

ABSTRAK

- Judul Skripsi** : Isu Lingkungan Hidup dalam Siaran Pers Kementerian Lingkungan Hidup dan Kehutanan Republik Indonesia (Analisis Isi Siaran Pers Terhadap Pemberitaan Perubahan Iklim di Kementerian Lingkungan Hidup dan Kehutanan Republik Indonesia Selama Pelaksanaan *Conference of Parties 22*).
- Tahun Skripsi** : 2017, 116 Halaman + 17 Tabel + 2 Gambar + 16 Infografis
- Daftar Pustaka** : 21 Buku + 19 Jurnal

Di era modern ini, kondisi iklim di Indonesia menjadi perhatian khusus bagi pemerintah. Sebagaimana yang kita tahu, perubahan iklim tersebut dipengaruhi oleh respirasi tumbuhan, pelapukan bahan organik, aktivitas gunung berapi dan aktivitas manusia. Penelitian ini mengungkap permasalahan mengenai rilis berita yang dikeluarkan oleh pihak Humas Kementerian Lingkungan Hidup dan Kehutanan selama bulan Maret-November 2016. Penentuan periode penelitian berdasarkan persiapan menjelang pelaksanaan *Conference of Parties 22* hingga kegiatan tersebut selesai terlaksana. Yang mana dalam penelitian ini menggunakan metode kuantitatif. Metode analisa data dalam penelitian ini menggunakan analisis isi. Objek penelitian ini ada 13, yaitu berupa rilis berita yang dikeluarkan oleh pihak Humas Kementerian Lingkungan Hidup dan Kehutanan. Dari 13 total berita tersebut terdiri dari 2 jenis berita, yaitu *hard news* (6) dan *soft news* (7). Dari pilihan jenis berita, dapat dilihat bahwa Kementerian Lingkungan Hidup dan Kehutanan mengharapkan agar beritanya tidak terikat oleh waktu. Setelah diteliti, terdapat tiga kategori berita, yaitu Perubahan Iklim (10), Polusi Lingkungan (1) dan Pemanasan Global (2). Dengan proporsi isu perubahan iklim yang mendominasi, Kementerian Lingkungan Hidup dan Kehutanan ingin mendorong masyarakat agar lebih *aware* dengan isu tersebut. Dan setelah dianalisis secara keseluruhan terdapat unsur berita, yaitu *who* (81), *what* (39), *where* (27), *when* (21), *why* (22) dan *how* (28). Berdasarkan unsur berita, peneliti dapat menyimpulkan bahwa unsur berita yang paling sering muncul dalam rilis adalah *who*. Hal ini menunjukkan bahwa Humas Kementerian Lingkungan Hidup dan Kehutanan ingin menunjukkan kiprahnya bersama berbagai individu dan lembaga dalam pengelolaan isu lingkungan hidup terutama perubahan iklim.

Kata kunci: Humas, Isu Lingkungan Hidup, Siaran Pers

ABSTRACT

- Thesis Title** : **Environmental issues in the press release the Ministry of Environment and Forestry of the Republic Indonesia (the analysis of the contents of the press releases Against the preaching of climate change in the Ministry of Environment and Forestry of the Republic Indonesia for the implementation of the Conference of the Parties 22).**
- Thesis Year** : **2017, 116 Pages + 17 Tables + 2 Figures + 16 Infographics**
- References** : **21 Books + 19 Research Journals**

In this modern area, climate conditions in Indonesia became a special concern to government. Climate change was influenced by the respiration of plants, the corrosion of organics, volcanic activity and human activity. The research revealed the news issue by the ministry of public relations in environment and forestry during March-November 2016. The determination of the study period based on preparation of onference of Parties 22 until the activity was completed. In this research, researcher was using quantitative method. The method of data analysis in this research was using content analysis. The research had 13 objects, such as news released issued from the ministry of public relations in environment and forestry. From 13 of news issues there where two kind of news, hard news (6) and soft news (7). From the choices of news, the ministry of public relations in environment and forestry hope the news were not bound by time. After investigated, there were three news categories with the proportion of climate change issues which the ministry of public relations in environment and forestry appealed of the citizen to aware about the issues. The news categories were climate change (10), polution (1) and global warming (2). After the analysed, the researcher had found some elements of news such as who (81), what (39), where (27), when (21), why (22) and how (28). Based on the elements of news, the researcher had conclusions that the elements of news “who” were most often occured in the released issues. This statement showed that the ministry of public relations in environment and forestry was writing to show the action along individuals and institutions in issues management especially in climate change.

Keywords: Public Relations, Environmental Issues, Press Release