

# NETNOGRAPHIC ANALYSIS OF YOUTUBE USER'S COMMENTS ON CONSERVATION THREATS

## ANALISIS NETNOGRAFI KOMENTAR PENGGUNA YOUTUBE TERHADAP ANCAMAN KONSERVASI

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### ABSTRACT

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*Conservation and mining are considered two contradictory aspects of an activity. If mining development does not match the area analysis, conservation activities will be lost. Mining activities are often two sharp blades. It will increase the economy, but somehow, on the other hand, the more significant damage will make it difficult for the ecosystem to return to its original condition. This is what is currently happening in the Sangihe Islands. Gold mining has become an issue in online discussions on the internet; objections and protests are conveyed to preserve the region's ecosystem from endemic animal and plant species and human existence. This research was conducted by exploring public comments, especially YouTube users, in the comments column of the BBC News Indonesia YouTube video. A qualitative approach is used in this study with netnographic analysis to analyze netizen comments on BBC News Indonesia YouTube videos. Data retrieval using the botster.io website and analyzed using NVivo 12 software as a qualitative research management tool. The data obtained is 1.000 comments in the comments column. The analysis results show that most internet residents, in comments on the BBC's YouTube video, negatively responded to the Sangihe Islands gold mine because it was considered a threat to the conservation and extinction of Sangihe's endemic species, namely, the Sangihe Seriwang bird. People on the internet also respond that policy makers' participation in making regulations is essential to cancel decisions related to the mining area.*

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### 1. Introduction

The condition of the territory of Indonesia, which consists of islands and archipelagos and the area of waters that exceeds the land, makes biological diversity the main potential of the region's natural resources. Based on the Directorate of Utilization of Coastal and Small Islands data, the Directorate General of Marine Spatial Management, Indonesia consists of 16,771 islands, and islands contribute to plant and animal species diversity. Groombridge writes that it is difficult to give an exact measure of the contribution of an island or archipelago to the creation

of global biodiversity (Groombridge, 1992). However, in some instances there is insufficient data to show that, collectively, islands contribute indirectly to the global species total of their territories. So the important balance between the biota found in the islands both on land and water, thus the emphasis on conservation of island areas is an appropriate part of any global conservation. Pickett et al. provide a more realistic explanation for protection related to planning and management that prioritizes balance, but balance is only one particular situation (Pickett et al., 1992). Flux explains that the nature perspective emphasizes process and context, the role of episodic events, and the openness of ecological systems.

Conventionally, the conservation debate assumes that 'natural' areas are in balance or equilibrium. Humans then intervened to remove most of the site from its natural state, leaving newly isolated fragments, which were thus thrown out of balance. Sometimes humans as individuals in direct contact with nature, policymakers, resource managers, and business and industry leaders should routinely make decisions about resource exploitation. However, these decisions cannot be made effectively with a limited understanding of the interactions between human domination and ecosystems and their impact on ecosystem functions. The global significance of biodiversity becomes essential in the balance of ecosystems, in this case, island ecosystems, and the term biodiversity is a contraction of biodiversity. It is broadly defined as the variability of life from all sources, including within species, between species, and ecosystems (Matthews et al., 2001).

Species are vital to a healthy planet, but increasing pressure from human activities puts them at risk of extinction. Habitat destruction, invasive species, overexploitation, illegal wildlife trade, pollution, and climate change threaten species' survival worldwide. Islands usually have fewer species per unit area than land. This difference is more pronounced with the size of the island, i.e., the species-area curve between islands is steeper than the curve constructed by dividing large land areas (Rosenzweig, 1995).

Similarly, what is currently happening in the Sangihe Islands region. In June 2021, the public was shocked by the news that Sangihe Island was designated as a gold mine for PT Tambang Mas Sangihe, a Canadian and Indonesian multinational company (interaktif.kompas.id, 2021). The case was widely discussed in the community, related to the issuance of Decree No. 163.K/MB.04/DJB/2021 concerning Mining Business Permits whose territory is included in the Green Zone where there is an endemic animal habitat for the Sangihe Islands.

PT Tambang Mas Sangihe successfully obtained the permit. The permit letter explains that the contract of work area granted by the Ministry of Energy and Mineral Resources (ESDM) covers more than half of the Sangihe Islands area. The work contract will last for the next 33 years, from 2021 to 2054 (Lumbanrau, 2021). Whereas conservation based on sound knowledge helps prevent extinction and increase the population level of species. Interventions including species restoration programs, the establishment of protected areas, and the control of invasive species are critical to the success of conservation programs. However, sometimes species conservation depends on effective policy and decision-making; regulatory changes and the emergence of new provisions in conservation make endemic habitat areas threatened (Susmianto et al., 2017).

