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## Framing analysis of Bromo fire news in Metro TV editorial review: Pan and Kosicki's perspective

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### Abstract

This research aims to explain the framing contained in the Editorial Review Media Indonesia Metro TV program "Expensive Lessons from the Bromo Fire". This research was conducted using framing analysis proposed by Zong Dang Pan and Gerald M. Kosicki. Pan and Kosicki's framing analysis focuses more on dividing news structures into four parts, namely syntactic, script, thematic, and rhetorical structures. The research method used is a qualitative descriptive method, which is carried out by describing data in the form of words. Data was collected through listening and note-taking techniques. The research results show that the editorial analysis of the Metro TV program has fulfilled the entire news structure, starting from syntactic, script, thematic, and rhetorical structures. Based on its syntactic structure, the Metro TV editorial review program chooses to use titles that are concise, clear, and cover the entire content **5 of the news**. Based on the structure of the manuscript, the editorial review program meets the 5W+1H principle. If seen from its thematic structure, the editorial review program is divided into seven interrelated parts. Likewise, based on the rhetorical structure, the editorial review program also adds images and videos to support the truth of the information displayed.

Keywords: Bromo Fire, Editorial Review, Framing Analysis, Pan and Kosicki

## 1. Introduction

Humans are obliged to preserve the environment. This is due to the mutually beneficial existence between the two. However, it is very unfortunate if human concern for the natural environment is decreasing. This phenomenon is reinforced by research conducted by Stamou and Paraskevopoulus in (Khotimah, Laksono, & Suhartono, 2023) analyzing the ecotourism activities of visitors in Greek nature reserves. The results of the research state that visitors' knowledge of the environment is still lacking, and gives the impression of not having responsibility for the places they visit.

The decline in concern for the natural environment is caused by human selfishness. A lot of natural damage occurs due to irresponsible human actions. <sup>2</sup> One of the damages to the natural environment that occurred was a fire incident in the Bromo Tengger Semeru National Park area. As a linguistic community, humans should be able to overcome this disaster by using language as a means. Through language, humans must be able to communicate and campaign for the importance of preserving the environment between generations (Khotimah, Laksono, & Suhartono, 2023).

Soemarwoto and Muhaimin (Tulalessy, 2016) stated that human survival is very dependent on the environment. Based on this statement, it can be concluded that humans and the environment will influence each other. Humans observe the environment in which they live and construct a picture of the environment in which they live along with its characteristics, influences and reactions to their life activities.

Campaigns to love the natural environment can be launched from various media. Two types of media were previously known for disseminating information, namely print and electronic media. Print media can be books, magazines, and newspapers. Then, as technology developed, people began to get used to looking for information on electronic media. Electronic media is seen as more efficient and presents <sup>11</sup> the latest news through trusted sources. Canggara (Habibie, 2018) states that media are tools <sup>8</sup> or means used

to convey messages from communicators to the public, while mass media are tools used to convey messages using communication tools such as newspapers, films, radio, and television. However, there is another type of mass media whose existence has begun to be recognized, namely online mass media.

Mass media in the digital era has advantages and disadvantages when compared to its two predecessor media. The advantage of online mass media is that it is not bound by time and space. However, the truth of the information contained in online mass media is considered to have less credibility than the information contained in print and electronic media. Romli (Baihaqi, Setiawan, & Maspuroh, 2022) also explained the weaknesses of print and electronic media, namely in terms of processing, planning, writing, editing, printing, and distribution of news, which were still limited by schedules.

According to McLuhan, (Flora, 2014), mass media has three main functions, namely as a means of introducing knowledge, organizing activities related to the community environment, and an intermediary who can connect senders and recipients of messages so that they can relate to each other.

One mass media known for its accuracy is Metro TV. Based on former Metro producer Sandi's confession (Kurniadi, 2013), Metro TV is a television station with a relatively low income. This is because Metro TV is more concerned with the level of effectiveness. Metro TV also broadcasts various programs to encourage the progress of the nation and state through a democratic atmosphere.

