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**Title:** A comparative framing analysis between the United Kingdom and Indonesia:  
Representation of palm oil industry in online newspapers

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## **Abstract**

This study undertakes a comparative analysis of how the palm oil industry is framed in online newspapers in the United Kingdom and Indonesia. Through content analysis of 100 articles from six prominent online newspapers, the research examines the dominant frames applied to economic, environmental, political, and social dimensions over a period of five years (2019-2023). The findings reveal significant differences in media framing between the two countries, with Indonesian online newspapers predominantly presenting palm oil in a positive light, highlighting its economic importance and contributions to poverty alleviation, while British media often associate palm oil with environmental degradation and social issues. The study highlights the influence of national interests and media ownership on the framing of palm oil, suggesting that Indonesian online newspapers, where palm oil is a major economic commodity, tends to adopt a more supportive stance, whereas British online newspapers, reflecting concerns over environmental impacts, adopts a more critical perspective. The research contributes to the literature on media framing, agenda-setting, and international communication, offering insights into how media in different countries construct narratives and influence public perceptions of global industries such as palm oil.

**Keywords:** *palm oil, framing, agenda-setting, online newspapers, environmental communication, mass media, international communication.*

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## **1. Introduction**

Palm oil is a highly versatile commodity that is extensively utilised in a variety of sectors, such as food, cosmetics, shampoo, soap, and other products. According to Pye (2002, p. 1), the worldwide production of crude palm oil experienced a significant growth of 65 percent from 1995 to 2002. Between 1995 and 2005, the amount of land used for oil palm plantations in Indonesia and Malaysia increased twofold, reaching a total of ten million hectares. The increasingly rapid growth of palm oil has led Indonesia and Malaysia to become the two main palm oil producing countries with a production share of 85% globally. Palm oil plays a crucial role in the growth of Indonesia as it contributes the largest portion of the country's foreign exchange and offers employment opportunities for local populations (Purnomo et al. 2020, p. 1). It is critical for Indonesia in terms of reducing poverty and boosting the economy. Therefore, the Indonesian government is continuously striving to formulate policies that can advance the Indonesian palm oil industry, mitigate trade barriers, and improve the international perception of palm oil (Lorensia et al., 2022, p. 129).

However, the presence of palm oil leads to controversy. Palm oil remains a prominent topic of discussion due to environmental issues such as climate change and a variety of social disputes related to labour conditions and land rights. Palm oil is also frequently associated with deforestation, habitat destruction, and biodiversity loss, which leads to a critical perception of it, particularly among importing countries (Lieke et al., 2023, p. 495). For instance, the United Kingdom believes the production of palm oil can pose a significant threat to tropical rainforests and peatland areas, leading to detrimental effects on biodiversity, climate change, and the land rights of indigenous communities (Department for Environment, Food & Rural Affairs, 2012). This assumption is reflected in the regulations they implement, such as the EU Renewable Energy Directives (RED II) and the UK Environmental Act 2021.

The media significantly influences public perceptions and policy decisions. Liao (2023, p. 3-4) argues that the media has the ability to shape the issues that the public considers significant. The manner in which news is delivered has the ability to influence the way readers or viewers see and develop particular beliefs and opinions. Moreover, news media possesses the capacity to influence public opinion by employing framing techniques, which entail highlighting specific aspects of an issue to influence its perception. As Entman (1993) argues, this process entails selecting specific details and emphasising them in order to advocate for a particular perspective on a problem, its origins, ethics, or alternative solutions.

This research aims to compare the framing in British and Indonesian online newspapers regarding the palm oil industry. Specifically, it will examine the dominant frame of each country in relation to economics, environment, politics, social, and other frames over a period of 5 years. Utilising content analysis methodology with both quantitative and qualitative approaches, I will further investigate using a self-constructed codebook to obtain a comprehensive overview in the form of graphs, while also expanding the nuances of framing through visual and textual analysis of each news article. Therefore, this research aims to contribute to the academic literature, particularly in the fields of media framing, agenda-setting, and international communication. Given that there is currently no specific research comparing the framing of the palm oil sector between Indonesia and the United Kingdom, I believe that this study is important and relevant to examine how online newspapers in both countries construct narratives and give salience to certain frames.