Sangihe Islands is a district in North Sulawesi Province. This district has an area of 1,012.94 km<sup>2</sup> and a population of 139,200 people (BPS Sangihe Islands Regency, 2020). This district originated from the Sangihe and Talaud Islands Regencies division in 2000. Located between Sulawesi Island and Mindanao Island (Republic of the Philippines), this district includes 3 clusters: Tatoareng Cluster, Sangihe Cluster, and Border Cluster. The Border Cluster has an international boundary with the province of Davao del Sur, Philippines. The Sangihe Islands have a variety of natural beauty. There are four volcanoes, namely Mount Sahendaruman with a height of 1,046 m, Mount Awu with a height of 1,320 m, Mount Kakiralong with a height of 1,002 m, and Mount Banua Wuhu, which are below sea level (Siregar, 2021). Located on the lips of the Pacific Ocean, the Sangihe Islands have much potential for marine wealth. The Sangihe Islands have a number of beautiful beaches such as Embuhanga Beach, Teluk Tahuna Beach, Panauareng Beach, and Malahi Beach (Nonutu, 2020). In addition to the beauty of the beach,

the Sangihe Islands also have natural resources in the form of underwater volcanoes, namely the Banua Wuhu Volcano on Mahengetang Island and the 6 West Kawio Volcano Cluster. West Kawio Volcano is a volcano that shows an ideal cone-shaped appearance that arises from a depth of 5.400 meters below sea level, with its peak reaching a depth of 1.890 meters below sea level (Triarso, 2017). Mahengetang Island volcano is one of two underwater volcanoes that are harmless to divers, in addition to underwater volcanoes in the Caribbean Islands.

Sangihe Island has wonderful natural conditions and is decorated with a diversity of flora and fauna. The Sangihe Islands Regency itself is surrounded by forests; in these forests, there are a lot of flora and fauna that are very abundant. The Gunung Sahendaruman Protected Forest on Sangihe Island contains about 70 tree species from 32 families, all belonging to the class Magnoliopsida (dicots) and division Magnoliophyta (flowering plants).

Even though it is a small island, Sangihe Island has a high level of endemism and ecological function. Sangihe is designated as an *Endemic Bird Area* (EBA), one of 33 *Important Bird and Biodiversity Areas* (IBA) in Sulawesi, and a *Key Biodiversity Area* (KBA). Its location at the northern tip of Indonesia and surrounded by the Celebes Sea and the Pacific Ocean makes Sangihe a bridged *island* for various birds that pass from the Philippines to the mainland of Sulawesi. Sangihe Island is also home to different protected rare endemic birds, such as the seriwang sangihe bird, the sangihe serindit bird, the sangihe prawn bird, the sangihe glasses bird, the anis bentet sangihe bird, and various other animal life in it (environesia, 2021). Seriwang sangihe, or what local people call manu' niu, is a bird that only exists on Sangihe Island - the small outermost island in northern Indonesia. This endemic bird was considered "extinct" for a hundred years until about 20 years ago, when they were seen again. Even so, this bird measuring about 18 centimeters, bluish and insectivorous in number, is now critical and increasingly threatened due to gold exploitation plans that have the potential to "destroy" the forest where they live (Rachmawati, 2021).

However, on a small and outermost northern island of Indonesia that borders the Philippines, the gold mining plan of PT Tambang Mas Sangihe has the potential to threaten an endemic bird that was considered "extinct" a century ago and "drown" the island. PT Tambang Mas Sangihe is a subsidiary of Baru Gold Corp. The company is from Canada and was previously called East Asia Minerals. Baru Gold Corp. holds most of the majority shares of PT. Mas Sangihe Mine, which is 70%. While 30% of the shares are held by PT Sungai Balayan Sejati, PT Sangihe Prima Mineral, and PT Sangihe Pratama Mineral (Anwar, 2021).

The polemic that occurred in the Sangihe Islands did not only stem from the threat to Sangihe's nature due from the gold mining of PT Tambang Mas Sangihe. Some of the local people in the Sangihe Islands depend on illegal gold mining (PETI) in the islands. The local people feel restless because they fear that they will lose their jobs and sources of income. The local people are becoming increasingly worried because the mine is falling into private hands. At the same time, residents have called for the government to be empowered and given training so that the local people can carry out mining without endangering the nature of the Sangihe Islands (Lumbanrau, 2021). Moreover, the local people were surprised to learn that the company had set the land at their village selling price. The price given by the company is also very low, which is only Rp. 5.000 per meter, or IDR 50 million per hectare (Renaldi, 2021).

YouTube is a video-sharing site where users can load, watch, and share video clips for free. YouTube was founded in 2005 by three people who previously worked at PayPal. The name *YouTube* itself was inspired by a pizza shop and Japanese restaurant in San Mateo, California. Entering the first year of the establishment of YouTube, this site managed to proliferate. In July 2006, the number of videos uploaded to YouTube reached 100,000 videos. The record surpassed the MySpace site. In the social media category, YouTube videos are a part of *social networking*, and in its development, it has produced various values for its users (Chandra, 2017). The initial concept of developing the YouTube video site is as a video-based social media. This site is designed so that users can share videos with their community partners and exchange comments about uploaded videos. Comments written by YouTube users on a video can generate sentiments related to the video, whether the video is negative or positive.

