

COMMUNICATING INTERNATIONAL CLIMATE CHANGE CONCEPT INTO NATIONAL IMPLEMENTATION THROUGH THE LENS OF MEDIA

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International climate change concept of paying forest-rich developing countries to preserve forests as a strategy to fight global warming - called REDD+ - has intensely debated in global and national climate change policy processes and evolved into political arena. Analyses on climate change policy have focused on global issues with little attention to national debates, particularly in developing countries. Consequently, national-level analyses tend to refer to broad policy recommendations about what should be done, rather than taking into account the issues raised in such debates.

As one of countries with large tropical forests, Indonesia is also ranked third highest emitter of carbon mainly from land use change – deforestation; which makes Indonesia’s REDD+ policies not only nationally but globally significant.

Through media analysis, we examine the content of national media reports from 2005 to 2010, and investigate how policy debates around REDD+ are represented to public, identify the key actors that define and influence policy processes, their interest, and what policy options occurred. We hypothesized that actors have different interest and power to define and influence policy debates. The way these debates are portrayed in the media will help identify policy options to translate international concept into national REDD+ mechanisms.

Media coverage of REDD+ in Indonesia indicates that the issue has captured the attention of a wide range of society. Different opinions and stances across actors are obviously polarized. We found overlapping bureaucracy roles and policies have created conflict over resource control and have raised financial expectations, including uncertainty to marginal society. While the engagement of different society has been constructive for moving the policy debate forward, strong political commitments and the need to balance conflicting and competing interests are likely to have significant implications for effective, efficient and equitable REDD+.