The research questions of this dissertation are:

1. What are the differences or similarities between British and Indonesian online newspapers in framing news about the palm oil industry?
2. How has the framing of palm oil in online newspapers evolved over the five-year period (2019-2023) in both British and Indonesian online newspapers?

3. What is the dominant frame category that appears in British and Indonesian online newspapers in presenting the palm oil industry?

This dissertation will begin with Chapter 1, which will introduce the research topic, research question, and the purpose of the study. After that, it will be followed by Chapter 2 which includes a literature review containing relevant research about media framing, agenda-setting, and the palm oil sector. Chapter 3 introduces the research design and methodologies. Chapter 4 consists of a discussion of findings and analysis. Finally, Chapter 5 concludes this dissertation with suggestions for further study.

## **2. Literature Review**

The section will explore the theoretical and contextual basis for examining the different ways in which the United Kingdom (UK) and Indonesian online newspapers present the issue of palm oil production and its environmental consequences. An analysis of current research on the worldwide palm oil issue sets the stage for comparing the distinct media environments of the UK and Indonesia. In this literature review part, I will examine the overview of global palm oil industry, important theoretical frameworks for media framing analysis, and current research on how environmental issues are framed in the media in order to give readers a thorough grasp of the study setting. Furthermore, I will scrutinise the unique media environments in Indonesia and the UK, emphasising relevant studies on the media's coverage of the palm oil industry. This review aims to provide a basis for the upcoming comparative study by looking at these dimensions.

### **2.1.2 The Overview of the Global Palm Oil Industry**

Palm oil is a type of vegetable oil that has a diverse variety of uses. According to Gregory (2022), palm oil is extensively utilised as a fundamental component in various sectors, particularly in food, household products, cosmetics, fuel, biomass, and animal farming. Approximately 90 percent of palm oil is allocated for food consumption, while the remaining 10 percent is utilised for industrial purposes such as cosmetic items or gasoline

and diesel (Statista, 2024a). The average yearly oil yield in a palm oil plantation is approximately 3.7 tonnes per hectare, making it the most productive oil crop globally (Murphy, 2018, p. 6). Palm oil has greater efficiency and versatility in comparison to other vegetable oils. This is further supported by the statement from The International Institute for Sustainable Development (IISD) (2023), which asserts that palm oil has a production that is 11 times higher than soybeans, 10 times higher than sunflower, and seven times higher than canola per hectare.

Furthermore, the global production volume of vegetable oil in 2023/24 surpassed 220 million metric tonnes. Palm oil had the biggest production volume among the major categories of vegetable oil, reaching 79.4 million metric tonnes during that time period (Statista, 2024a). Palm oil agriculture has grown highly concentrated in Southeast Asia over the last 50 years. Presently, around 85 percent of the worldwide palm oil land is found in only two nations, Indonesia and Malaysia (Murphy, 2018, p. 4). Palm oil is traded globally. Indonesia, a leading palm oil producer, exported 28.2 million metric tonnes worldwide during the 2023/34 period. Malaysia followed with 16.2 million metric tonnes of palm oil exports, while Guatemala, Papua New Guinea, Colombia, and other countries also exported smaller quantities (Statista, 2024b). The amount of global palm oil consumption approximately reached 81,56 million metric tonnes (CPOPC, 2024), with the primary consumers of palm oil globally are Indonesia, India, China, the European Union-27 (EU-27), and Malaysia (Index Mundi, 2024).

