

The Negligence of Conservation and Environmental Communication in the Nature Tourism and Adventure Programs on Television

A Case Study on The Exposure of Consuming Giant Clam (Kima) in “The Beautiful Adventurers” (Para Petualang Cantik) Program on Trans7

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Abstract

Nature tourism and adventure program is one of the most popular programs on Indonesian television. However, these kinds of programs were often ignoring the environmental aspects. As a result, conservation issues were neglected because the main purpose of the program was only to show the audience the luxury of the trip. One of the cases could be seen on “The Beautiful Adventurers” program on Trans7, which was aired on Sunday, April 22nd, 2018. This particular episode showed the hosts were consuming a “Kima”, a kind of giant clams that is protected by the law. Harsh criticism from environmental activists spread on social media, even before the show ended. This study took this incident with an explanatory case study method to analyze it from the perspective of environmental communication. The results showed that the crew did not have awareness about the conservation issues and was more attracted by the tour guides’ persuasion rather than following the regulations that have been established both by the Government and the international conventions. This study suggests Indonesian Broadcasting Commission include conservation material in the Broadcasting Standard Guidelines to persuade more specific regulation for similar programs on Indonesian televisions that support environmental communication and natural resource preservation.

Keywords: Environmental communication; conservation; nature tourism; adventure; television program; Indonesian Broadcasting Commission



1. Introduction

Nature tourism and adventure program is one of the leading programs on almost every television in Indonesia. This show targets teenagers and young adults as the audience. One of the programs could be watched on Trans7 television, which airs a regular program called "The Beautiful Adventurers" or "*Para Petualang Cantik*" (PPC). This program is about the exploration and adventure trips of two young and attractive women, traveling to exotic places in Indonesia. This program gains a considerable appreciation from the audience that is reflected by the amount of the followers of the program's Instagram account. It reached more than 75,000 followers. The same situation also appears on its YouTube channel, which is usually watched by more than a million spectators.

Nevertheless, this show does not always earn compliments but also criticisms. The disparagements usually relate to the environmental issues since the program is about how people act in the natural environment. One of them occurred when this program accidentally violated the Government Regulation No. 7/1999 about the Preservation of Plant and Animal Species.

The controversy of the PPC's episode of "Underwater Paradise on Derawan Island" which aired by Trans7 television on Sunday, April 22nd, 2018 started when the hosts of the show, Erica Putri and Patrishiela, were exposed consuming a "Kima". Kima is a giant clam that is protected by the Government Regulation no 7/1999. The existence of such clamshell is now threatened, which has made the government protect this kind of animal specifically. One of the scenes that revealed the misconduct could be seen in the following figure, which was taken from the television's twitter account.



Figure 1. PPC hosts were enjoying a giant clam's meat, accompanied by a local fisherman and a tour guide (source: Trans7 twitter account)

Soon after the show was aired, PROFAUNA Indonesia, an organization that works for protecting wildlife and its habitat, referred a letter of objection to the Indonesian Broadcasting Commission. The letter was submitted directly to the office of the Head of Broadcasting Contents Division, Mayong Laksono, and also uploaded to his *Facebook* account as a public announcement. The public letter was recorded to be shared by 2,403 people in just two days and commented by as many as 597 *Facebook* users.

Not only on *Facebook*, but many criticisms also appeared in other social media such as *Instagram* and *Twitter*. Most of social media users expressed their fury watching the two hosts eating clams. Nevertheless, some of them tried to stand by PPC and say that consuming Kima is a common thing in Derawan because the local people consider the animal as their daily meal. Therefore, eating Kima is not illegal to conduct in Derawan. This opinion was supported by the explanation from the local tour guide, who indicated this type of Kima is not protected. The statement is definitely inaccurate because according to the regulation, all types of Kima are protected by law without exemptions.

In addition to social media, mainstream media in the online networks such as *Tribunnews.com* and *Tirto.id* also raised the issue on April 23rd, 2018. *Tirto* even preaches it with a harsh title, "The Beautiful Adventurers Who Did Not Recognize that Kima Cannot Be Eaten" (Rahadian, 2018). The issue also raised international response after *The Jakarta Post* published the case in its report on April 23rd, 2018 under the heading "TV Program under fire for showing giant clam being cooked" (Cahya, 2018), which was immediately quoted by foreign media such as *Asiaone.com* and *Buzzflare.com*.