This research is needed to see netizens' response regarding the existence of gold mining, which will directly affect the conservation area of the endemic animal ecosystem of the Sangihe Islands. An analysis related to netizens' responses will provide an overview of the pros and cons of changing conservation areas. Protected and conservation areas are the basis of biodiversity conservation. They preserve natural and cultural resources, improve livelihoods and promote sustainable development. Protected areas and effective conservation are essential if we stop the dramatic loss of life on earth

## 2. Method

The research method used in this research is descriptive qualitative with netnographic interpretation. Netnography is a form of ethnographic research, namely research to examine the understanding of internet life, including social media. Observations made in this study used textual comments on publicly available information. Netnography is a special method used to study the cybernetics space, or better known as cyberspace, in studying the culture of online communities (Ahuja and Shakeel, 2017).

The data taken is a YouTube user's comment on a video uploaded by BBC News Indonesia on 7 June 2021 with the title "Tambang Emas Pulau Sangihe Mengancam Hutan dan Burung Endemik yang Hampir Punah". Research data collection was carried out using the help of the website <https://botster.io> and managed to capture 1,000 YouTube user comments. The data that has been obtained is then further processed using Nvivo 12. Nvivo 12 software allows analysis by grouping words based on the number of words that often appear and are written by internet users related to the desired keywords (Indartoyo et al., 2020). This device will allow researchers to store, process, and analyze data and maximize the stages of data visualization (Phillips and Lu, 2018).

Data coding uses Word Frequency Query, Text Search Query, and Auto Code Sentiment features. Word Frequency Query is used to find the most common words or words that are most commonly used. Text Search Query helps researchers find words or phrases often expressed in the comments column for the BBC News Indonesia video. To analyze the sentiments of internet users, the Auto Code Sentiment feature is used. This feature performs coding automatically to allow researchers to see the opinions of individuals who express positive or negative sentiments. After all the data has been successfully coded, the data visualization is carried out using descriptive analysis.

## 3. Results and Discussion

### Word Frequency Query Coding

Word Frequency Query on Nvivo 12 is a feature to list and count the most mentioned words in YouTube video comments previously entered in the Nvivo 12 software. The Word Cloud feature visualizes the data after getting the 50 most frequently occurring words.



**Figure 1. The Most Appearing Words in the Comment Column**

Based on the coding results, the 10 words most often written by YouTube users in the comments column of the video are *tambang*, *masyarakat*, *rakyat*, *pemerintah*, *jangan*, *lingkungan*, *manusia*, *merusak*, *tolong*, dan *bupati*. These words show that in response to opening a gold mine on Sangihe Island, YouTube users associate it with threats that Sangihe Island can receive. These threats can be in the form of damage and destruction to the environment, where these words are also the words that appear the most in the comments column. Another threat is the destruction of the ecosystem on Mount Sahendaruman, home to many endemic animals that are feared to be extinct if the mine continues.

The emergence of the word "regent," which is also a word that many netizens write about, is associated with the news of the death of the Deputy Regent of Sangihe, Helmud Hontong, who died while on a Lion Air flight. Before his death, Helmud wrote a letter requesting the cancellation of the gold mining operation permit in Sangihe to the Ministry of Energy and Mineral Resources. This was done because Helmud did not want the waste from the mining to damage Sangihe. Environmental damage will threaten the balance of the ecosystem to make endemic animal conservation areas threatened by habitat. Damage to the environment in the archipelagic region is one of the contributors to the loss of habitat for some wildlife and plants that support archipelagic ecosystems, as described by (Kellman 1996). the whole world. Our actions in several ways affect the drivers of changes in the function of coastal land, settlements, and agricultural and mining activities, resulting in changes in the archipelago ecology.

The appearance of a few words in the comments of netizens is undoubtedly why mining carried out will impact the survival of the ecosystem, both in the form of loss of habitat for animals, plants, and human existence. As time goes by, the relationship between ecological sustainability and human life activities has become an inseparable unit, the "Age of Ecology" (Worster 1994); in the post-World War II era, ecological science has played an essential role in identifying the leading causes of environmental problems and motivating policy changes to reduce ecosystem changes in conservation. The policy direction is one of the critical points in providing a maximum limit for ecosystem changes that occur due to human activities. Thus the role of stakeholders as regulators and policymakers should favor the conservation of areas and ecosystems. Solving other contemporary environmental problems, such as habitat fragmentation and accompanying species extinction, has been a less successful endeavor (Simberloff and Abele, 1976). In this case, the solution to the problem of halting land development and large-scale resource extraction is usually seen as hindering human endeavor and economic well-being.

What's more, those most directly affected by such activities are often non-human species. In many cases, the immediate consequences of such actions (e.g., loss of tropical forests) occur on far-flung lands under different government regimes. Efforts to improve the welfare of local communities in the midst of increasing economic value and environmental preservation will be challenging to achieve if development and development are not sustainable.

### **Text Search Query Coding Analysis**

Text Search Query is a feature to search for words, phrases, or combinations of different dishes from data that has been inputted on Nvivo 12. The words that want to be analyzed will then be visualized using the Word Tree feature. Regarding the research context, the words interpreted using the Text Search Query feature are "conservation" and "threatened."