Nevertheless, despite its benefits, palm oil production is controversial due to its unsustainable nature. There are few environmental issues that arise, such as deforestation, animal extension, and peatland destruction due to the expansion of palm oil plantations around the world (Tan et al., 2009). A significant number of these forests are frequently destroyed by unsustainable practices such as forest burning, which leads to higher air pollution and soil erosion (SMART Tbk, 2022). In recent years, sustainability concerns have

influenced palm oil output growth as demand in developed nations favours deforestation-free oils and seeks sustainability certification for vegetable oil used as biodiesel feedstock and, increasingly, vegetable oils entering the food chain (OECD/FAO, 2023, p. 169). Consequently, environmentalists have criticised the palm oil trade and linked it to the broader discourse on climate change and global warming. These topics have gained significant attention not only in ecological and scientific discussions but also in political, economic, and cultural studies (Commetric, 2019).

## **2.1.1 Theoretical Framework**

### **2.1.1.1. Agenda-Setting Theory**

Initially, McCombs and Shaw (1972) conducted a study on the 1968 US presidential election, which revealed a correlation between the problems highlighted in media coverage and the issues deemed most significant by the population (p. 177). A recent study found that the news media plays a crucial role in identifying and highlighting the important concerns and topics of the day. This power to shape the public's attention towards these matters is known as the agenda-setting role of the news media (McCombs, 2014, p. 1). Additionally, the daily newspaper served as the primary outlet of information regarding public issues. Citizens typically encounter a mediated version of reality, shaped by journalists' accounts of events and circumstances (McCombs, 2014, p. 2). Firmstone (2024, p. 39) further expanded that the journalist shaped news by selecting and presenting subjects from a vast and continuous range of events, issues, and concerns. By doing this, specific concerns are highlighted, while others are entirely ignored. Coleman et al. (2009, p. 147) also argue that the concept of agenda-setting is the intentional and prominent coverage of select topics by the mass media, which influences the public to perceive these issues as more important than others.

Within the realm of environmental issues, numerous studies have utilised this idea to investigate the impact of media coverage on public knowledge and concern. For example,

Boykoff and Boykoff (2007) used agenda-setting theory to analyse the coverage of climate change in US mass media. The study found that the US news media plays a vital role in setting the agenda by bringing climate change to the forefront of public and policy attention. In addition, Krøvel (2012) employed agenda-setting theory to examine the process of determining the focus of environmental news in Norwegian NGOs and publications. The study demonstrated that the change in journalistic standards, in assessing the credibility of statements influences the level of attention given to different environmental issues in public discussions. These studies emphasise the power of media in shaping public discourse around environmental issues and climate change. Hence, it is relevant to understand how the issues related to palm oil are selected and shaped to be presented in online newspapers in different countries.

#### **2.1.1.2. Framing Theory**

Goffman (1974, p. 23) identifies frames as cognitive structures that help individuals interpret and categorise life experiences. We typically view events based on primary frameworks, and the specific framework we use helps us describe the event it is applied to. In addition, Entman (1993, pp. 51-52) further expands on the theory that framing is a consistent approach for explaining the impact of a written text. Examining frames discusses the impact of information collected from many sources, such as speeches, phrases, media coverage, or stories, on the minds of humans. Moy et al. (2016, p. 7) further define a frame as a concept that encapsulates the fundamental attributes of a topic. A frame is a tool that journalists utilise to convey the core of a topic or occasion, which can be in the form of words, pictures, illustrations, or analogies. Frames streamline the process of writing stories for journalists and assist audiences in comprehending news content.

The environmental issue is commonly discussed in the media and is frequently given particular framing. In a study conducted by Mateu and Domínguez (2019), they examine the development of environmental discourse in Valencian media at the local level from the

1980s to 2018. Their investigation of the material of editorials, op-ed articles, and letters to the editor identified different types of environmental perspectives, expanding on prior studies. The survey revealed that “*public accountability*,” “*economic developments*,” and “*competitiveness*” were the prevailing frames during the said period. Another study that utilises the theory of framing is conducted by Olausson (2009), which examines the framing of climate change in Swedish newspapers. Olausson contends that the dominant frames in media coverage are the “scientific uncertainty” and “catastrophe” frames, which significantly influence public debate and policy discourse. Based on the available research, it is clear that framing approaches have been thoroughly investigated in relation to environmental issues. This research forms the basis for analysing how palm oil production is portrayed in the media of the UK and Indonesia.