The Ministry of Marine Affairs and Fisheries of the Republic of Indonesia responded the complaints that have been viral on social media. She immediately called the producers of the PPC program, Sisca Hormansyah and Andi Chairil. The Director General of Sea Spaces Management then held a special meeting with *Trans7* and asked the television to produce a special episode about the endangered population of Kima. *Trans7* responded quickly and aired the episode of Kima protection immediately after the meeting. However, this effort did not earn positive appreciation from the public. Although the television management has already published a letter of public apology as an addition of the Kima protection episode, many people were still demanding the management to take immediate action, such as the removal of the shows from their social media or online television.

Another institution that also received pressure from the public was the Indonesian Broadcasting Commission or *Komisi Penyiaran Indonesia* (KPI). Some people complained that KPI, which has often been confronted by environmentalists and

animal protection activists, does not really understand the conservation issues. This statement was reflected in comments on social media, which criticize the attitude of KPI that was seen to be less concerned about environmental issues. Based on the observation during this study, there were 11 comments related to KPI ignorance regarding the violation being done by PPC hosts and condemned that this kind of program is only showing the physical beauty of the hosts rather than educating the audience.

The preliminary observations on mass media regarding the exposure of protected wildlife show that the case of Kima incident on PPC program was the most highlighted case on social media and online mass media. On this basis, this research is directed to investigate two research questions. First, what is the reason for PPC managers, producers, and crews in violating the Government Regulation no. 7/1999 by showing Kima consumption? Second, what is the role of KPI in helping the promotion of natural resources preservation in a television show? These two questions are the primary objectives of this case study, which will be analyzed through the perspective of conservation and environmental communication studies.

2. Literature Review

The mass media industry is a part of the social structure. The presence of mass media will be closely related to the various interests that arise in the society in which the media is located. The mass media and society are two interrelated social substructures that in some ways can dominate each other.

Many scholars believe that the exposure to mass media have considerable impacts on their audiences. On this basis, Dennis McQuail (2011: 203-205) emphasizes the importance of the normative theory of mass media as the basis for mass media management. He divides the theory into four models. The term 'model' here refers to an interconnected device of specific features (both ideas and settings) of a media system that has a fundamental normative principle. They inevitably overlap each other, but each has its own internal logic.

The first model is the liberal-pluralist or market model. This model is based on a radical free-press theory that identifies freedom of the press with the freedom to own and operate publication tools without license or interference from the state. This theory emphasizes the individual needs and defines the term "public interest" as something that is considered interesting by the public. The public sphere is served by the operation of the idea-free market. Accountability to the society and other individuals is also achieved by means of the media market, and some form of self-regulation with a minimal role of the state. In the case of PPC's episode of eating Kima, this theory was

applied by the media managers. The government's role was not visible in this program. All ideas are given and owned by the manager of PPC.

The second model is the social responsibility or public interest model. Here, the right of freedom is accompanied by an obligation to a broader society that exceeds personal interests. The idea of 'positive' freedom depicts some social goals. Responsible media will maintain high standards by self-regulation. However, the involvement of government interference is also needed. Regarding this model, the entertainment programs in general usually lack an understanding of the concept of social responsibility. They prefer to sell the program without considering the consequences of the program.

The third one is the professional model. The preferred role of the press, either as a part of the society or the protector of the standard of values, is included in the 'press' model and the journalism profession. The role is the result of the fight for freedom and democracy in the old times and is still the best guarantor of the public interest, as their primary focus is on serving the public's needs for information and commentary and providing a channel for expressing different views. The institutional and professional autonomy of journalism is also the best guarantee for a proper monitor of power.

The last model is the alternative media model. This model represents a series of non-mainstream mass media that have different goals and initiations. Nevertheless, there are some shared values, particularly the emphasis on small-scale and grass root organizations, also the opposition to the state and industry power (in some cases). This model rejects universal rationality as well as the professional competence and efficiency of the ideal bureaucracy. This model emphasizes the subcultures' rights to defend their own values and support cross-subject understanding which becomes the accurate community understanding.