The process of analyzing news in the mass media can be done through various techniques, one of which is the framing technique. Through technical framing analysis, it can be seen that news is a means of conveying the truth of an event to the public, although not all of the truth of the event is displayed frontally. The truth of events in the news has gone through a framing by highlighting certain elements. The use of images and videos can also strengthen facts in the news. This statement is strengthened by Hasanah's opinion (Siregar, Sazali, & Achiriah, 2023) that framing is a depiction of reality in which the truth of an event is not completely hidden but is slightly twisted by highlighting certain

elements, using terminology that has a certain meaning and by using pictures, caricatures, and other illustrative tools. Ramadhanti and Prihantoro (Aulia, Cangara, & Wahid, 2022) also stated that framing is an approach used to see the news writer's point of view in selecting issues and writing news.

Sobur (Komara & Kusniati, 2019) stated that a journalist can utilize news framing to apply truth standards, objectivity matrices, and certain boundaries in processing and presenting news. Therefore, **16 a news story** does not purely contain the facts of the events that occurred but must be mixed with the journalist's experience, which is then compiled into an interpretation schemata. Through this schemata, a journalist can provide interpretations of **22 a series of** news sources.

News analysis using framing analysis aims to understand the message you want to convey more specifically. This is because framing can shape or even simplify a reality using methods, selecting, repeating, and emphasizing certain aspects so that the event can capture the reader's attention. This is in accordance with the statement of Nurhayati et al., in Aisyah & Harahap (2023).

The success **5 of the media in** reporting an event really depends on the understanding, psychological condition, and sociological condition of the readers and listeners **of the news.** Readers' and listeners' understanding **3 can be achieved** by highlighting certain elements in the news so that readers and listeners can focus only on those elements. This statement is supported by Eriyanto's opinion (Kurniawan & Muktiyo, 2019) that according **20 to Pan and Kosicki, there are two** interrelated conceptions of framing, namely the psychological and sociological conceptions. Psychological conceptions **12 pay more attention to** the way a person processes information within himself. Meanwhile, the sociological conception pays **more attention to** how the social construction of reality works. Apart from that, framing is also related to cognitive structures and processes related to a person's way of understanding a certain amount of information shown in a particular scheme. William Gamson also stated the same thing (Ababil, Hakim, & Rosyada, 2023): that the success or **16 failure of a** social movement is largely determined by how dominant the people are who

are carried away by the media framing.

2 The Bromo Tengger Semeru National Park fire case is currently a hot topic of discussion throughout the Indonesian mass media. This fire case 11 is a reflection of the behavior of some Indonesian people who still pay little attention to the surrounding environment. The man who was responsible for the Bromo fire, whether he realized it or not, had become a murderer. He has killed various 4 flora and fauna that live in the conservation area, including even endemic flora and fauna. Many mass media outlets are interested in covering this case 14 with the aim of raising public awareness so that this sad incident will not happen again. Based on the information provided (Nursa'id & Rachmaria, 2021), forest and land fires are a frequent occurrence in Indonesia during the dry season. Researchers found three research articles related to the framing analysis theory of natural disaster reporting 1 based on the perspective of Pan and Kosicki. Two of them discuss forest conservation efforts and forest and land fire disasters. The three articles are: First, research was conducted by Mullah Oges Cabucci and Putri Maulina with the title "Framing Analysis of Forest and Land Fire Reporting PT. Agro Sinergi Nusantara on Local and National Online Media." This research explains the similarities and differences between the acehportal.com media and the antarnews.com media. The similarity between the two media lies in the incompleteness of the 5W+1H elements and the absence of explanation regarding 2 the source of the fire in the construction of the two reports, while the difference lies in the media's point of view in highlighting the main object 5 of the news and the amount of area burned.

Second, research conducted by M Abdi Octavianus Hasan and Doddy Iskandar with the title "Framing Analysis of Pan and Kosicki regarding the Pros and Cons of Forest Deforestation 3 in Indonesia in the Tempo.co and Detik.com Online Media Frame." This research explains the similarities and differences between Tempo Media .co and Detik.com 1 in terms of bringing news. The similarity between the two media lies in using the conjunctions "yang" and "dan" to indicate important things in the news. In contrast, the difference lies in using idioms and the completeness of the 5W+1H elements.