### **2.1.3 Palm Oil in Indonesia**

The agricultural sector plays a crucial role in the Indonesian economy. One of Indonesia’s key agriculture products is palm oil, which serves as a source of foreign exchange earnings and makes a significant contribution to Indonesia's trade balance by generating a substantial surplus value. The foreign exchange earned by Indonesia in 2023 amounted to USD 31 billion, with a consistently increasing trend each year. Without palm oil exports, the trade balance would experience a deficit, which would have an impact on the Indonesian economy (PASPI, 2024). Nevertheless, palm oil is a controversial commodity due to constant discussions regarding its negative impacts on the environment. Due to concerns about the impact of palm oil on greenhouse gas emissions, a number of European countries and the United States have implemented a boycott on crude palm oil (CPO) products, preventing them from entering the EU and US market (Rodhiah et al., 2019, p. 2). In response to the unfavourable reception in the global market, particularly in the Western region, Indonesia has implemented certifications to ensure the sustainability of its palm oil production. These certifications include the Roundtable on Sustainable Palm Oil (RSPO)

and the Indonesian Sustainable Palm Oil (ISPO) certification. Their purpose is to ensure that the palm oil products exported from Indonesia are produced in a sustainable manner.

The media coverage in Indonesia often portrays the complex relationship between economic interests and environmental concerns. From a survey conducted by Rahmadan and Setiawati (2021), the results show that media coverage is often at odds between promoting palm as a valuable economic resource and addressing global concerns about deforestation and sustainability. Their study revealed that Indonesian publications such as *Harian Kompas* tend to prioritise highlighting the economic advantages of palm oil while also addressing the environmental obstacles, albeit with less emphasis. This dual framing exemplifies the prevailing national conversation in which economic expansion often supersedes environmental sustainability.

#### **2.1.4 Palm Oil in the United Kingdom**

Indonesia, Malaysia, and other palm oil-producing countries export their palm oil to other countries, including the United Kingdom. According to the Ministry of Trade of the Republic of Indonesia (2024), in 2023 Indonesia exported 50.64 million metric tonnes to the United Kingdom. This indicates that the United Kingdom is a potential export market for Indonesia to sell their palm oil commodities. However, the significant attention of the United Kingdom to environmental issues has made them concerned about the production of palm oil, which is considered to be environmentally damaging. The country holds the belief that palm oil is detrimental since it is linked to deforestation, climate change, destruction of orangutan habitats, hazardous chemicals, and child labour. When the United Kingdom was still joining the European Union, the UK followed EU regulations that enforced the issued regulation called the EU Renewable Energy Directives (RED) II Delegated Act in 2019, which was adopted on March 13, 2019 (European Commission, 2019). According to this regulation, only palm oil falls within the high-risk Indirect Land-Use Change (ILUC) category

due to its annual average area expansion of more than 1% and land conversion above an upper limit of 10% (European Commission, 2019).

Subsequently, after the UK's withdrawal from the European Union, commonly referred to as Brexit, the UK also implemented regulations under Chapter 17 of the UK Environment Act 2021. The Act established a due diligence system for forest-risk commodities including soy, palm oil, cocoa, maize, beef, leather, rubber, and coffee (Environmental Audit Committee, 2024). Furthermore, in the Rishi Sunak's 2022 to 2024 conservative government, the implementation of the UK Environmental Act 2021 is continued through the introduction of "The Forest Risk Commodities Scheme" as outlined in Schedule 17 of the Environment Act 2021 (Department for Environment, Food & Rural Affairs UK, 2023). Thus, it can be said that from 2019 until the end of 2023, the United Kingdom still has various regulations categorising palm oil as environmentally hazardous commodities so imports and uses need to be restricted.