**Figure 2. Text Search Query Results for the Word “Konservasi (Conservation)”**

Based on the Text Search Query coding results for the word “conservation,” netizens linked a gold mine that has the potential to harm Sangihe Island with the possibility of Sangihe Island being made a conservation area. Considering that 18 bird species consist of 10 endemic species and eight endemic subspecies in the mountains of Sahendaruman, Sangihe. Seriwang Sangihe is one of eight species of Sangihe endemic birds. The population of this bird is known to only remain in the valleys of primary forests at a height in the Sahendaruman Mountains (Bashari et al., 2016). Some examples of comments written by netizens with the keyword “konservasi (conservation)”, as follows: (1) *Akhmad Taib Agung, “kenapa ga dijadiin konservasi alam aja si ,dijadiin taman alam sangihe kaya pulau tanjung puting dikalimantan tengah”,* (2) *021\_ReynanPutra\_TRU, “Sepantasnya seluruh wilayah pulau sangihe dijadikan kawasan konservasi mengingat adanya beberapa spesies endemik yg terancam punah .Lah ini kok mau dijadikan tambang? Bagaimana sebenarnya pemerintah sekarang kok diam saja. Seakan akan mengabaikan rakyat”.*

The two comments above are examples obtained in data mining using Text Search Query and are related to conservation. Conservation is considered a guideline in preserving the environment both in biotic and abiotic ecosystems. According to the Law on Conservation No. 5 of 1990 is defined as the management of living natural resources whose utilization is carried out wisely to ensure the continuity of their supply while maintaining and improving the quality of diversity and value. So that following the applicable policy, the balance and existence of the ecosystem should be able to provide benefits for the quality of human life, as a support for life, and as a means of preserving and utilizing the diversity of animal and plant species. The increase in human population and the intensification of industry and agriculture have gone hand in hand with increasing eutrophication and environmental pollution; Pollution, primarily aquatic, but also air and land, has the potential to affect many wild carnivores in several different ways. Many harmful compounds that have involved wildlife in the past have been removed from circulation, at least in some countries, but others still exist, and the problem is likely to last forever. Chemicals are indirectly added to the environment and ecosystems from processing mining activities, industrial outflows and conurbations, runoff from agricultural land, and precipitation from polluted skies. Various organochlorines are involved and many others, as well as heavy metals, particularly mercury, all with potentially lethal effects when accumulated.



**Figure 3. Text Search Query Results for the Word "Terancam (Threatened)"**

Based on the results of coding the word "threatened" in the Text Search Query feature, it was found that citizens were worried about the natural state and also the community if the gold mine continued to be carried out, especially in the endemic Seriwang Sangihe bird, which has been categorized as a critical species. The main threat to this bird population is the loss of forest cover. So with the entry of gold mines on Sangihe Island, it is believed that it will threaten the population of this bird and other birds (Bashari et al., 2016).

Some examples of comments written by netizens with the keyword "threatened", as follows: (1) Asher, *"hebatnya penguasa di negeri ini, ada hewan2 endemik terancam punah bukan'a di buat cagar alam marga satwa tetapi hanya demi uang mereka menghiraukan itu semua, dan akhirnya yang diwariskan kepada anak cucu hanyalah kerusakan alam yg pada akhirnya yg menanggung beban adalah anak cucu bangsa ini atas apa yang telah mereka perbuat"*, (2) Noviana Hanani, *"Kemungkinan buruk selain terancam nya punah hewan dan lingkungan, terancam pula orang2 penduduk asli dsna, psti mereka akan terjajah di wilayah mereka sendiri pasti dah tuu klo sdh masuk perusahaan2 tambang. Semoga pulau ini tetap aman terjaga, dan penduduk nya sehat selalu. Cukup sdh dikalimantan buktinya gimana lingkungan rusak, binatang2 terusir dari hutan mereka sendiri, mohon sangat pemerintah sudah cukup jangan diperluas lagi, gimana nasib anak cucu nanti, ya anda enak masalah biaya hidup sdh terpenuhi lahh kami rakyat kecil gimana pak, terpinggirkan karna hal semacam ini salh satunya"*.

Based on the example comments, it can be seen that what netizens are afraid of is the entry of gold mining into Sangihe; apart from the destruction of nature and the extinction of Sangihe's endemic birds, it is also related to the survival of the local community which is also threatened. In addition, the International Union for Conservation of Nature (IUCN) explains threats in conservation that do not only occur to the preservation of human life but to other ecosystems in it. IUCN Red Lists is a list that discusses the conservation status of various types of living things, such as animals, issued by the IUCN. This list was first published in 1948 and is the most influential guide to the status of biodiversity. The IUCN aims to warn the public and policymakers of the importance of conservation issues to the public and policymakers to improve the rarity status of a species. The animals are classified into nine groups and arranged based on criteria such as population size, distribution, and risk of extinction, as follows: (1) Extinct (Extinct; EX), (2) Extinct in the wild (Extinct in the wild; EW), (3) Critical (Critically Endangered; CR), (4) Critical (Endangered; EN), (5) Vulnerable (Vulnerable; VU), (6) Near Threatened (NT), (7) Least Risk Concern; LD), (8) Lack of Information (Data Deficient; DD), and (9) Not evaluated (Not evaluated; NE).