Third, research conducted by Melani Yuliyanti, Wienike Dinar Pratiwi, and Een Nurhasanah with the title "Framing Analysis of Zhongdang Pan and Gerald M. Kosicki in the News "BMKG Denies Issue of Tsunami Waves Will Hit NTT" in Kompas.Com Edition April 7 2021." This research explains the completeness of the syntactic, script, thematic, and rhetorical structures contained in the April 7, 2021, edition of Kompas.Com media.

The researcher considers that there are still few <sup>3</sup> research articles that pay attention to the relationship between language and the environment in news stories about the environment and natural disasters. Therefore, through this article, the researcher wants to add to literature <sup>studies related to the</sup> relationship between language and the environment to increase individual awareness in a language community ecosystem. Apart from that, the researcher also wants to add to the list of literature related to Pan and Kosicki's perspective news framing analysis theory, which raises <sup>the theme of</sup> the Bromo fire. <sup>2</sup> <sup>This is because the</sup> Bromo fire case is the worst case that has ever occurred <sup>in East Java,</sup> and it shocked the Indonesian people. Hopefully, this research can increase Indonesian people's awareness of and love for the natural environment.

## 2. Theoretical Framework

Through this article, researchers want to answer the following questions: 1) What is the role of language in environmental conservation? 2) What is the structural presentation of Metro TV's Editorial Review news "Expensive Lessons from the Bromo Fire" according to Zong Dang <sup>5</sup> Pan and Gerald M. Kosicki's frame analysis theory?

Thus, <sup>23</sup> <sup>this research aims to analyze the</sup> role of language in environmental conservation and the structural presentation of Metro TV Editorial News' "Expensive Lessons from the Bromo Fire" according to the frame analysis theory of Zong Dang Pan and <sup>6</sup> <sup>Gerald M. Kosicki.</sup>

Pan and Kosicki (1993) divide news structures into four parts as framing devices, namely syntax, <sup>script, thematic, and rhetorical.</sup> This is as explained by Eriyanto (Yuliyanti, Pratiwi, & Nurhasanah, 2021) as follows:

#### a. Syntactic Structure

Syntax is <sup>3</sup> related to the way journalists organize events. This includes questions, opinions, quotes, and observations). The syntactic form most often used in a pyramid is an inverted triangle, starting with the headline, lead, episode, setting, and ending.

#### b. Script Structure

The script is related to the journalist's way of packaging an event. The script in news is better known as 5W + 1H, which includes who, what, when, where, why, and how. The six question words relate to the information in the news being studied.

#### c. Thematic Structure

Thematic relates to the journalist's perspective on an event. Thematics <sup>6</sup> in the news include propositions, sentences, and relationships between sentences. The thematic structure is useful as a tool for understanding the facts written in the news.

#### d. Rhetorical Structure

Rhetorical relates to the journalist's way of emphasizing certain meanings in the news. <sup>4</sup> This can be known through the use of words and language style. Rhetorical structure is useful for journalists <sup>3</sup> to be able to highlight certain sides, create images, and create the desired picture in the news.

### 3. Research Method

This research uses a descriptive qualitative approach oriented towards content analysis. Moleong (Yuliyanti, Pratiwi, & Nurhasanah, 2021) believes that the qualitative method is a research method that is based on words, both written and spoken, from actions <sup>1</sup> that can be seen. The data source in this research is the Metro TV Editorial News video "Expensive Lessons from the Bromo Fire" on the official Metro TV YouTube channel. The <sup>1</sup> data in the research are all forms of statements and questions in interviews of Metro editorial Surgical presenters with sources. The data in this research was collected using listening and note-taking techniques. The data collection procedure was <sup>4</sup> carried out in three steps: a) The researcher listened carefully to the discussion of the video from start to finish



via YouTube; b) The researcher transcribed the video content as a whole, and; c) Researchers sort and classify data according to the research focus. In qualitative research, the researcher is the most important research instrument.