In understanding the normative theory of media, the first issue to be seen is the ones related to the system of mass media. McQuail (2011: 183) shares the issues relating to how the media system is structured and the conditions in which it works.

First is the freedom of publication. It is widely agreed that the media should be free of government control and the interests of other authorities. Therefore, it is their right to report and express the news freely and independently and meet the needs of their audiences. The fundamental principle of this freedom consists in the absence of censorship or excessive attestation, or penalties after publicity events which are not violating press ethics. Society must also be free in accepting their own choice. This condition has been regulated in the Indonesian Constitution Article 28, Act No. 40/1999 about the press, and Act No. 32/2002 about broadcasting. In the context of broadcasting programs relating to] the laws, government involvement should be put

forward. It means that the PPC Program's episode that violated conservation regulation must be handled according to the rule of law by the government.

Second is the plurality of ownership. Here, the existing norms prohibit the concentration of ownership and monopoly, either by the government or the private media industry. In Indonesia, this ownership and monopoly are included in Act No. 32/2002. However, with the existence of so many leaks in the networks regulation, this rule is feeble.

The next one is the universal supply. In the public utility model, the society's communication networks must reach all citizens at the same cost. On the other hand, the obligation to provide media coverage fall into the hands of the state. In Indonesia, the frequency and broadcast service arrangements that use the air spectrum are handled by KPI. If there is a problem with program broadcasting, KPI should know and understand the applicable regulations. In the case of PPC's episode of Kima, this understanding includes the comprehensiveness of the existence of Act no 5/1990 about Conservation of Biological Resources and Ecosystem.

The diversity of channels and formats becomes the fourth issue. Ideally, the media structure also has many different media types and channels to maximize the opportunity to meet the needs of good public communication. Citizens should have access as senders and recipients in the media that reflect their ideas and meet their interests as well as their needs. The different media types (e.g., press and broadcasting) must be under different controls. In Indonesia, this position has been implemented.

The last issue is the diversity of information content, opinions, and cultures. The media as a whole system should show a series of outcomes that reflect the diversity of people, especially in regional, political, ethnic, cultural, and so on. Media channels should be open to new social movements and ideas and provide sufficient access to minority groups, including minority issues.

One of the minor issues in Indonesia is environmental issues. Even within the scope of the environment, there are still more minority issues, namely the issue of wildlife conservation. This issue is the so-called minority because it is tough to get media attention on this, primarily related to conservation education.

Conservation is a way to preserve the environment. Usually, conservation is associated with the preservation of natural resources and their habitats. Even in the context of biodiversity, there are special terms such as biological conservation and ecological restoration. Both of these terms emphasize the importance of maintaining biodiversity sustainability as part of the ecosystem.

Indonesia follows two international regulations and one law concerning natural resources and biodiversity. The two international rules refer to the rules issued by two international institutions namely CITES (The Convention on International Trade in

Endangered Species of Wild Fauna and Flora) and IUCN (International Union for Conservation of Nature and Natural Resources). Whereas, the legal basis for conservation of natural resources in Indonesia is regulated in Act No. 5/1990.

CITES emphasis is in the context of trade in wild plants and wildlife among countries. They use three guidelines in the application of control of plants and wildlife trade. The guidelines were designed to preserve biodiversity in one country from the overtrading. The three guidelines are (www.cites.org):

- a. Appendix 1, a list of plants and wildlife species that will soon be extinct if they are traded. Some examples of Indonesian animals included in Appendix 1 are Tigers, Bears, Orangutans, Babyrousa, and Rhinoceros.
- b. Appendix 2, a list of species of plants and wildlife that are not threatened with extinction but may soon be extinct if the trade of these plants and wildlife continues without regulation. Kima or giant clams consumed by the hosts of PPC is included in Appendix 2 of CITES.
- c. Appendix 3, a list of plants and wildlife protected by a country within the boundaries of its habitat area. Certificate of Origin must accompany this animal trade. One such example is *Herpestes javanicus* or mongoose that lives in Pakistan.

