

# The Role Of Tribun newspaper Daily in Supporting Environmental Health At Indonesia

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**ABSTRACT.** *Health is a basic human need and one of the supporting factors for human health is an environmental factor. Bejo Herbal Park is a program of PT. Bintang Toedjoe in partnership with the Tribun group media. This Bejo herbal park is covered with various types of family medicinal plants, which are quite popular. This park is one of the environmental management programs that support traditional health problems. The purpose of this study was to see the role of Media Tribun in socializing the Bejo herbal park program. This study used a qualitative descriptive method where the research sources came from herbal companies, the media industry, and the public. The results showed that the function of social media consists of social monitoring, namely efforts to disseminate objective information within and outside the social environment; social correlation function, namely the effort to provide interpretation and information from one social group to another; and the socialization function, namely the effort to pass on values from one generation to another or from one group to another or as an extension of PT. Bintang Toedjoe in socializing the Bejo herbal park program as the creative share value (CSV) of this company which is useful for the community in a sustainable manner.*

**KEYWORDS:** *environmental health; Bejo herbal park; social surveillance;*

## 1. INTRODUCTION

Since the beginning of independence, the Government of Indonesia has thought of efforts to improve public health by providing public health services. Initially, this effort used the concept of a health service model that focused on treatment with a passive-responsive approach and turned into a health development model that was oriented towards community development so that healthy residents were not sick. Those who were sick could recover from the disease so that in the end, it can increase the productivity of the community itself.

The approach to increasing the degree of public health is carried out through promotional, preventive, and protective steps. Along with the development of science and technology in the health sector, efforts are needed to increase knowledge about health and socialization with methods, strategies, and use of media.

Health is a fundamental need for human life everywhere. There are four factors that affect the health status of individuals and groups of people, namely genetic factors, health services,

behaviour, and the environment. Each of these factors can influence one another (Farich, 2012).

Of the four factors, genetic factors have the least influence on health, especially public health. The second factor, the public health service factor, has the greatest influence compared to the other three factors. This influence is caused by the lack of public knowledge about health, limited knowledge, and skills of health workers based on the Guttman scale (Adistie, Maryam, & Lumbantobing, 2018) only 54.2% of health cadres have sufficient knowledge, and limited availability of complete facilities. The third factor, the community behaviour factor, generally has not supported the healthy behaviour. The fourth factor, environmental factors both physical environment, such as sunlight, fire, contact, radiation, and so on; and non-physical: the chemical environment, such as all chemicals in the open air or chemicals mixed with other objects, and the biological environment such as microorganisms.

It is undeniable that health issues and environmental issues often appear both in various conversations, whether packaged in an activity program or information from various conventional and online media. Health issues and environmental issues are closely related to human needs for health problems themselves and their health, including the need for green open spaces in their neighbourhoods (Mulyani, Agustin, & Zulfan, 2019; Mulyani, Zulfan, & Yudhapramesti, 2018). Referring to Data and Information on Indonesia's health profile in 2017 (Indonesia, 2018), several data show how health and environmental issues are the government's attention, seen from several components, including: environmental health quality, clean and healthy living habits, and movement campaigns society to live healthy.

Achievement of environmental health quality in 2017 in Indonesia, from 34 provinces (514 districts / cities), as many as 277 districts / cities (53.89%) met the lowest health quality achievement. Two districts / cities that do not meet health quality achievements are in the provinces of Maluku, Papua and West Papua. Meanwhile, the highest achievement of health quality was in Jambi Province, Bangka Belitung Islands Province, Yogyakarta Special Region Province, Banten Province, and Gorontalo Province.

In terms of Clean and Healthy Living Behaviour (PHBS) in 2017, out of 514 regencies / cities in Indonesia, 313 districts / cities (60.89%) have implemented policies on Clean and Healthy Behaviour (Indonesia, 2018). Nine of 34 provinces in Indonesia (26.47%) have 100% Clean and Healthy Behaviour policies, in which the nine provinces include Bengkulu, Bangka Belitung Islands, Riau Islands, DKI Jakarta, Central Java, DI Yogyakarta, and Bali. Gorontalo and West Sulawesi. Papua Province ranks the lowest (3.45%) in terms of the achievement of a Clean and Healthy Life Behaviour, only one out of 29 districts / cities in Papua Province has a Clean and Healthy Behaviour policy). The Clean and Healthy Lifestyle Program is a health promotion effort with the aim of the Indonesian people living in a clean and healthy environment (Raksanagara & Raksanagara, 2016). The achievement of the Clean Lifestyle indicator shows the community's awareness of the importance of environmental health and healthy behaviour (Satar, Lidya, Widi, Hastarin, & Hayati, 2013).