#### 4. Result and Discussion

##### Framing Analysis in Media Indonesia Metro TV's Editorial Review Program "Expensive Lessons from Bromo Fire"

###### a. Syntactic Structure

Based on the syntactic structure, Media Indonesia Metro TV's Editorial Review program "Expensive Lessons from the Bromo Fire" chooses to use headlines or titles that are concise, clear, and cover the entire content of the news. This is in accordance with the aim of establishing the Media Indonesia Editorial Review program. Based on the information (Supratman, 2014), the Metro TV Editorial Review program seeks to be a program that provides open information for print media to hear public opinion. This statement is confirmed by Usman Kansong's opinion (Supratman, 2014) that Metro TV Editorial Review is a pioneer of Indonesian media that dares to tell the truth of the news as it is, honestly and straightforwardly.

Then, in the lead or news section, Leonard Samosir's statement as a Metro TV journalist is presented. Leonard opened the Editorial program news by explaining the main reason why the TNBTS (Bromo Tengger Semeru National Park) area caught fire. The reason is that there are visitors who deliberately turn on the flayers for pre-wedding photos. It is also possible that this explanation will be able to raise questions in the minds of listeners regarding the news material that will be presented, such as: "Why did this carelessness occur?", "Is there no security system implemented in the Bromo area?" take action against them?" These questions can arouse listeners' interest and curiosity so that they are willing to listen to the entire contents of the news without getting bored. This is as expressed in (Effendi, Sartika, Br.Purba, & Ritonga, 2023) that news stories should have three main

objectives, namely: 1) Provoking reader interest; 2) Present the most important facts <sup>6</sup> in <sup>6</sup> the news; and 3) Create an opening for other information to be presented.

Leonard Samosir also gave a detailed explanation regarding the information he <sup>1</sup> stated in the news lead. Leonard explored this explanation by interviewing Arief Suditomo, a media group editorial board member. In the interview, Leonard and Arief tried to bring out people's disappointment by emphasizing three words, namely "Lesson," "Expensive," and "Stupid." Through these three words, Arief tried to remind the public that the Bromo fire incident was a major event and <sup>4</sup> should not be underestimated. Society should be able to make it an expensive lesson by changing their living habits, which previously tended to destroy nature, to become more attentive and preserve the environment. However, Arief Suditomo also felt disappointed at the bad habits of society, which were very difficult to change and which he called "ignorant."

The selection of Arief Suditomo as a resource person will certainly increase <sup>1</sup> the level of truth of the information conveyed while increasing the level of public trust and satisfaction. This is because Arief Suditomo already has much experience as a journalist at Metro TV. <sup>7</sup> There is no need to doubt the truth of the information regarding the Bromo fire. Leonard Samosir also interviewed other parties involved so that they could see it from different points of view. I started by interviewing Wahyu Eko Setiawan, director of WALHI (Indonesian Environmental Vehicle) East Java, and then listening to responses from editorial review viewers.

#### Table 1. Syntactic Structure

Units

Writing Strategy

Information

Headlines

Bromo Fire Expensive Lessons

Headlines

## Leads

Leonard: "Good morning, viewers. The **1** fire in the Mount Bromo area of East Java **due to the use of** flayers in pre-wedding photo sessions deserves to make us angry. That is not just the result of carelessness, but also fraud..."

Minutes 0.07 – 0.48

## Background

"... **2** in the Bromo Tengger Semeru National Park area..."

Minutes 11:30 – 11:32

(In the editorial text section)

## Question

1. Leonard: "... Are these expensive lessons then just stopped being learned, **5** there is **no** change in behavior, or what is it like, bro?"

2. Leonard: "...Roughly if we can say that, if we want to talk about the economic impact, that's roughly how much damage was **9** caused by the Bromo fire, if you look at it, Mr Wahyu?"

3. Leonard: "...We'll see it's not around the corners, right? **15** Why does it seem like the response is quite slow, Mas Wahyu?"

4. Leonard: "...Why **does it seem like** there is negligence in Bromo? There is negligence in behavior to protect nature. Where exactly is the problem?"

5. Leonard: "... In your opinion, **7** could it be possible that after the massive fire incident in Bromo and its surroundings, there was an improvement in the monitoring system so that similar things could be prevented?"