IUCN has another guideline in placing the conservation status of plants and wildlife species. IUCN establishes nine conservation statuses as follows: 1. Extinct (EX); 2. Extinct in the Wild (EW); 3. Critically Endangered (CR), 4. Endangered (EN), 5. Vulnerable (VU), 6. Nearly Threatened (NT), 7. Least Concern (LC), 8. Data Deficient (DD), and 9. Not Evaluated (NE). Kima or giant clams (*Tridacna gigas*) is included in the category of vulnerable. Vulnerable means the species is facing the risk of extinction in the wild in the future (www.iucn.org).

In addition to the rules set internationally by both institutions, the Government of Indonesia has its own laws on the conservation of biological natural resources and their ecosystems. The list of animals protected by the Government of Indonesia is contained in an appendix of the Government Regulation No. 7/1999. According to the recent enlisting, there are 233 species of protected animals including various subspecies. Kima as part of a bivalve species is included in the list in the appendix of the Government Regulation No. 7/1999 as protected animals.

Outside the institutions related to the biodiversity and natural resources protection, there is KPI as an independent institution established by the Indonesian Government to oversee broadcasting practice in Indonesia. Dadang Rahmat Hidayat and M. Z. Al Faqih (2018) state that KPI or the Indonesian Broadcasting Commission has duties and obligations to guarantee the public in obtaining proper and accurate

information based on the human rights, to assist the regulation of broadcasting infrastructure, to build a healthy competition environment among broadcasting institutions and related industries, to maintain national structure of information to be fair, equitable and balanced, accommodating, to study and follow up complaints, refutations, and criticism from the public about broadcasting practice, and improving plans on the development of human resource that guarantee the professionalism in broadcasting industry (Hidayat & Al Faqih, 2018: 63). In the implementation of its activities, KPI refers to the Act No. 32/2002 on Broadcasting, and the Broadcasting Standards Guidelines.

3. Methodology

This research is done by using a case study method. Stake in Denzin and Lincoln (2009: 443-444) explains that case studies are a standard way of conducting the qualitative inquiry. Case study research is neither new nor essentially qualitative. A case study is not a methodological choice, but a choice of what to study. Stake notes there are five requirements in the implementation of case studies: the selection of issues, triangulation, experiential knowledge, context, and activity.

It is known among researchers that case studies optimize the understanding by pursuing scientific research questions. The case study gained its credibility through an accurate triangulation of descriptions and continuous interpretations within a study period. For the qualitative research community, case studies concentrate on the experience-based knowledge of the case and exquisite attention to the influence of social, political, and other contexts. For most audiences, optimizing an understanding of a case requires detailed attention to each of its activities.

Stake builds his own categories to differentiate some methods of case studies. According to Stake (Denzin & Lincoln, 2009: 447), the purpose of his categorization is not taxonomic, but rather to emphasize related variations and methodological orientation to cases.

One of his categories is intrinsic case studies. Intrinsic case studies are used to create researchers' understanding of a particular case. Cases in this category are usually having attention before formal studies begin. Intrinsic case studies usually begin with clearly identified cases. The purpose of an intrinsic case study is not to understand an abstract construct or a general phenomenon, nor to construct a theory. The intrinsic case study is carried out because there is intrinsic attraction or interest about a particular object.

Stake in Denzin (2010: 20) states that observation, interview, and inspection of artifacts (including documents) are standard methods in qualitative research. In this

research, data collection is done by interviewing technique and examination of artifact in the form of a document.

In this study, it can be seen that the requirements set by Stakes have been met. There is an issue of violation of the law, which is to consume protected animals publicly on a television program and raised citizen's complaints. These kinds of events do not usually happen, and every violation of the law about protected animals are unique. The triangulation was conducted by interviewing the program managers, such as Andi Hakim, Sisca Hormansyah, and Titin Rosmasari as Head of News Division in Trans7. Furthermore, there is a knowledge-based experience that researchers have during their involvement as a wildlife protection activist in PROFAUNA Indonesia. The context in this study has strong bonds with novelty and importance since the impact of the mass media program is significant with wildlife conservation. Therefore, this research activity also means to strengthen the understanding for media managers and audiences about the environmental preservation as well as enforcing regulations.