Apart from implementing the Clean and Healthy Behaviour (PHBS) policy, the improvement of environmental health quality achievements was also pursued utilizing campaigns. Several districts / cities have carried out at least the Healthy Living Community Movement campaign in 2017. As many as 128 out of 514 districts / cities in Indonesia (24.90%) carried out this campaign. Some districts / cities that have not carried out a Healthy Living Community

Movement campaign include the DKI Jakarta Province, Banten Province, South Sulawesi Province, Southeast Sulawesi Province, Gorontalo Province, North Kalimantan Province, North Maluku Province, West Papua Province and Papua Province.

In carrying out environmental health policies and campaigns, the media, both mass media and new media (such as social media), play an important role in reporting health information. The purpose of mass media as the fourth pillar of democracy is very important in environmental management. Republic of Indonesia Law No. 40 of 1999 concerning the Press and the Law of the Republic of Indonesia No. 23 of 1997 concerning Environmental Management, states that the mass media (press) is the spearhead of delivering information and plays an important role in the realization of public empowerment.

Law No. 23 of 1997 (articles 5, 6 and 7) states the rights, obligations, and roles of the community for environmental information relating to the task in environmental management, preserving ecological functions, preventing and overcoming environmental pollution and destruction, and providing true and accurate information regarding environmental management. The service of the press or mass media as civil society is very important in the framework of environmental management (Fitryarini, 2013). The substance of this seems to be regulated in the two laws above. The press is a vital part of the news system, which is very influential for the public in disseminating information.

One of the activities that can support health in terms of environmental factors is the famous park program. In addition to contributing to the increase in green open spaces, both public and private, this program can also support public health in traditional medical problems. Santosa (2017) states that people have a national potential that must be empowered, and their physical, mental, and cultural potential and productivity must be improved.

The mass media can play a role in reporting information about herbal park as an innovation for residents following the function of the mass media as a medium of information and education. To see the function and usefulness of mass communication, it is necessary to carry out two forms of analysis, namely macro analysis (wide-angle lens) and microanalysis (close-up lens) (Ardianto, Komala, & Karlinah, 2007). These two methods sometimes have the same results in absorbing the information conveyed by the mass media, but that does not mean that the audience has the same use of mass media.

The mass media can formulate issues for society. Littlejohn and Foss (2009: 410) states that agenda setting occurs because the media must be selective in reporting news. News channels as information gatekeepers make choices about what to say and how to report it. What the public knows about the situation at any given time is the result of gatekeeping by the media. Furthermore, how a person makes a choice is largely determined by what issues the person believes to be important. There are two levels of agenda setting in the mass media. First, identify the general issues that are considered important. Second, determine the part or aspects of the point that regarded as important. In many ways, the two elements are considered equally important.

The function of agenda setting, (Littlejohn & Foss, 2009a, 2009b), is a three-part process. First, priority issues to be discussed in the media or media agenda must be set. Second, the media agenda influences or interacts with what people think, creating a public plan; and third, the people's agenda influences or interacts with what policymakers consider important, which is then called the policy agenda. Innovation is not new for the mass media in disseminating

information through mainstream media or technology-based platforms or new media(Vivian, 2008: 15).

The news about Bejo's herbal park, which informed through the mainstream print media, in this case, the Central Java Tribun and Yogyakarta Tribun daily, is also conveyed through online media, even through social media. It intended that: first, the public can understand the information expressed, and the public can follow what meant in the news. Second, the media must understand the aspirations and desires of the people. Third, for ideas to be accepted by society, the media must try to present information with various approaches. Fourth, the information conveyed aims to motivate the community to carry out activities referred to in the confirmation given. Thus, communication through the media aims to expect understanding, support, ideas, and actions.