1. Minutes 8:03 – 8:10

2. Minutes 16:26 – 16:36

3. Minutes 18:51 – 18:58

4. Minutes 27:28 – 27:35

5. Minutes 30:27 – 30:36

#### Statement

1. Arief Suditomo: "Ignorant? Oh, I see. Hehe, rude. This ignorance is actually <sup>9</sup> one of the things that we have to look at, and when we look at it, it is a very, very expensive ignorance..."

2. Arief Suditomo: "... I am also quite surprised. How could the police only identify one witness in this situation ?... "

3. Wahyu Eka: "Yes, from us, of course, from myself, so that's an important warning, right? Because Bromo is a sacred area which culturally has value for the Tengger people..."

4. Leonard: "We hope we really learn from the Bromo fires. The parties who caused it must be severely punished..."

5. Heru Tangerang: "As a citizen, I hope that legal officials, whatever the reason, if they use this method, they will be given heavy sanctions..."

1. Minutes 8:23 – 8:35

2. Minutes 9:08 – 9:13

3. Minutes 20:30 – 20:42

4. Minutes 21:41 – 21:47

5. Minutes 29:23 – 29:34

Closing

1. Leonard: "Thank you, viewers, You are still with us. We are **1** at the end of our discussion this morning."

2. Arief Suditomo: "This is an effort that will never stop. And we as media must be the ones who campaign continuously..."

3. Arief Suditomo: "We **4** must realize that our environment is our future. Our environment is not only for us, but also for our children and grandchildren and future generations..."

1. Minutes 42:59 – 43:03

2. Minutes 43:22 – 43:31

3. Minutes 45:31 – 45:41

b. Script Structure

The 5W+1H elements in the Media Indonesia Metro TV Editorial Review program

"Expensive Lessons from the Bromo Fire" have been fulfilled. This can be known through

the following explanation:

- 1) The who element in the news involves three main actors, namely a) Hendra Purnama and Pratiwi Mandala Putri. They are both prospective **10 bride and groom couples** who have lit flayers at the pre-wedding photo session. b) Andri Wibowo, as manager and photographer at the wedding organizer, was hired by the prospective **bride and groom.**
- 2) The What element. The element in **16 the news is** highlighting the fire case in the TNBTS area. The team of editorial journalists views the Bromo fire case as a tragic event that is very unfortunate to have occurred. A case that threatens the preservation of **17 flora and fauna in the Bromo** area.
- 3) The Who element (How). Media Editorial Metro TV explained that fires **in the Bromo** area could occur because of the hilly geographical conditions of TNBTS. Apart from that, coupled with the El Nio phenomenon and strong winds blowing, the extinguishing process is even more difficult.
- 4) The where element. Metro TV Editorial Media explained **2 that the fire** case occurred in a protected conservation area, which is better known by the wider community by the acronym TNBTS. **This area is** also a place for the Tengger tribe to carry out their religious rituals.
- 5) The when element. Metro TV Editorial Media explained that the Bromo area fire case has been going on since September 6 2023.
- 6) The why element. Metro TV Editorial Media stated **7 that there were** two main factors that caused the Bromo fire to occur, namely due to carelessness and fraud committed by the prospective bride and groom. They deliberately ordered tickets that were only intended for ordinary visitors which allowed them to pass the inspection. In fact, if there are visitors **3 who want to** carry out commercial activities, they must order special tickets so that they can be checked and supervised by officers. Apart from that, the Editorial Review also highlights the lack of monitoring and security **12 mechanisms in the** TNBTS conservation area.

Table 2. Script Structure

Units

Writing strategy

Information

Who (Who)

1. Arief Suditomo: "...What about what happened to <sup>24</sup> Hendra Purnama and Pratiwi Mandala Putri? The couple who hired the wedding organizer to do the photo session, right?

2. Currently, the manager and photographer at the wedding organizer, Andri Wibowo, has been named a suspect.

1. Minutes 9:13 – 9:25

2. Minutes 12:28 – 12:36

What

1. Leonard: "Good morning, viewers. The <sup>1</sup> fire in the Mount Bromo area of East Java due to the use of flayers in pre-wedding photo sessions deserves to make us angry."