The regulations implemented by the government and political actors in the UK often reflect the storylines and concerns emphasised in the media. Continuous coverage of specific topics influences public opinion and creates pressure for policy responses. The study conducted by Sun (2020) examines the manner in which news media in the United Kingdom report on environmental issues, with a specific emphasis on analysing the trends and patterns of news coverage related to the Mexico Gulf oil spill disaster. The sample consists of two prominent newspapers in the UK, *The Times* and *The Guardian*, with the data collection period spanning from April 2010 to April 2011. The study revealed that *The Times* and *The Guardian* demonstrate distinct methodologies in their reporting of the Mexico Gulf oil spill, characterised by variations in article length, choice of themes, and use of news sources. Although there were variations, both newspapers exhibited a relatively limited focus on environmental issues by not giving them prominent placement on their front pages. This suggests that these themes are not now considered to be of primary importance in the

coverage of United Kingdom newspapers. This study will be useful in establishing the foundation for understanding the disparities in how environmental issues are reported in major United Kingdom online newspapers and to determine if the issue of palm oil receives equal visibility and priority in the United Kingdom media.

#### **2.1.5 Indonesian News Landscape**

Recent data shows that as many as 5.5% of Indonesians look for news from online newspapers, proving that even if social media accounts for 70.7% of the country's news consumption, online newspapers remain a valuable source of useful information (Statista, 2022). However, online media is experiencing a deficiency in advertising, which means that there is still significant scope for enhancing journalistic standards. In Indonesia, journalists face potential risks, such as intimidation and threats (Nugroho et al., 2012, p. 47), when reporting on environmental matters that affect influential private entities backed by local authorities (RSF, 2021). Over 1,000 incidences of violence against journalists have been reported to the Indonesian Alliance of Independent Journalists (AJI) since 2006. AJI had documented 89 cases of harassment and assault against journalists, media, and journalistic groups. As compared to 2022, there were approximately 61 cases and 41 cases in 2021 (The Indonesian Alliance of Independent Journalists, 2023, p. 8). This phenomenon occurs due to the ineffectiveness and repressive nature of the judicial system, which is subject to the influence of politicians and influential organisations (Nugroho et al., 2012, p. 46).

#### **2.1.6 British News Landscape**

The British media landscape is orientated towards commercial goals (Aalberg et al., 2010). Some online newspapers that can be found in the UK include the BBC, The Guardian, Daily Mail, The Sun, The Economist, and others. Advancements in digital technology have increased the amount of time audiences spend consuming media, with people now spending an average of 58 minutes on various platforms to stay updated on the latest and current content circulating worldwide. The media sector in the UK encompasses a diverse range of

sources, including both classic print media and modern digital platforms, that provide a variety of news, entertainment, and information (Ayling, 2023).

Despite the continued strength of the press, the readership and circulation of printed national newspapers have been consistently declining as readers shift to digitally accessible news sources (Firmstone, 2019). This indicates that online newspapers in the United Kingdom continue to attract a substantial readership, although according to Firmstone (2019), newspapers are still facing challenges in generating profits from online readership. This claim is confirmed by data from Newman (2023), which indicates that several national newspapers are prioritising membership and subscription-based business models while operating in a market where the proportion of individuals paying for news online is rather low (9%). Furthermore, based on brand trust survey results, *The Guardian* is trusted by 51% of respondents, while *The Independent* earns a trust score of 46% and *The Times* earns a trust score of 48%. The three aforementioned newspapers can be considered quite reliable in the realm of British public opinion (Newman, 2023). Regarding the security of journalists, in 2024, the United Kingdom ranks 50th out of 180 countries, with a classification of "fairly safe," which is based on the assessment of the country's ability to identify, collect, and distribute journalistic news and information without exposing journalists to unnecessary risks of physical, psychological, or professional harm (RSF, 2024).