4. Fact Findings And Analysis

Based on interviews with Sisca Hormansyah, the executive producer of Trans 7 who is in charge of the PPC program, and with Titin Rosmasari, the Director and Chief Editor of CNN Indonesia and Trans7, the study retrieved information about the conditions on the field during the making of the "Underwater Paradise" episode on Derawan Island. As usual, the crew of PPC was accompanied by local tour guides who understand the details of the area. Usually, this guide is the gatekeeper to protect the endangered animals on site.

In the case of Kima, the opposite has happened. Instead of protecting the animal, the guide said that Kima had become the daily food of Derawan residents. Even more, they also showed how to process the clams to be delicious food. Positively, the guide, whose name was not mentioned by Sisca, had stated that Kima is a protected animal and preserved by the community of Derawan. However, the guide added that the type of clams appearing in the program is included as one of the animals that may be consumed and used it as a meal for the local community. This statement was also delivered in the show.

Based on the information, the scene of consuming Kima then was recorded and made part of the show. It is unexpected to the crew that this scene would create protest and made them an object of animal activist criticism that extends to the general public. This is due to the lack of knowledge of Trans7 producer and crew on animal protection regulations, as well as the fact that all Kima species in Indonesia are protected animals that are prohibited for consumption.

After public protests emerged, the PPC managers have made clarifications in various social media. However, this apology and clarification were later revoked because of many oppositions from various parties.

The first clarification appeared on PPC's *Twitter* account. It reads as follows:

"Thanks for watching *Para Petualang Cantik* today. We apologize in advance for the food-making controversy of Kima. If you watch and pay attention, there was an explanation from our source about how Derawan society keeps Kima. Thank you for your feedback, suggestions, and criticisms for us. We will study and survey more deeply about the items we are living, "



Figure 2. The clarification and apology statement on *Twitter*, together with the photo of the hosts consuming Kima (Source: Susanti, 2018)

This clarification was immediately criticized by activists who have more knowledge on animal conservation regulations. They asked Trans7 to be more careful in making a statement. They emphasize that Kima not be a kind of animal with a frequent time of reproduction as poultry, which means that the population of Kima is insufficient. Kima is also a marine animal that has the function of cleaning up the dirt in seawater, which means the existence of Kima becomes an indicator of the cleanliness of the marine environment.

Beyond those facts, eating Kima is obviously a violation of Act no. 5/1990 with the consequences of a maximum sentence of five years in prison and a fine of 100 million rupiahs. Furthermore, this is not related to the efforts of Derawan society to

preserve Kima. The next apology appeared in PPC's *Instagram* account by displaying a black image. In the posting, Trans7 managers and also the hosts stated their apology for the occurrence of the case.

Figure 3. PPC's *Instagram* posting, showing a black image and apology statement. (Source: Susanti, 2018)



In this case, the Ministry of Maritime Affairs and Fisheries of the Republic of Indonesia did not submit any report about the case to the police. Consequently, no legal process was mandated by the law. The authorities only gave a kind of warning to the PPC program managers and ask them to make another episode about the Kima correctly.

According to Titin Rosmasari, Trans7 has actually a long experience for many years in adventure and traveling shows, including culinary tours. Nevertheless, some things make them "missed the way" because the crew did not understand the laws of conservation and Government Regulation No. 7/1999.

As for the next effort, the managers of Trans7 published a press release. The contents of the release are Trans7's apology, by involving the crew and the hosts of the show.



Figure 4. A press release, published by Trans7 to many Indonesian media.
(Source: Galugu, 2018)

After the public protested the incident, Trans7 requested PROFAUNA Indonesia, as one of the first organizations that raised this issue in a formal procedure, to explain wildlife conservation and the regulations around it. This is to clarify what needs to be improved and which parts are not supporting conservation efforts.

Besides the television station, KPI also becomes the object of the public's pressure. As the reflection of public's concerns, PROFAUNA Indonesia made a proposal to KPI in 2015 to include a clause on the conservation of wildlife and its

habitat in the Broadcast Standard. This effort has not brought any resolution. Until this study was initiated in 2018, the clause is not accommodated in KPI's Guidelines.