Nurhadi (2017: 8) states that mass media has other functions besides the functions mentioned above, namely effective communication, where the media has several general objectives, including informing, teaching, encouraging, changing attitudes and beliefs, and changing behaviour—or moving the action and also to entertain.

Another function of the mass media is as a social function. Social media's role consists of: first, social monitoring refers to efforts to disseminate objective information about events that occur inside and outside the social environment to be social control. Second, social correlation, namely the attempt to provide interpretation and data from one social group to another. Third, socialization, namely the effort to pass on values from one generation to another or from one group to another.

Mass media needs to support its life with its various functions so that its existence can continue to exist. Carrying out this interest, the media can act as partners and become part of the mass media business itself. Becoming an event organizer (EO) is one of the roles that mass media companies can play, as is done by the Tribun Group media in partnership with PT. Bintang Toedjoe, one of the companies in Indonesia that produce herbs. What this Tribun Group media does is to disseminate information related to the Bejo herbal park program simultaneously.

## **2.METHOD**

This study uses a qualitative method. Silalahi (2010) states that qualitative research is a naturalistic paradigm that can construct as a research strategy. Qualitative research emphasizes words, rather than quantification, in data collection and analysis. Qualitative research emphasizes an inductive approach. Therefore, qualitative research is defined as a process of inquiry to understand social problems based on the creation of a complete holistic picture formed by words, reporting the views of informants in detail and arranged in a natural setting.

This study uses a naturalistic qualitative approach wherea naturalistic qualitative approach requires researchers to go directly into the field, organize and develop four elements such as determining the sample purposively, conducting inductive data analysis (analysis of specific data from the area into units (units continue with categorization), develop inductively

grounded theory, namely compiling methods in the field (approach can be open-ended and can expand without restrictions), and improve the research design (Muhadjir 2002: 162).

To explore how the mass media plays a role in the Bejo herbal park program, the researchers collected data by making direct observations at the research location and conducting interviews with sources from various backgrounds of positions in the Bejo herbal park program of PT. Bintang Toedjoe. Numerous scientific references and documentation complement the results of field observation data.

### **3. RESULT AND DISCUSSION**

The Bejo Herbal Park program is a program that is sustainable and oriented towards community development. This program is part of the lasting creating shared value (CSV) program from PT. Bintang Toedjoe, which holds in several cities, namely: Jakarta, Bandung, Yogyakarta, Semarang, Surabaya, and finally Bogor (Mulyani, Agustin, et al., 2019; Mulyani, Zulfan, Yudhapramesti, Setianti, & Zubair, 2019) took the media partner Tribun Group. PT. Bintang Toedjoe chose Tribun Group because the Tribun Group mass media company had good relations (engagement) with the city government. Besides, the Tribun Group was able to understand the needs and desires of PT. Bintang Toedjoe in implementing Bejo's herbal park program.

The values to be conveyed in the Bejo herbal park program are educational value - wanting to educate the public about the benefits of herbaceous plants; economic value - teaches people to become entrepreneurs with red ginger; environmental cost - green effect.

Tribun daily is the daily newspaper brand of the Kompas-Gramedia publishing business group. Tribun newspapers have been publishing in several major cities in Indonesia, such as Aceh, Medan, Batam, Palembang, Pangkal Pinang, TanjungPandan, Pekanbaru, Jambi, Bandar Lampung, Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Banjarmasin, Balikpapan, Pontianak, Makassar, Manado, Denpasar, and Kupang.

The Tribun's general daily keeps abreast of the latest technology developments. In 2006, an online media called Tribunews.com was born, supported by 23 regional portals with the tagline "National Reach Local Perspective." The Tribun and Tribun EO (event organizer) newspaper printing business in several cities can reach all corners of Indonesia. Tribun daily vision and mission: "To become the largest and most widespread local newspaper, online media and printing business group in Indonesia by providing reliable information to give a new spirit and encourage the creation of democratization in the regions by running a business that is ethical, efficient and profitable" (Tribun, n.d.).

The Central Java Tribun General Daily is the organizer of activities that mostly regulate technical matters, such as arranging professional competitions and disseminating various rules of the game and a calendar of events to Bejo herbal park participants Semarang area, Central Java, since 2015. As a new print media aged five years, the Central Java Tribun daily is willing to join the work program with PT. Bintang Toedjoe, apart from assessing the positive impact of the Bejo Herbal Park program for the community, as well as an effort to maintain and even improve the business position of Tribun Jateng daily newspaper among the

print media business competition, as well as to seek partners or business partners from Tribun Group media.

