

THE ROLE OF MEDIA, GOVERNMENT AND BUSSINESS IN GREEN TECHNOLOGY

Maria Ulfa Batoebara¹, Jhon Simon², Siswati Saragi³

^{1,2,3})Program Studi Ilmu Komunikasi¹, Program Studi Administrasi Publik^{2,3} Fakultas Ilmu Sosial dan Ilmu Politik Universitas Dharmawangsa

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***Correspondence Address:**

ulfa@dharmawangsa.ac.id,
jhonsimon@dharmawangsa.ac.id,
siswatisaragi@dharmawangsa.ac.id

Abstract: The role of the media today is at the forefront of campaigning for eco-technology in the fields of business and the environment. The younger generation does not understand Ecotechnology as the use of technological means for ecosystem management based on a deep understanding of the principles underlying natural ecological systems and the transfer of these principles into ecosystem management by minimizing the costs of actions and their losses to the ecosystem. The phenomenon known as digital transformation has changed business and people's lives around the world, including in Indonesia. Various aspects of our lives have been transformed by advances in information and communication technology. This includes the way we work, learn, shop, and interact with others. In today's computer and internet era, the government has a very big responsibility to pay attention to and manage digital systems effectively to support the progress and welfare of society. One of the benefits of digital transformation is the increase in access and connectivity for Indonesian people. Now people can access information, services, and opportunities that were previously unavailable through the internet and digital technology. This enables economic progress, education, and public welfare.

INTRODUCTION

In the era of increasingly advanced computers and the internet, awareness of the importance of preserving the environment is increasing. In addition, the presence and increasing number of users of various social media platforms clearly increase the opportunities for spreading information. It is very important to spread information about environmental awareness through social media. This will definitely encourage environmental awareness more widely. Social media today not only functions as a medium for communication and entertainment, but also serves as a useful tool for teaching and encouraging positive social change. In order to spread information about them and reach a wide audience, various environmental organizations, activists, and

individuals who care about the environment use social media. Social media has a lot of potential to influence individual and community behavior and encourage collective efforts for environmental awareness. Efforts to reduce waste while maintaining environmental sustainability. What should I do? Through viral campaigns or challenges, the influence of influencers and celebrities, and community cooperation and support. Therefore, social media plays an important role in raising environmental awareness of people around the world. Viral campaigns and challenges on social media have been shown to change audience behavior and raise awareness. For example, millions of people have been inspired by the #ZeroWaste campaign that went viral on Instagram and TikTok to reduce their use of single-use plastics and find more environmentally friendly alternatives. Short videos that provide easy-to-access and understandable information about practical ways to reduce household waste, such as composting or using sustainable products. Campaigns like this have many positive effects. also educate people about the importance of keeping the environment clean. Indirectly, another goal of the campaign is to encourage people to consider the waste they produce and the methods they can use to reduce it. (<https://www.universaleco.id/blog/detail/kesadaran-lingkungan-di-era-digital-khusus-peran-media-sosial/479>)

Social media also allows people to work together and support each other in efforts to reduce waste. Online groups and communities allow people to share knowledge, techniques, and resources about more sustainable ways to live. Digital community platforms allow people to work together to address environmental issues. Members often find inspiration in these online communities and groups. For example, a group focused on a plastic-free lifestyle might come together to come up with innovative ideas on how to reduce plastic use in their daily lives. Group members can share their personal experiences, make recommendations for environmentally friendly products, and even compete to support campaigns to reduce the amount of waste produced.

In the internet era, the role of social media helps raise environmental awareness through education, influencers, viral campaigns, and community collaboration. Social media has become a powerful tool to raise public awareness about the environment by encouraging waste reduction and encouraging sustainable lifestyles. We can achieve major changes in efforts to keep the environment much cleaner with continued commitment and wise use of digital platforms. According to the survey, millennials and