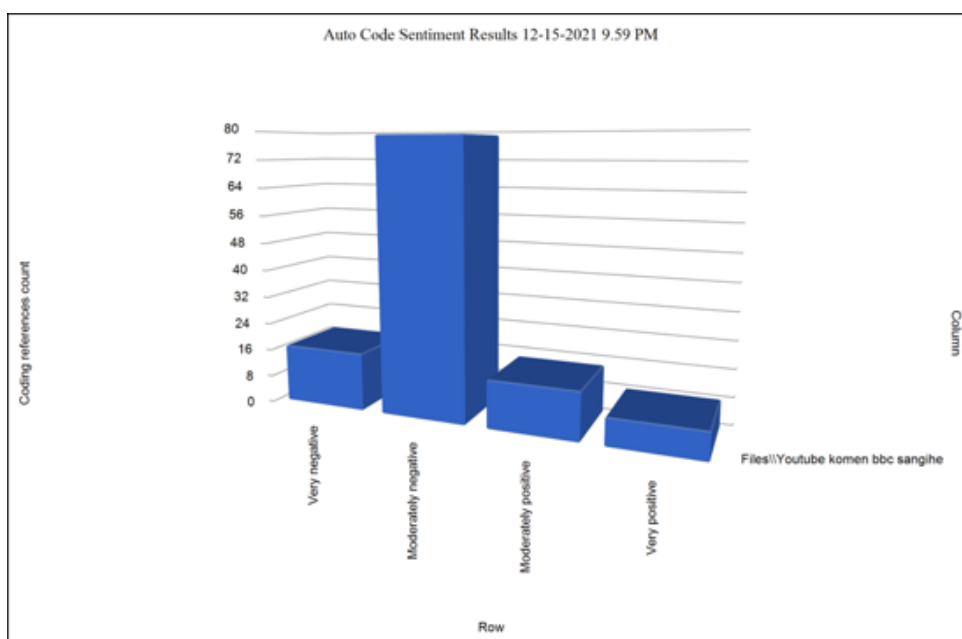
Several international provisions related to the protection and trade of protected species have been regulated by conventions such as the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) in 1973 and the IUCN Red List of Endangered Species (Red Lists of Threatened Species). In both international provisions, wild animals are categorized into several types, from the highest endangered to the category monitored by the population. Indonesia is one of the countries that signed the CITES Convention. Meanwhile, at the national level, the protection and management of conservation

areas and the protection and utilization of wild plants and animals are regulated in Law no. 5 of 1990 concerning Biological Natural Resources and their ecosystems.

IUCN divides into three categories in conservation that threaten ecosystems, Critically Endangered (CR), Endangered (EN), and Vulnerable (VU) species considered globally endangered, Extinct or Extinct in the Wild. Critically Endangered, Endangered and Vulnerable: globally threatened species. Near Threatened: Species close to the threatened threshold or will be jeopardized without sustainable conservation action. Most minor Concern: the species evaluated with a lower risk of extinction. Data Deficit: no assessment due to insufficient data. This will be an important note for the owner or stakeholders so that the ecosystem in the area can be balanced again by considering the continued impact of the gold mining process, which will last more than 20 years.

**Sentiment Analysis**

The following analysis uses the Auto Code Sentiment feature on Nvivo 12. This analysis was conducted to find out the sentiments of YouTube users in the BBC News Indonesia video commentary column on gold mining on Sangihe Island.



**Figure 4. YouTube User Sentiment Graph**

The auto code sentiment feature divides the analysis results into four categories: very negative, moderately negative, moderately positive, and very positive. The graphic results show that most YouTube users negatively respond to the Sangihe gold mine. There are more comments with moderately negative and very negative sentiments when compared to positive comments.

An example of a comment that is in the very negative category comes from a YouTube user by the name of Filipus Aryanto Taneo, which contains *“saya sangaaaat2 sedih dengan manusia2 biadap yg hanya memikirkan uang dibanding kehidupan alam dan masyarakat 🤔🤔🤔”*. Meanwhile, an example of a comment with moderate negative sentiment was written by a YouTube user named Wahyudi, which contains: *“Destroying a rainforest for economic gain is like burning a Renaissance painting to cook a meal...- Edward O. Wilson”*.

In addition to the two sentiment groups, the Nvivo 12 software also groups very positive and moderate positive sentiments. An example of a comment that is in the very harmful category comes from a YouTube user with the name Ai'Nature Channel, with comments



"5.000 permeter??? Dan izin pt sdah ada?! Wow.. Amazing, damn! 🍀". Meanwhile, an example of comments from YouTube users who fall into the moderate positive group was written by Saeful Ahmad, which contains: "save sangihe, i love nusantara 🥰🥰".

Based on the examples of comments in each category, it can be seen that the comments that fall into the moderate positive and very positive groups have a satirical tone but with good word choices. So it can be concluded that most YouTube users strongly disagree with the Sangihe mine because it can damage the environment, harm residents, and endanger the endemic flora and fauna of Sangihe. This can be seen from the analysis results where most netizens gave a negative response. It is essential to ensure that what is conveyed has meaning and the term is meant. Sometimes the way and context of writing give a different sense from the actual meaning. Misinterpretation can lead to linguistic bias, thus providing an opportunity for the controversy that gives rise to varying points of view.