### **2.1.7 Comparative Media Framing**

The concept of media framing is crucial in influencing public perceptions of environmental issues in various countries. A quantitative content analysis conducted by Rochayadi-Reetz et al. (2019) utilised the framing concept to investigate how the media portrayed renewable energies in 11 countries, including Indonesia and the UK, from 2010 to 2012. The results indicate that the UK and Indonesia both have a favourable mainstream perspective on renewable energy, with both countries inclined towards critical economic and technological evaluation. However, in both countries, the framework related to critical

environmental and social evaluation shows significantly different figures, with the UK being more critical towards environmental and social framing.

A study related to comparisons of framing between countries regarding an environmental issue was also carried out by Rochyadi-Reetz et al. (2020). Researchers examined how the media framed Indonesia's haze crisis between June and December 2015. This study focused on the crisis's coverage by Singaporean, Malaysian, and Indonesian media outlets. They examined articles from six online publications that were released in the three nations (p. 421). 30 stories were chosen at random from each newspaper. Three frames are identified in this study using cluster analysis: the first is the crisis frame, the second is the immediate action frame, and the third is the ordinary problem frame (p. 415). The findings of this study demonstrate that the predominant frame in these three countries is an ordinary problem frame, which views the problem of haze in Southeast Asia (SEA) as a common, unremarkable occurrence and provides only a scant, in-depth explanation of the problem and its causes. Nonetheless, each country has a different ratio for the three frames (p. 428). These studies emphasise the differences in framing strategies among countries such as the UK, Singapore, Malaysia, and Indonesia. The significance of these findings lies in their ability to facilitate a comparative examination of how palm oil issues are depicted in the media in the United Kingdom and Indonesia.

#### **2.1.8 Palm Oil Media Framing in Different Countries**

Until now, there has been no specific study that examines the differences in media framing between Indonesia and the UK regarding palm oil. However, recently, there has been research comparing media framing between Malaysia as a palm oil producing country and the Netherlands as a consuming country conducted by Schouten et al. (2023). The study reveals the presence of different frame packages used by the media to shape public discourse on palm oil sustainability, particularly using the media framing analysis approach to investigate the portrayal of palm oil sustainability and governance in the Malaysian and

Dutch media landscapes. Using a sample of 397 newspaper articles from Malaysia and the Netherlands, published between 2000 and 2015. The study reveals that news frameworks in Malaysia and the Netherlands vary in three key aspects: content, sources of information, and systems of governance (Schouten et al., 2023, p. 10). Dutch newspapers place a greater emphasis on the concept of 'planet' when discussing the (un)sustainability of this industry. Palm oil is frequently portrayed as an unsustainable commodity that contributes to the deforestation of biodiverse rainforests (Schouten et al., p. 11). In contrast, Malaysian media lacks sufficient recognition or discourse regarding the historical context of palm oil sustainability as framed by the Dutch. This includes the Netherlands' involvement in establishing palm oil as an economically viable product in Southeast Asia, as well as the Netherlands' own exploiting of forest and peatland soils for national development purposes (Schouten et al., p. 11). Moreover, I concur with the assertion made by Shamsudin and Yun (2021) that the media exhibits a proclivity for depicting developing nations in a negative light while portraying developed nations in a positive manner.

After examining the literature, I contend that there is still ongoing debate surrounding the palm oil industry. However, there is a scarcity of studies that compare how the media presents this issue in different countries. I propose conducting a comparative analysis of the approaches used to address the challenges in the United Kingdom and Indonesia over a span of five years, focussing on both the similarities and differences. This analysis aims to provide a clearer understanding of how palm oil is perceived in these two countries.

### **3. Research Design and Methods**

#### **3.1. Overview**

The content analysis approach will be employed in my dissertation. According to Wimmer and Dominick (2014, p. 156), content analysis is a systematic and objective method used to study and analyse communication that involves quantitatively measuring variables. For most of its existence, content analysis has been characterised and implemented as a

quantitative research technique, and it continues to predominantly employ this methodological approach (Macnamara, 2018, p. 192). Content analysis is frequently employed to describe the characteristics of messages. Examining messages from various timeframes can be particularly valuable for identifying long-term trends (Swann, 2020, p. 80). I contend that content analysis can serve as the primary methodology for investigating the framing of the palm oil industry in British and Indonesian online newspapers. This is supported by Wimmer and Dominick (2014, p. 159), who assert that content analysis methods can be employed to depict and contrast the framing employed by news organisations.