2. Leonard: "Yes, Mas Wahyu, if we look at the Bromo fires, it looks like they have subsided, but there are still leaks..."

1. Minutes 0.07 – 0.48

2. Minutes 16:16 – 16:22

Why (Why)

The pre-wedding group only bought tickets intended for tourists. In fact, commercial activities, including pre-wedding <sup>2</sup> in the Bromo Tengger Semeru National Park area, must require a permit to enter the conservation area.

Minutes 11:20 – 11:35

When (When)

On the other hand, it has been very difficult to extinguish the fire, which has been going on since Wednesday, September 6

Minutes 12:51 -12:57

Where (Where)

... in the Bromo Tengger Semeru National Park area...

Minutes 11:28 – 11:31

How

1 The Ministry of Environment and Forestry and BPBD said blackouts were facing serious challenges due to the hilly area, strong winds, and the El Niño phenomenon, which caused the land to dry out.

Minutes 13:02 – 13:14

c. Thematic Structure

The news "Expensive Lessons from the Bromo Fire" in the Media Indonesia Metro TV Editorial Review program is divided into seven parts. 9 In the first part (News lead), Leonard Samosir, as a journalist, opened the editorial review program by directly mentioning the topic that was the focus of the news discussion, namely the Bromo fire case. Leonard also briefly 1 stated that the cause of the fire was as a result of the flayer being ignited.

Then, in the second part, Leonard started the interview process with Arief Suditomo, who was a member of the Metro TV editorial board. In the interview, Leonard asked Arief for his opinion regarding the current case. Arief Suditomo then said that the wider community must 3 be able to make this case an expensive lesson that must not be repeated. These expensive lessons 1 can be seen in the many impacts that arise, such as the destruction



of the Bromo Savannah, pollution, and carbon emissions. Therefore, Arief emphasized that people can change their bad habits and not be stupid.

After that, in the third part, the editorial dissection script is shown, which is the main presentation of the program. The editorial surgical text explains <sup>11</sup> in detail the Bromo fire case. Starting from <sup>18</sup> the cause of the fire, which occurred due to cheating by two prospective bride and groom couples, the cause of the extinguishing process being difficult to carry out as a result of the hilly conditions of Mount Bromo, strong winds, and the El Nino phenomenon. Not only that, the editorial review text also highlights the differences in cases of <sup>21</sup> forest and land fires (Karhutla) that occurred in the peatland areas of Kalimantan and Java Island. The editorial review believes that the handling <sup>1</sup> of forest and land fires in each region should not be generalized. Seeing this phenomenon, Editorial Review supports the discourse from BNPB (National Board for Disaster Management) to form a Forest and Forestry Task Force in <sup>2</sup> a number of areas in East Java and Central Java. The editorial surgical text ends the narrative by emphasizing that the law must be enforced for all perpetrators and that <sup>1</sup> there is a need to provide guidance to the local community regarding fire prevention, especially forest and land fires.

After the editorial manuscript was read, Leonard continued the discussion session with Wahyu Eko Setiawan, director of WALHI East Java. In the interview, Leonard asked Wahyu <sup>2</sup> a number of questions regarding WALHI's attitude in responding to the Bromo fire phenomenon. Wahyu explained that the Bromo fire had caused the economy of the surrounding community to stop. Many traders have experienced losses because the conservation area has been closed. Apart from that, Wahyu Eko Setiawan also explained that guards had actually been assigned to <sup>13</sup> the Mount Bromo area. However, because the Bromo area is <sup>5</sup> divided into two and is always crowded with visitors, the security system is less than optimal. Wahyu, as director of WALHI, even admitted that <sup>26</sup> there were no strict rules for visitors as a form of signs that had to be obeyed.

After the discussion session with <sup>1</sup> the director of WALHI East Java, Leonardo continued the discussion session with Arief Suditomo. One of the aspects discussed in the

conversation was concerns about the Tengger tribe community. Arief expressed his wish that if the Tengger tribe took the same attitude as the inland Bedouin tribe, their tribe, and territory would be safe and protected from the evil hands of humans. Arief also said that everyone must <sup>3</sup> be able to carry out supervision and monitoring for the sake of environmental sustainability.

