java Provincial Government's intervention. This is because the regional government will not be able to do it alone," he said)

Observers also suggest solving problems in paragraphs 10 to 12, that is Ciletuh should be developed in coordination with the Sukabumi Regency Government and the West Java Provincial Government.

Radar Sukabumi's position is that of the Sukabumi Regency Government, which is disappointed with the very significant reduction in the budget which has caused the development of Ciletuh Geopark to be minimal. The position of the other party is the West Java Provincial Government, in this case the new Governor, Ridwan Kamil.

The value contained in this news is the voice of concern over the interests of the government of Sukabumi Regency as the "owner" and manager of the Ciletuh Geopark. Head of the Sukabumi

Regency Tourism Office, Usman Jaelani; The Secretary of the Sukabumi Regency Development Planning Agency (Bappeda) knows that the West Java Provincial Government has another development agenda besides the Ciletuh Geopark.

However, through the narrative of the Sukabumi Public Observer as well as the Rector of the Muhammadiyah University of Sukabumi (UMMI), Sakti Alamsyah, Radar Sukabumi asked about priority for the Ciletuh Geopark because "Obviously there will be huge losses when the development of the Ciletuh Geopark is not continued. Whereas this tourist attraction is already recognized at an international level and has even managed to secure the title of UNESCO Global Geopark (UGG). Of course, to obtain the title is not easy and requires sizable budget.

#### *Narrative Structure*

The story begins with a title containing direct information, the replacement of the head of government causes losses to the development of the Ciletuh Geopark. In the lead then it was stated that the arrangement of the Ciletuh Geopark Area was abandoned, Basically, policy makers with an interest in Sukabumi, represented by the Head of the Sukabumi Regency Tourism Office and the Secretary of the Sukabumi Regency Development Planning Agency (Bappeda) are aware of the differences in budget policies for the development of tourist attractions in West Java, but they cannot be separated from disappointment and concern that had been initiated by Ahmad Heryawan (Aher) and was later ignored by Ridwan Kamil (Emil). In this case, politically, the discussion about Aher-Emil personal rivalry can be traced and examined in a more specific opportunity.

#### **Conclusion**

The two news samples differ in perspective and importance. This difference can be caused by the loading date of the news. The news on Radar Sukabumi was published on the Republika news on July 21, 2020. Therefore, the news on Republika is very likely a response to what is called "there is an assumption that Ciletuh Geopark was ignored during the new provincial government".

In both stories, the common thread that unites is the benefits of the Ciletuh Geopark for the local community. The first news states that the Ciletuh Geopark needs to be developed (with a larger budget alignment) because to achieve UGG status is not easy and requires sizable budget. Republika News then explained the commitment that the Ciletuh Geopark Area is prepared for activities that have high economic value in international-class tourism activities in accordance

with Ciletuh's status as UGG. Also detailed are programs that directly touch the local community, especially fishermen in the Ciletuh area, in accordance with the program of the Coordinating Ministry for Maritime Affairs.

The conclusion that can be drawn from the discourse in the media regarding the Ciletuh Geopark is that the Geopark is strived to bring maximum economic benefits to the local community. In the context of environmental discourse, this view is called anthropocentrism as opposed to ecocentrism. In this view, nature and the environment as natural sources exist only to be used to achieve human welfare.

Thus, as a source of knowledge for the public, media coverage of geoparks has not provided adequate information and education to understand the values of geoparks as a means of conservation and education for sustainable development in harmony with nature and the environment.

Regrettably, this research cannot be complemented by fieldwork to understand discourse production and power impact. Therefore, the results of this study are limited from the point of view of textual analysis. Thus, the understanding is limited to the researchers' interpretation of how the text provides knowledge about the existence of geoparks to the public. Further research recommendations are given to understand discourse production about geoparks so that they can provide a more complete understanding. This understanding can then be used as a strategy in developing geoparks in particular and sustainable development in general.

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