The Kima case is not the only incident that involved KPI and citizen's pressure. Other cases also created public's protest to KPI related to a wrong understanding of conservation. One of them is the GTV case when showing the program "*Perangkap*" or "Trap" and "*Dunia Satwa*" or "Animal World". Both programs were showing the misconduct of treating wildlife and potentially created misunderstanding about the relationships between humans and animals in the wild.

PROFAUNA Indonesia had provided training several times on conservation issues for several broadcasting institutions in Indonesia. However, because of the quick replacement of human resources in the mass media, this knowledge of conservation is not disseminated well.

After many protests, KPI through one of its commissioners, Hardley Stefano stated to re-examine the complaints and the possibilities to sanction the media companies. Sanctions granted by KPI must refer to the Broadcasting Standards Guidelines which is implemented by giving a written warning. However, in the case of Kima, KPI will find it difficult to impose sanctions, since the conservation clauses are not in the guidelines.

5. Discussion

Indonesian biodiversity is the 3rd largest in the world, according to Mongabay (2018). This biodiversity is a blessing, yet a weighty responsibility for Indonesia. To preserve biodiversity is not only the responsibility of the Indonesian government alone but also its citizens. In this case, the role of mass media becomes significant to educate the citizens about the importance of maintaining its natural sustainability. If the media delivered information about the preservation of biodiversity incorrectly, then what will happen is a very massive environmental damage.

Many scholars and experts have examined the impact of mass media on conservation issues. One of the impacts of the incorrect points of view on of conservation is the appearance of an owl in the Harry Potter film. After its appearance several times in the media, the film later enhances the hunt and trade of owls in Indonesia. Vincent Nijman and Anne Isola Nekaris study indicated an increase in owl hunting and its trade in Java and Bali between 2012 and 2016, the timeframe during the show of Harry Potter movie (Nijman & Nekaris, 2017: 84-94).

On the show of PPC's episode "Underwater Paradise on Derawan Island", the impact could be devastating since some people were convinced that the hosts' behavior against Kima was ordinary and fine conduct. Based on their comments on social media,

some people were influenced by the information that there are still many people in Derawan who eat Kima in their daily lives. Contradictory, from the perspective of conservation, if an animal is categorized as protected, it means the animal should not be hunted, traded, maintained, or consumed. Protected animals should be allowed to live freely in their habitat.

Positively, the responses and comments toward the complaints against the show had a constructive impact on other social media users who claimed that the status of Kima as a protected marine species is new knowledge for them. These positive responses can be seen from the three comments on Andi Chairil's *Twitter* account when he posted an apology for the mistake of the program's content. Similarly, comments and supports can also be seen in PROFAUNA Indonesia's *Facebook* account under the article about this incident.

Based on the incident, it can be argued that the education and socialization of Kima as protected animals should be increased more vigorously to the community of Derawan. This situation also has become a significant concern of the Directorate General of SeaSpace Protection of the Ministry of Marine Affairs and Fisheries ran the socialization and persuasive campaign toward tour operators and food stalls about Kima's protection in Derawan island. This effort is a collaboration among the Ministry, the Center for Coastal and Marine Resources Management (BPSPL) Pontianak Balikpapan, and Supervision of Marine and Fishery Resources (PSDKP) Tarakan Pos Berau Station, on April 16th, 2018 (Fajar & Wisuda, 2018).

In the context of conservation, the hunting and consumption of protected wildlife by humans have known as the factors that accelerate their extinction. In the journal of Agribusiness and Fisheries (Agrikan UMMU - Ternate), Inem Ode researched giant clam density in Nisanghahai Bay, Central Maluku. The results showed differences in the number of clams caused by the capture of local and community consumption (Ode, 2017). In the island of Derawan, Kima is common to be the consumption of the society. The blog www.borukaro.com is one of the online culinary and wedding channels that explained the Derawan's Chinese recipes for cooking Kima. In this area, besides freshly cooked, Kima is also processed as dried meat. In addition, Kima is also sold as souvenirs from Derawan island (Borukaro, 2016).