Gen Z believe that the next president and vice president should address five major environmental issues immediately. The majority of people said that waste and plastic waste must be addressed immediately (81 percent), the second largest were clean water and green city development (69 percent), limiting industrial pollution (66 percent), and protecting flora and fauna (58 percent). This shows that even though the majority of the surveyed sample lives in cities, they still believe in the importance of preserving biodiversity. In collaboration with Populix, a data and research service provider, the survey also showed that environmental damage, including climate change and extreme weather changes such as floods, hot air temperatures, and droughts, occurred in 72% of respondents experiencing the impact of garbage and waste, 68% experiencing shortness of breath due to declining air quality, 53% experiencing declining water quality, and 43% experiencing damage to forest ecosystems or landscaping. See this article: <https://www.wwf.id/id/blog/pemilu2024-pelestarian-lingkungan-hidup-jadi-pertimbangan>

Eco Technology Ecology and Technology in Architecture which is often called eco-technology architecture has the meaning as; Architecture that uses environmentally friendly technology. There are three principles of eco-technology in this book (Klaus daniel-1997): Low technology, light technology and high technology which can be concluded that Eco-technology is architecture that uses high or low technology and can be integrated with the natural environment, where the technology is applied to obtain a good artificial environment.

THEORETICAL BASIS

Media Development Today's media is developing so rapidly because of the increasingly complex human needs to communicate and interact with each other. Media development began in prehistoric times, when verbal language was used as a means of communication and developed into symbols. With the entry of modern technology, language creates new media to meet the need for better communication. In his book entitled "Mediamorfosis", Roger Fidler defines media development as "mediamorphosis". The process of media development is categorized into three stages, namely: coevolution - which is an overlap with the structure of the communication system; convergence - where the idea that various forms and technologies of media

emerge together to create a broad and diverse media future; and chaos - which are new, unpredictable ideas that emerge as Rogers (in Onong 2000) suggests that there are 4 eras of communication that have formed in society, namely, the era of writing, the era of printing, the era of telecommunications and the era of interactive communication. The era of writing is a sign of the beginning of a nation's civilization. The ability to write provides benefits for maintaining the social structure of a region or society.

The discovery of reliefs, carvings, signs and graphics in various written media is evidence of the discovery of written culture from various nations in the world. The printing era is a new beginning for the application of technology in printing and preserving writing in larger quantities. The era of interactive communication is marked by the emergence of various information technologies by combining telephones, radio computers and television into a media called the internet. The rapid development of internet technology can now be reached by most people in the world, replacing previously existing communication media. Speed, practicality and sophistication of technology are the advantages of internet media that make this media popular today. Along with the development of human needs and desires, it also affects the pattern of media development as a fulfillment of human needs and desires. The system is formed and brought to life by mutual variation.

Environmental Issues

As a commitment to sustainable development goals, World Environment Day reflects the direction of environmentally friendly development. This year, the issue of land restoration and massive drought was raised. The UN Convention to Combat Desertification (UNCCD) states that land degradation worldwide has reached 40 percent. This situation affects half of the world's population and threatens about half of global GDP (US\$ 44 trillion). Since 2000, the number and duration of droughts have increased by 29 percent. If ignored, drought could affect more than three-quarters of the world's population by 2050. Because of this problem, the UN Decade of Ecosystem Restoration (2021–2030) focuses on land restoration to protect and revive ecosystems around the world to achieve the Sustainable Development Goals (SDGs). The commemoration of World Environment Day, which is celebrated every June 5, is one of the efforts to overcome these environmental problems. In particular, in the

commemoration in 2024, the United Nations (UN) carries the slogan "Our land. Our future. We are #GenerationRestoration". The choice of this theme also marks the 30th anniversary of the UN Convention to Combat Desertification. The main theme of World Environment Day 2024 itself was announced by the United Nations Environment Programme (UNEP) and Saudi Arabia as "land restoration, desertification, and drought resilience". World Environment Day has been celebrated every year since it was established by the UN in 1972. Since then, Environment Day has mobilized tens of millions of people to participate online in various actions around the world. World Environment Day has grown into one of the largest international spaces to reach environmental issues.