Although the source of the error is conservative (i.e., underestimating rather than overestimating the presence of endemic species), it means that we currently have no way of translating ecosystem habitat densities and changes in area function into remaining ecosystem density areas. Often, understanding the conservation status of many areas and the policies taken does not match the existing ecosystem characteristics of the site. This is often worse than it seems, even though some positive aspects of mining are carried out. New techniques based on conservation-related analysis will bring about substantial progress. Conservationists often claim decline, even where sound evidence is lacking. This is unfortunate because it reduces the public's trust and policymakers. At the same time, this complexity makes environmental problems "evil problems" to solve (Ludwig et al., 2001).

### **Conflict Analysis: Communication Conflict**

Communication is defined as the delivery of messages from the communicator to the communicant, in understanding the concept of communication is an essential focus for various fields related to the delivery of information in interactions, both between individuals, individuals to groups, and between groups. Although communication is interesting to observe, sometimes the delivery of data between one location and another becomes a failed description, resulting in misinterpretation (Krauss, Robert, & Ezequie, 2006). Likewise, in the delivery of information related to communicating between ideas contained in a thought, which is conveyed to the general public, as is the case in virtual communication, both through electronic print media and other social media. In this paper, the information transfer process that is very important to note is how the local community responds to or related to mining issues in Sangihe.

Their writings (Krauss, Robert, & Ezequie, 2006) explained that the encoding and decoding paradigm is the most straightforward communication concept. Communication is described as transferring information through codes. In contrast, the code itself is classified in several simple forms, ranging from mapping one code to another and Morse code signaling code, so that it can provide meaning. However, sometimes, some things are assumed to be abstract processes to be misinterpreted in the delivery of information. Understanding a message from one element to another, transmission through poorly understood channels is translated into their respective propositions without direct confirmation of the message's sender. So that there is an identification of the delivery of information that is not appropriate or unwanted in the message received, some netizen comments related to mining and conservation, which have been analyzed in the previous sub-chapter, illustrate a communication that only goes one way.

Social media users, in this case, YouTube users, only accept and respond to what has been conveyed in a short presentation without confirming other elements such as the size of the area used as a mining area and the boundaries of the conservation area. Another aspect that also creates the gap between the delivery of the communicator to the communicant is related to how the communicant listens and understands the meaning that will be conveyed.

Often changes in intonation and word choice become trigger aspects in communication conflicts (Humpty Dumpty in Krauss, Robert, & Ezequie, 2006), which means that the choice of words to communicate can mean something appropriate or even exaggerated. However, sometimes communicators in conflict situations must assume the opposite of what is suggested, namely exaggerating the choice of words to convey information related to the issue being discussed.

In the analysis of the data generated by the Nvivo application, also provides an illustration that netizens of YouTube users, especially in their comments related to the Sangihe gold mine, gave responses related to the information conveyed, which was more directed to the choice of words that caused excessive meaning, by using good word selection but leading to rejection. Some of the communication conflicts related to mining in Sangihe started with the delivery of inappropriate information with the proper meaning of the message, as written in several regulations pertaining to mining and conservation areas for islands and islands and the coastal regions.

Another possibility is that communication conflicts can occur as a result of discussions or sending messages related to complex topics that discuss sensitive issues, in this case, related to the loss of land functions as conservation areas. Some conservation areas are considered to have changed roles into mining areas that non-local communities will manage, so that understandings related to the basic rules and also the continued economic benefits with the emergence of the mining industry driven by the private sector, both positive and negative information, will be conveyed entirely in a negative way. This is because the understanding of the ideology or value in question does not have the same meaning, both by the information conveyer, namely, gold mining stakeholders and the local community around the mining industry location, giving rise to a counter understanding of the development of the existing mines on the island of Sangihe.

In conveying information, it is necessary to have principles that provide understanding regarding the information conveyed so that there is no dual interpretation, as is the case in the analysis of sentimental comments from netizens regarding the video on YouTube about the Sangihe mine conveying positive but negative words. Solomon Asch (1946) demonstrated that the same message, "*I argue that petty rebellion is sometimes a good thing and is as necessary in politics as a storm is in the physical world,*" will be interpreted very differently depending on whether it is associated with other conditions and issues. Suppose the word rebellion can be interpreted in more than one way according to the respondent's knowledge. The intended author is an essential determinant of their interpretation of the word. Therefore the intended meaning of the message must be conveyed according to the following sentence. The problem of communication conflicts will usually be much more acute when the parties to the conflict use different languages to communicate, as illustrated by the furor caused by statements such as the above, the use of language delivery that does not match the meaning. Submission of words or sentences that have multiple meanings often requires knowledge and understanding. The purpose of messages from communication in interaction is also usually by knowledge of cultural customs and habits in the community; between one community group and another will give different interpretations.