From the inner side of the Central Java Tribun daily, this program is a good opportunity for the Tribun Group team to improve its human resources capabilities. In this cooperation activity, the Tribun Jateng daily involves human resources, both from the promotion and editorial departments (journalists). The journalists' team was engaged in various coverage related to the Bejo Herbal Park program's activities. The coverage activity has scheduled for 13 times. For each event, coverage carried out ten times, in which the results of the blanket spread in print and online media. This team of journalists covered field coverage of the 20 Bejo Herbal park nominated for the award at the end of the program year. McQuail (McQuail, 2005: 51) states that: 1) The mass media has a function as an introduction (carrier) for all kinds of knowledge; 2) organizing activities in a free environment so all members of society can reach the mass media freely, voluntarily, publicly and cheaply; 3) the relationship between sender and receiver is balanced and equal; and 4) the press reach more people than any other institution.

At this stage, the Central Java Tribun media performs two functions, mediation, and mediation. Mediation refers to the communication process in general, namely how communication involves the mediation process in the construction of meaning. Meanwhile, mediation refers more specifically to certain media's role in the emerging processes of socio-cultural change (Couldry & Hepp, 2013).

From a business perspective, the Central Java Tribun daily is the event organizer for the Bejo Herbal Park program owned by PT. Bintang Toedjoe. The daily obligations of the Tribun Jateng daily begin with socialization, informing the timeline or calendar of activities to the Central Family Welfare Empowerment (PKK) administrators at the city and provincial levels. As a reciprocal, during the Bejo Herbal Park program, PT. Bintang Toedjoe advertised in Tribun Jateng daily. The Tribun Jateng daily is in charge of the Bejo Herbal Park program in the Semarang area, Central Java.

In essence, in all these processes, the Tribun Jateng mediated the relationship and communication between the parties involved in the Herbal Bejo program. Media logic can guide not only individual behaviour but institutional processes as well. It can determine what is average, typical, or socially acceptable (Nowak-Teter, 2019). The Tribun Jateng also mediates, especially in the cultural aspect, by mainstreaming issues regarding the Bejo Herbal Park program through a series of news activities and off-air activities to attract the attention of the wider community are the targets and targets of the Bejo Herbal Park program.

The series of activities in the Bejo Herbal Park program under the daily supervision of the Central Java Tribun include: first, launching the Bejo Herbal Park program, which conducted one year earlier. For example, start at the end of 2017 - for the 2018 race. This activity will take ten months. During the launch, the Bejo Herbal Park program has socialized. This information includes coordinators in each Bejo Herbal Park, Bejo Herbal Park competition rules, Bejo herbal park management standards - minimal park size, plant types). In implementing the launching and socialization of this program, PT. Bintang Toedjoe also brought in expert farmers in the field of red ginger. The aim is to provide training/debriefing to the participants. In addition to hands-on training materials, participants gave a module on how to grow red ginger and an administrative module for Bejo's Herbal Park.

Second, The distribution of seeds and planting media, polybags, and fertilizers for each herbal park carried out after the launching of the Bejo Herbal Park program is over. These seeds and their equipment distributed to each Bejo Herbal Park manager at the village level.

Third, A team that promotes Family Welfare Empowerment at the village level, which is generally a group of women farmers, carries out the process of maintaining and managing the park independently. In terms of managing and maintaining the Bejo Herbal Park, managers required to be disciplined, diligent, creative, and innovative to get good herbal plants, as well as to get good value from the organizers of the Bejo Herbal Park, PT. Bintang Toedjoe. In the aspects of planting and park administration, good management will receive awards, material (amount of money), and non-material.

Fourth, harvesting and the process of harvesting herbal plants in each herbal park are carried out simultaneously with the judging stage. The Tribun Jateng daily as the event organizer for the Bejo Herbal Park program manages harvesting activities. In the implementation of this harvest, PT. Bintang Toedjoe contracted collectors from ginger farmers to harvest Red Ginger herbs from each Bejo's Herbal park. Furthermore, the opponent product of this red ginger herbal plant was bought back by PT. Bintang Toedjoe for IDR 15,000 per kilogram.