Earth is the mother of human survival. Humans do not only live on earth. As much as 95 percent of food comes from healthy land. So do clothing, livelihoods, and goods used to support life. Healthy land protects humans from various natural disasters such as droughts, floods, and forest fires. The Global Land Outlook (GLO) states that around USD 44 trillion of economic output, which is more than half of global GDP, is quite or very dependent on natural capital. Unfortunately, humans do not protect the earth as the earth protects human survival. As a result of the pattern of human activity dominance without the principle of sustainability, land restoration, desertification, and drought have occurred globally. The UN Convention to Combat Desertification (UNCCD) states that up to 40 percent of land worldwide has been degraded. Every second, there is land the size of four football fields that is degraded. The total land that is degraded reaches 100 million hectares per year. Indonesia is ranked 15th as the largest country based on its land area reaching 1,904,569 km² and is the largest archipelagic country in the world. Since the last time it was calculated in 2011, Indonesia has agricultural land (cultivated area) and forest area of 30.08 percent according to data from the World Bank. While in 2013, the Ministry of Forestry stated that there was 66.70 percent of agricultural land area (cultivated area) and forest area. (<https://kompaspedia.kompas.id/baca/paparan-topik/hari-lingkungan-hidup-sedunia-2024-saatnya-memulihkan-kesehatan-lahan>)

RESULTS AND DISCUSSION

On the other hand, to encourage the digital economy, the government must apply six approaches: knowledge building, knowledge dissemination, subsidies, mobilization, innovation direction, and standard setting. Technological innovation is essential to drive economic growth and can have a major impact. Technological innovation, especially in terms of promotion, is essential to create new opportunities, increase efficiency, and drive sustainable economic development. Online media, especially the Media Center, must provide education and inform people about the activities of local government officials. Communication is the best way to spread this discussion to the wider community. The mass communication pattern is what must be used. According to Mulyana (2008:83), "Mass communication is communication that uses mass media, either print (newspapers, magazines) or electronic (radio, television), relatively expensive, managed by an institution or institutionalized person, aimed at a large number of people spread across many places, anonymous, and heterogeneous." The messages are general, delivered quickly and briefly (especially through electronic media)". In mass communication theory, the concept of mass society is influenced by existing mass cultural products, which in turn shape and shape the communication process in mass society. Mass media plays a very important role in producing cultural diversity as a result of the influence of media on human value systems, thoughts, and actions. Whether consciously or not, the role of the media has and will continue to shape public opinion. Pembudi (2016) Economic Growth Driven by Digital Innovation The use of digital systems and technology has great potential to drive a country's economic growth. The government can create a conducive environment for the growth of the technology and creative industries by paying attention to reliable and supportive digital infrastructure. It is possible to create new jobs, increase productivity, and create new business opportunities through digital innovation. Efficiency of Administration and Public Service Delivery: Governments that consider digital systems can also make administration and public service delivery more efficient. Information technology can accelerate decision-making, data management, and communication between government agencies. Thus, public services provided to the community will be better and bureaucracy will be reduced. So with the role of the media, it facilitates all aspects of the economy and environment in campaigning for eco-technology.

CONCLUSION

The roles of media, government, and business in ecotechnology are significant and interrelated. Here is a conclusion regarding the role of each party: Media: 1. Counseling and Education: The media serves to disseminate information and knowledge about ecotechnology to the public. This includes news, articles, and programs that educate the public about the benefits, developments, and challenges of environmentally friendly technology. 2. Public Opinion Formation: The media can influence public opinion and raise awareness of environmental issues, thereby encouraging support for ecotechnology policies and products. 3. Advocacy and Transparency: The media often plays a role in monitoring and reporting business practices and government policies related to ecotechnology, which can encourage accountability and transparency.

Government: 1. Regulation and Policy: The government establishes regulations and policies that support the development and implementation of ecotechnology, such as incentives for renewable energy, emission regulations, and energy efficiency standards. 2. Funding and Research: Governments often provide funding for research and development in ecotechnology, and support innovative projects that can accelerate the adoption of green technologies. 3. Education and Awareness: Governments can launch educational campaigns and training programs to increase understanding of ecotechnology among citizens and industry players. Business: 1. Innovation and Implementation: Businesses play a role in the development and implementation of green technologies. They can create more energy-efficient and environmentally friendly products and services, and adopt sustainable business practices. 2. Investment and Development: Businesses invest in research and development of new technologies, and form partnerships with research institutions and governments to drive innovation in ecotechnology. 3. Social Responsibility: Many companies are now integrating corporate social responsibility (CSR) with sustainable practices, which include efforts to reduce environmental impacts and promote ecotechnology. Overall, the media, government, and business have complementary roles in supporting and advancing ecotechnology. Collaboration between these three parties is essential to addressing environmental challenges and achieving sustainable development.

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