It is important in this case to reduce communication conflicts that occur, especially in raising sensitive issues related to the Sangihe gold mine between local communities and other relevant stakeholders, such as holding talks that not only produce words that are understood by one party but also understanding that must be given to the other party, recipient of information. Delivering a compelling message in pronunciation begins with equalizing perspectives or points of view so that communication will run better without giving double meanings or pros and cons after delivering the intended information. Another thing that must also be considered is to reduce the intensity of communication conflicts, when talking about the listener's point of view, it becomes an important point when conveying information or telling a message regarding the possibilities that arise in the development and construction of the Sangihe gold mine. Understanding the applicable rules and regulations so that both the

community and relevant stakeholders can know the obligations and rights obtained by the Sangihe gold mine and related to the sustainability of the conservation of resources in the area. However, the critical thing that must also be considered in this case is an aspect of the media whose existence is also a control function, especially in overcoming communication conflicts. As previously explained, communication conflicts occur due to misinterpretations between the use of words or sentences conveyed. The existence of social media generally must be social control to suppress policies that are suspected of not being carried out properly. The role of the media should not lead to certain opinions on social media users to take a pro and con stance towards a public policy, which in this case, the sociological context of the press can be viewed as a system of delivering the communication system itself, as in the video that is the focus of this research.

### **Conflicts of Power and Interests**

Conflicts of interest are often defined as situations in which individuals or groups have power and interests. Certain things will cause an unfavorable situation in the social community; in this study, the conflict of interest analysis is more directed at the perspective of stakeholders related to gold mining which is also an issue for the development of the Sangihe archipelago and changes in the conservation function of areas that have endemic animal diversity.

The construction of power means how power is the same as the energy in the basic concepts of physics. Still, the basis in the social environment becomes more abstract despite the consequences of being a contra party to power. This is mainly due to the fact that individual understandings of power are separated through personal experience; power is assumed based on human nature, which is linked between one person and another. However, the concept of power will be different in other fields such as psychology, international relations, community activism, and the environment in today's society. According to Follet, Paker's definition of power, in general, is the ability to make something happen or produce the desired result; this definition also causes misunderstandings. In general, power is competitive and concessive, believing that holding power gains power over those who do not have power rather than help others. This belief is based on the false assumption that power becomes more visible when it can control scarce resources, fixed or limited entities.

There are three special meanings of power conveyed by Deutsch, M. The first is environmental power, the extent to which an individual can influence the environment as a whole. The second is the strength of the relationship, the extent to which a person can influence others well, and the last is the personal strength of the extent to which a person can satisfy his desires. These three meanings of power may be positively correlated, but this is not necessarily the case when this power leads to support related to sensitive issues in society. Such is the case with conflicts and issues related to conservation which are threatened by the development of the mining industry. However, the planning has been fulfilled and regulated in-laws and regulations, as well as documents related to the development and utilization of mineral resources. However, often in related laws and regulations, there are weaknesses associated with the existence of local resources, both socio-cultural and natural resources around the mining industry area.

In the Law of the Republic of Indonesia Number 3 of 2020 concerning amendments to Law Number 4 of 2009 concerning Mineral and Coal Mining, it describes the business activities of Mineral and Coal Mining. Whereas activities in the context of mineral or coal exploitation which include activities, general investigation, exploration, feasibility studies, mining construction, processing or refining or development, and/or utilization of transportation and sales as well as post-mining, are then stated about the contract of work, from now on referred to as KK, is an agreement between the government with companies with Indonesian legal entities to carry out mineral mining business activities. Likewise, in the general provisions contained in number 10 people's mining permits, hereinafter referred to as IPR types, are permits to carry out mining businesses in people's mining areas with limited area and

investment. This is also currently pros and cons in the community; most of them in their comments, netizens say that the mining area is a conservation area. However, amid the daily social life of the Sangihe community, several community mines have also taken place several years before, so a conflict of interest arises between the way the local community is the previous owner of the area, the limitations of the community in understanding the laws and regulations that trigger conflicts between the owners of power and the local community.

In other laws and regulations brought by the Ministry of Maritime Affairs and Fisheries related to the use of water areas and small islands where the rules contain islands and waters that can be used outside the conservation zone, there are two terms in the Ministry of Marine Affairs and Fisheries for the use of conservation in waters, the first related to water conservation areas; the second is related to coastal conservation areas and small islands. In law number 23 of 2014, local governments, sub-fields of KP3K affairs or coastal conservation areas, and small islands can manage marine space up to 12 miles if it exceeds 12 miles, requiring approval for the issuance of permits and space utilization. Utilization and management by local governments in coastal conservation areas and small islands, significantly if they exceed 12 miles, require aspects of a management plan to be considered, both in zoning and management plans related to the feasibility of the area.

The same thing is currently happening in the Sangihe archipelago associated with the development of the gold mining industry, misinterpretation of the community regarding the issuance of a permit to use the area even though the site does not exceed 12 miles so that the management and development rights are in the Sangihe district government. Conflicts of interest in the licensing of mining businesses granted to a private party who already has a business license continue to be an issue of interest, especially related to changes in area ownership rights.