Towards <sup>1</sup> the end of the program, Leonardo also opened a discussion for Metro TV viewers <sup>in order to</sup> give them the opportunity <sup>to express their</sup> opinions. One of them is Pak Heru from Tangerang. Pak Heru wants the legal authorities to impose heavy sanctions and large fines on the perpetrators. Pak Heru even dared to call the perpetrators people who had no morals because their carelessness had resulted in damage.

Leonard Samosir and Arief Suditomo ended the editorial review program by providing messages and advice to the young generation <sup>1</sup> of the Indonesian nation. Arief Suditomo emphasized that environmental conservation efforts are efforts that will never stop.

Everyone must realize that the environment is a person's future.

<sup>Based on the</sup> explanation of these seven parts, it <sup>can be seen</sup> that all the parts that make up the Editorial Review program have been arranged well and systematically. This <sup>11</sup> is <sup>proven by</sup> the interrelationship between each part. The language used in the Bedea Editorial program is also relatively easy to understand, although occasionally, foreign terms are inserted that are rarely heard.

#### d. Rhetorical Structure

In this Editorial Review program, there are many words emphasized by journalists and sources, including the words lesson, expensive, fire, anger, biodiversity, moral hazard, scorch, and law. Apart from that, <sup>25</sup> photos and videos are also displayed to support the factual information presented in the news. Even <sup>photos and videos</sup> are shown several times as a form of reinforcement. These photos and videos include videos of the flames, videos of visitors suspected of being <sup>10</sup> the bride and groom and the pre-wedding team, photos of the flares being used, photos of someone lighting the flares, and videos of

Bromo, which has been burned. However, Editorial Review does not display graphics to support information.

### Table 3. Rhetorical Structure

Units

Writing Strategy

Information

Lexicon

1. Arief Suditomo: "If we have been taught a lesson, it's also expensive..."

2. Arief Suditomo: "Yes, the economic impact that occurred, and now the moral hazard..."

3. Arief Suditomo: "... because not only is the biodiversity of Padang Sabana Bromo destroyed, right?"

4. The <sup>13</sup> fire in the Mount Bromo area, East Java, due to the use of flares during pre-wedding photo sessions, deserves to make us angry

5. ... to date, 274 hectares of the Bromo area have been scorched and legal action must be taken

1. Minutes 8:11 – 08:14

2. Minutes 9:00 – 9:03

3. Minutes 8:37 – 8:43

4. Minutes 11:05 – 11:13

5. Minutes 12:21 – 12:27

## Graphic

-

-

## Photos and Videos

1. Video of the flames.

2. Video of someone suspected of being <sup>10</sup> the bride and groom and the pre-wedding team.

3. Photo of the flare used.

4. Photo of someone lighting a flare.

5. Video of Bromo, which has been burned.

6. Video of the arrest of the manager and wedding organizer photographer.

1. Minutes 10:51 – 10:52, minutes 12:14 – 12:29, minutes 23:28 – 23:44

2. Minutes 10:53 – 10:56, minutes 11:00 – 11:20, minutes 22:40 – 22:55

3. Minutes 12:49 – 12:51

4. Minutes 11:22 – 11:24, minutes 12:46 – 12:48

5. Minutes 11:25 – 11:34, minutes 11:52 – 13:17

6. Minutes 10:57 – 10:59, minutes 12:30 – 12:44, minutes 22:56 – 23:27

## 5. Conclusion

Through this article, [6 it can be seen that](#) language has an important role in environmental conservation. As a linguistic community, humans can campaign for efforts to preserve the natural environment through various trusted mass media. Through the research article, it [9 is also known](#) that Metro TV's editorial team views the Bromo fire incident as something very concerning and hopes that every perpetrator will be prosecuted. Apart from that, Metro TV's Editorial [12 Review on the](#) Bromo fire theme has also been proven to fulfill all news elements covering 5W + 1H.

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