Fifth, coordination of judging between the Central Java daily Tribun and PT. Bintang Toedjoe. The judging system carries out by observing and taking photo documentation directly to the herbal park location. The observations processed by a team of judges involving various groups, including representatives from PT. Bintang Toedjoe, provincial-level Family Welfare Empowerment Manager, City Park Service Officials, and agricultural experts from academia/campus.

Sixth, the initial judging will result in nominations for the 20 best herbal park from all participants in one city area. The assessment time lasted for approximately five days, with the following assessment criteria: (a) Herbal park care: percentage of red ginger growing and overall park conditions (35%); (b) Citizen participation (data on completeness of village profiles, the cohesiveness of herbal park managers) (20%); (c) Park aesthetics (30%); (d) Position of herbal park nameplate (5%); (e) Location of the park (5%); and the identity of herbaceous plants (5%).

Seventh, the highlight: CARNAVAL HERBAL BEJO. This peak event takes place every August). The participants are every manager of Bejo's herbal park from each village. Create a mascot. The Carnival filled with processions made from various herbs and other agricultural products. The Tribun Jateng daily acts as a carnival event organizer.

Ginger farmers in each Bejo herbal park relate the evaluation carried out by the Central Java Tribun daily to the aspects of assisting the maintenance of red ginger plants. Ginger farmer experts brought in by the organizers are required to monitor the progress of the red ginger herb in every Bejo herbal park in the city of Semarang. In addition to being carried out directly in the field, mentoring for herbal park managers is also done online by creating a Whatsapp group communication media.



Figure 1. Thousands of people filled the Jalan Pahlawan area at the Carnival Herbal Bejo with the Tribun Jateng.  
Source: (Ma'sum, 2018)

The role of the Tribun Jateng daily reflects the media's concern for the environment. The mass media had a big responsibility to enlighten the public about the dangers that threaten their habitat. Patel (2006) says that, if a scientist can identify a potential environmental problem long before anyone can tell the real effect, journalists should try to understand the issue and find a balance between visible and latent risks.

The Bejo Herbal Garden's core program in Yogyakarta is the same as similar programs in other cities, namely the cultivation of red ginger and the Bejo Herbal park management competition. The daily role of Tribun Yogya is to convey not only news or information to participants, but also to disseminate information to the broader community of Tribun Yogya daily readers about the Herbal Bejo program (Sunu, Tribun Yogya Daily Promotion, and Events Section, 2018 researcher interview). Participants in the Bejo Herbal park competition in the Yogyakarta region can reach around 100 to 200 herbal park, although not precisely the same every year. In 2017, for example, participants reached 200 parks, but some parks were unable to properly cultivate red ginger due to a lack of water sources. Therefore, in 2018 the number of participants has decreased to around 180 parks.

In the Bejo herbal park program's implementation this third year, the public interest from the participants' side is still high. Sunu suspected that the Bejo Herbal Park competition program was well publicized and had prizes. Some of the participants took part in the race again, but through a different park. Usually, because in one village there are participants who manage more than one park. The Yogyakarta Special Region Provincial Family Welfare Empowerment (PKK) Committee also welcomes this program. Overall, during the past three years, Bejo Herbal Park's implementation has had a very positive impact. Following the general policy of food security from the Food Security Council of the Republic of Indonesia (2006), it stated that yard land carried out to improve family nutrition. These activities include counselling, guidance, and facilities for community groups to use their yards as sources of food and family nutrition.

The series of annual programs usually starts around February in the form of socialization and planting training, ending with competition and parade for Bejo Herbal Park managers in November. Because this is the first time cultivating red ginger, the production of red ginger has not reached the amount of output like professional farmers. However, most park, around 70%, can be said to be successful in cultivating red ginger, the rest have failed. Failure usually occurs due to a lack of water or due to animal disturbance.

The Herbal Bejo socialization program and the Herbal Bejo event's organizing have managed by the promotions and daily events section of Tribun Yogya daily newspaper in synergy with the editorial division. The promotion section is responsible for managing awareness and branding, while the events section is responsible for organizing various activities. The procurement of goods was lead by General Affairs managing the supply of goods, while the editorial team helps with the news.