Regarding the PPC's episode involving Kima, it was found that in fact, local people of Derawan's society have already understood Kima's status as a protected animal. However, the weak law enforcement has encouraged them to ignore the regulation. One of the parties who has been educated after the incident is the tour guide who accompanied the team of PPC. According to Ricky, the coordinator of BPSPL Pontianak, the guide showed his regret and apologized. He then stated a promise not to do that conduct anymore.



Figure 5. An officer of BPSPL Pontianak and PSDKP Berau Post are showing a statement letter from the tour operator for not exploiting the protected Kima in Derawan, on Thursday, April 26th, 2018. (Source: Fajar & Wisuda, 2018)

In Indonesia, this kind of tourism and adventure program on television has become one of the trends. However, it is not heavily monitored by the Broadcasting Commission. KPI should begin to open up to see the impact of mass media exposure as a result of viewing protected animals that might not meet the rules of conservation, animal protection, as well as animal welfare.

The study found that both the broadcasting industry and supervisor have less understanding of environmental issues. This condition could be leading to a severe consequence because mass media, especially broadcasting, has a very high impact on changing people's behavior. Adequate knowledge of the environment will significantly help the mass media become an educational channel to popularize awareness about the dangers that are happening on earth, as well as the importance of conservation efforts to conserve natural resources.

To achieve these ideal conditions, broadcasters, as well as KPI, should open themselves to cooperate with communities or institutions that work in the field of natural protection. This cooperation will increase knowledge and understanding both technically and philosophically related to nature conservation. Not only related to wildlife, but this cooperation will also increase public awareness to protect the habitat

where the animals live. In turn, this effort will also enhance the quality of human life as well as the future of the earth.

The Broadcasting Standards Guidelines drafted in 2012 should be revised to accommodate more environmental interests. Some events such as the action of consuming Kimba cannot be given sanction only based on potential referrals violating Article 23, point d, of the guidelines, which says about the prohibition of the broadcast program showing events and sadistic action to animals. This incident is not only about animal cruelty but also the potential destructive behavior towards conservation efforts. The specific law being violated by PPC Program is Act No. 5/1990 about Conservation of Biological Natural Resources and its Ecosystem, and Act No. 31/2004 about fisheries.

It is fortunate for Trans7 that the PPC Program's misconduct is not used as evidence to the court. It means, regarding the law, Trans7 did not need to deal with the police or the court of the crime. However, to prevent the same mistake, and to be a good example for the other television stations, Trans7 managers and producers need to increase knowledge, understanding, and responsibility about conservation activities. Therefore, the educational function of mass media will be well maintained and give benefits to the society.

6. Conclusion

Based on the study, there are two general conclusions can be revealed. The first one, it is crucial for the media manager to understand the environmental issues correctly. There are many ways to concern about the environment. One of them is to understand the regulations on biodiversity conservation and its ecosystem. It should also be realized that when encountering local communities at the time of video production, not all of their sayings is local wisdom. Therefore, there is always a requirement for proper knowledge in the conservation of plants and wildlife and their ecosystems. An understanding of the preservation philosophy must accompany every effort to raise the issue about the beauty of nature and the soul of adventure as public consumption. The program cannot just promote the broadcast business and tourism business. The ability to educate people in the right direction should be the basis of the goal of nature and adventure tourism programs. In fact, Trans7 has many programs that have the potential to educate the community for the better as long as it does not get caught up in the commercialization. Consultation and confirmation to the authorities and possessing qualified knowledge should be undertaken when there is uncertain information.

There is a need for conservation education among mass media practices. The Indonesian Broadcasting Commission and the Press Council should collaborate with the authorities on the conservation to facilitate this activity. Based on the observation, people who work in the commission and the council are lack of knowledge about biodiversity conservation and ecosystem conservation. Authorities, such as the Ministry of Environment and Forestry and the Ministry of Marine Affairs and Fisheries, should make specialized training and education for media workers and supervisors. This effort is very crucial, because mass media, especially broadcasting, have a powerful effect on changing people's behavior. In this case, mass media would contribute to improving people's awareness about the environmental issues, which in turn will make this planet a better world for humanity.***

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