### 3.2. Methods

In this study, I would like to compare British and Indonesian online newspapers over a five-year period (1 January 2019—31 December 2023) with the aim of examining the similarities and differences in media framing as a means to analyse conceptualisations of the palm oil industry and governance in two contrasting geographies. Six news media were selected for analysis in this study, three British (*The Independent*, *The Times*, *The Guardian*) and three Indonesian (*Tempo.co*, *Antara News*, *The Jakarta Post*). My objective was to find news outlets that provided diverse political perspectives and had a significant number of website visitors in their respective countries.

*Table 1. News media selection for British and Indonesian showing political orientation/government link and monthly website visitors (Similarweb, 2024).*

Country	Name	Political orientation/Government link	Monthly website visitors
British	<i>The Independent</i>	Left	109,500,000
	<i>The Times</i>	Right	31,900,000
	<i>The Guardian</i>	Left	1,000,000
Indonesia	<i>Tempo.co</i>	Independent	21,300,000
	<i>Antara News</i>	Government owned	10,400,000
	<i>The Jakarta Post</i>	Independent	955,000

Table 1 above shows the name of online newspapers, their political orientation or government link, and their monthly website visitors. The selected British online newspapers represent different political orientations; *The Independent* generally sympathises with the centre-left politically, although traditionally it has no affiliation with any political party. *The Times* is more to the right, while *The Guardian* is more to the left. For Indonesian online newspapers, *Tempo.co* is an independent media outlet and tends to criticise the government sharply. However, *Antara News* is a government-owned media outlet, which makes it inclined to support the government, unlike *The Jakarta Post*, which tends to maintain an independent and centrist stance. The author selected the three Indonesian online newspapers based on their diverse viewpoints on political matters as well as their availability in the English language. According to the RSF survey, Indonesia was ranked 108th out of 180 with a score of 54.83, which shows that press freedom in Indonesia tends to be weak (RSF, 2021). Regarding media consumption, online and social media continue to be the predominant channels for news in Indonesia, with 19% of individuals subscribing to online news sources (Steele, 2023). This research will be carried out using the quantitative and qualitative methods. I anticipate that this study is the first content analysis of media framing comparison between British and Indonesian online newspapers regarding palm oil. It is worth noting that both quantitative and qualitative analysis typically focus on particular phrases or words used in a specific context, known as keywords in context, as the unit of analysis (Macnamara, 2018, p. 4).

I will start this research by gathering a representative sample of articles from both British and Indonesian online newspapers that discuss palm oil-related topics. The primary data collection method involved performing a keyword search on all articles pertaining to palm oil published in six online newspapers between 1 January 2019 and 31 December 2023 and dividing it into three distinct periods: the EU Delegated Act (2019-2020), the UK Environmental Act (2021), and the Post-UK Environmental Act (2022-2023). The selection

of the time period was based on the consideration that in 2019-2020, the United Kingdom was still a member of the European Union, so I believe that the EU Delegated Act regulations were also implemented in the United Kingdom. After the United Kingdom disengaged from the European Union, marked by the occurrence of Brexit, in 2021 it passed the UK Environmental Act 2021, which established *“a due diligence system for the government to regulate the production of commodities associated with forest-risk, such as soy, palm oil, cocoa, maize, beef, leather, rubber, and coffee. Schedule 17 of the Act provides a structured system for monitoring the use of forest risk commodities in business operations”* (Environmental Audit Committee, 2024). Following this, the UK Environmental Act was still in effect in the post-UK Environmental Act era of 2022–2023, providing direction for UK efforts to combat deforestation. This approach was adopted to ensure that the sample encompasses a variety of publication dates and includes articles from diverse news outlets that represent different political orientations or government affiliations.