The role of Tribun Yogya daily newspaper in this activity is: (1) Coordinating with PKK Yogyakarta. (2) Program socialization by visiting several points of PKK administrators, sending invitations, gathering PKK administrators, and conducting training. Outreach also includes holding 'briefings' at the provincial level. In the socialization, the information conveyed about various activities in the Bejo Herbal Park program, namely: publication of the Bejo herbal event, various park management activities that ended with the highlight of the Bejo herbal park judging and the Bejo Herbal park parade.

In 2011 The new Tribun Yogya daily newspaper was founded. As part of the Kompas-Gramedia Group, the Tribun Yogya daily is an independent company that fully manages its own company. In its day-to-day operations, apart from the news program that is governed by the editorial staff, as a company, the daily Tribun Yogya runs several programs. In recent years Tribun Yogya general daily has been running an event organizer business. This business brings benefits to the Tribun Yogya newspaper, especially in terms of branding.

The benefits of these various cooperative programs are great. For seven years, the general daily Tribun Yogya has been in second place among its competitors in print media management in the Yogya area. In terms of newspaper distribution, the majority of the vendors sell the Tribun.

This cooperation program's positive impact with various parties led the general daily Tribun Yogya to form the company "Tribun Yogya Event Organizer finally." This event organizer (EO) company had created because the general daily Tribun Yogya saw the emergence of the client's need for EO partners.

TribunYogya's daily publication function as mass media is an added value for Tribun Group as an event organizing company. Clients who order services from the Tribun group will get event organizer and event publication services, of course, by paying attention to the edition rules, both entering the journalistic area and the promotion area. For Tribun Yogya Daily Newspaper, organizing the event in the form of a promotional collaboration provides added value to the Tribun media, namely the Tribune's name at the location of the activity.

So far, the cross strategy through event organizers has expanded the reach of Tribun Yogya daily promotions in general. For example, almost all burjo (green bean porridge) stalls in Yogya now have a unique booth for the Tribun Yogya newspaper; one area has at least one copy. The existence of burjostall is a unique phenomenon in the city of Yogyakarta.

The majority of Tribun Yogya readers are generally families and workers who buy this newspaper at retail. Its circulation currently reaches 60 thousand copies per day. The retail selling price of Tribun Yogya is now IDR 2000. The loyal readership of Tribun Yogya reaches 55 thousand per month. The average published 24 pages per day. To maintain customer loyalty, the Tribun mediaprovides an appreciation in the form of a Tribun Family Card. The advantages of this card for customers are getting free car wash facilities,

discounted hotels, spa, fitness, and others. Tribun Group uses this method as an effort to maintain its business existence.

#### **4. CONCLUSION**

The management of Bejo's herbal park in Jakarta, Bandung, Semarang, Yogyakarta, and Surabaya is an environmental management program initiated by PT. Bintang Toedjoe collaborates with the Tribun newspaper to support the achievement of environmental health quality. The Bejo herbal park program is a program oriented towards sustainable community development.

The presence and participation of the Tribun print and online mass media groups in disseminating Bejo's herbal park program in five cities have had a positive impact, both for PT. Bintang Toedjoe, both the government, the community (farming communities, and park managers), as well as the Tribun company itself. The Tribun media group has succeeded in carrying out its social functions, namely: first, social monitoring, namely efforts to disseminate objective information within and outside its social environment; second, the social correlation function, which is an effort to provide interpretation and data from one social group to another; and third, socialization, namely the attempt to transmit the values from one generation to another or from one group to another or as an extension of PT. Bintang Toedjoe..

#### **5. LIMITATION AND STUDY FORWARD**

The scope of this research covers aspects of yard land use, village/city parks, green open spaces, community empowerment by utilizing corporate social responsibility facilities as the creative share value of various companies, the participation of mass media - both print, electronic and online media. - in disseminating information related to community empowerment and improving the quality of environmental health, as well as an effort to increase additional family income, especially for homemakers in the Family Welfare Empowerment (PKK) forum.

This study has not discussed in-depth the economic aspects of the ginger herbal plant in an industrial context. This research also examines CSV from one company in five cities and its impact on society and government in those cities. Researchers suggest that a similar study can be carried out in many cities in Indonesia, not limited to just five cities on the island of Java.

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