Netizens' comments on YouTube videos related to the Sangihe gold mine are also associated with the local government of Sangihe district and North Sulawesi province, where permits from the province and the district are related to regional spatial plans that grant permits to gold mining businesses managed by non-communities. The existence of regional regulations that are stipulated makes the community feel that they have lost their rights to their territory, the process of power established by the government in terms of establishing regional regulations seems to override the interests of local communities. This situation creates a conflict of interest that will arise more often when the known reality, the sense of truth, and justice that is built, does not match the community's expectations. As noted (Deutsch. 2004), the official ideologies and myths of any society help define and justify the values distributed to various positions in society; they codify for the individual what one can legitimately expect in his position. So that means if an individual or group without power will be considered better to follow a group or individual who can influence activities related to law, policy, and so on, including what they think is deemed to be good in a society, even though in the struggle for freedom there is an ideology that cannot be achieved. Understood by the owner is not in power. In his writings (Chomsky. 2002), he argues that power and interests are formed through the relationship between parties, both now, and in the past; their different access to resources and norms and existing roles have been built historically so that every decision made becomes an authority that has power in a region.

The occurrence of conflicts of interest in the development and construction of the Sangihe gold mine also provides a view that one of the designated regional authorities will also impact not only regional changes but also the social life of the surrounding community. Factors of class and race relations also cause the power perspective, conflicts of interest between groups and social competition, inequality between social groups, and the existence of opportunities for structures and systems to make conflicts of interest certain to occur, especially when the development causes changes in a particular group or individual either economically and socially. Another component that is also the basis for the emergence of conflicts of interest is the existence of a hierarchy of power in the government, where status and authority are ultimately needed to function effectively in the survival of each group in a

particular order. According to (Barnard. 1946), as a result, most groups form some kind of formal or informal hierarchical structure, but often the more significant advantages associated with higher positions lead to competition for these scarce positions and attempts by those in authority to maintain their status. In other words, the local community as the owner of the lowest power will be excluded by those who have the highest ability. However, with the media providing a wider space to talk to the public regarding the issue of the Sangihe gold mine, people are more able to express their opinions without having to pay attention to the power hierarchy; this will be positive when the power owner is open to criticism and suggestions but will be a ticking time bomb when opinions and criticism given violates other laws and regulations.

Curle 1971 describes progress towards equality of perception that can occur starting with several stages, the first being aware of the existence of power inequality and injustice so that activities or events that generate awareness, in this case, eliminate ignorance and increase awareness of inequality in society, those who do not know become aware of it. An issue or regulation that is set related to development in the region. Then the subsequent increase in awareness is expected to lead to the confrontation stage, when demands for change from the weaker party bring the conflict to the surface so that several conditions emerge to aim at achieving balance, both in the form of hearings and other discussions related to problem-solving in the form of negotiations between the conflicting parties. However, in the negotiation stage, there are two possibilities where the conflict could end in a sustainable peace or lead to a restructuring of the relationship that effectively addresses the substantive and procedural issues of those involved.

#### **4. Conclusion**

The phenomenon of the Sangihe Islands gold mine seen from the point of view of YouTube users, which was analyzed using the NVivo 12 software using a netnographic method approach, shows the sentiments of YouTube users or netizens. The analysis results show that most netizens have negative sentiments regarding the Sangihe island gold mine. Some words that often appear in the comments also respond negatively and call for rejection of the gold mine. Interestingly, the word "Bupati" is also a word that often appears because netizens associate it with the death of the Regent of Sangihe after he gave a rejection letter to the gold mine. Conservation is considered the main thing in maintaining the balance of the ecosystem, the existence of the mining process will change the function of the land, especially for the presence of endemic animals and plants found in the Sangihe Islands. There is a need for the participation of policymakers regarding mining business permits that have been granted for more than 20 years; this is also what makes netizens' responses against mining in the Sangihe Archipelago. Most stated that mining threatens the conservation and habitat of endemic species, a concern from stakeholders for environmental sustainability. It is necessary to maintain the balance of the ecosystem, not only from the community but also from the support of policymakers in granting mining business permits and the area of land conversion affected by these mining activities. Biodiversity is important, covering the natural basis for the distribution and abundance of species and habitats, human-caused changes to these patterns locally and globally, and the relationship between diversity and sustainable ecosystem function. Sustainable Ecological Systems need to be implemented to preserve ecosystems, including ecological responses, systems to exploitation and disturbance, restoration of ecosystems, sustainable management of environmental systems, and the interface between human ecological and social processes of the system. However, understanding in conveying information related to conservation and gold mining areas also needs to be conveyed so that environmental resources are also the property of local communities or buffer areas and can provide benefits not only from gold mining products but also related to the survival of the surrounding ecosystem. . The balance of natural, social, and cultural ecosystems of the community should be one of the main

focuses on contributing to the sustainability of regional development. Information related to regional consistency to maintain this must be adequately conveyed in a communication so that it will reduce the incidence of conflicts in the social life of the community in the form of social conflicts and conflicts of interest. The most important aspect is that it is hoped that no one will be harmed in the Sangihe gold mining dispute. However, the limitations of this paper make it necessary for further research related to the development of the mining industry and regional conservation in the Sangihe islands or the conflicts that occur between the way local communities and stakeholders related to gold mining have been resolved without having to eliminate the rights and obligations of each related party

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