Subsequently, the datasets are curated using the Nexis database, focussing on keywords such as "palm oil," "vegetable oil," "deforestation," "biodiversity loss," "child labour," and "discrimination." Furthermore, I utilise inclusive phrases such as "environment," "economic," "trade," and "biofuel" to ensure the retrieval of all relevant articles, particularly from *The Guardian*, *The Independent*, *The Times*, and *Antara News*, which are accessible through the Nexis database. In order to find all the articles that have been published about the palm oil sector on online media platforms that are not listed in Nexis, such as *Tempo.co* and *The Jakarta Post*, I utilise Google Advanced Search by applying filters based on a specified time range and keywords. Considering that I am the only researcher and there is a time constraint for conducting the study, I narrowed down the search results by selecting only the news articles that contain the keyword "palm oil" and determined that my sample size would consist of 100 articles. The selection of the sample frame from each news article is done using the stratified random sampling method, with the sampling being based on

proportionality. Neuendorf (2002, p. 85) defines stratified sampling as a method of random sampling that guarantees accurate representation of different groups by creating subsamples based on the size of these groups in the population.

The next step to do is arrange the codebook. According to Rose et al. (2015, p. 4), the code book facilitates the establishment of a methodical and consistent process for coding the data. During the process of content analysis, the units of analysis, which include words, phrases, and images, are categorised (Macnamara, 2018, p. 4). Define coding categories and variables related to each dimension, such as specific environmental concerns, types of economic benefits, and social issues, as well as variables for tone of coverage and contextual information about the news outlets. All the articles from both online newspapers were then analysed based on the codebook that contains several categories, namely frame valence, frame category, source, responsibility emphasis, benefits on whose behalf, and geographical level. Each category has specific code elements, for example, the frame valance category consists of positive, negative, neutral, and mixed aspects; the frame category includes environmental, economic, political, and social elements; source of news includes government, industry representatives, NGO/Activist, Scientist, Smallholders, and Others. As stated by Neuendorf (2002, p. 118), a codebook in content analysis is a method of operationalisation that consists of a compilation of dictionaries. A comprehensive codebook that provides a detailed breakdown of all categories and their respective elements may be found in Appendix II.

After completing the codebook, I proceeded to code each article from the selected online newspapers. The coding procedure is comprehensively analysing the entire text, beginning with the headline and body text, while also considering any accompanying visuals. The next step involves classifying the text and images into predetermined categories. While coding, I, as the only researcher, focused my complete attention on the coding process in order to guarantee consistency in the application of coding to each sample article. Prior to

begin the main coding process, I check the validity and reliability of the codebook by conducting a pilot test using a small sample of articles to ensure clarity, consistency, and reliability. Then, I make any necessary adjustments based on feedback from the pilot testing. Conducting pilot tests is crucial for detecting issues with the coding scheme or the coders' proficiency in its application (Rose et al., 2015, p. 5). Through continuous modifications based on the findings of the pilot test, the codebook had been improved to enhance its comprehensiveness and clarity. Once I have confirmed that the codebook is in compliance, I proceed to code the whole sample. Next, I analyse the data based on the coding results in Microsoft Excel and then show the findings using graphical representations such as line and bar charts.

#### 4. Findings and Analysis

As stated earlier, the initial stage of agenda-setting involves the news media's choice of topics and how it influences the public's attention to such topics (McCombs, 2014, p. 1). In this section, I will provide the findings of the study and analyse the agenda-setting and framing techniques used in the coverage of the palm oil business in British and Indonesian online newspapers. Furthermore, I will compare the approaches employed by the two countries. Before assessing the framing and agenda-setting outcomes of each country, I will begin with Table 2, which provides information on the frequency of articles for each online newspaper in each country, as well as the proportion of each news piece that will be studied.

*Table 2. Frequency of articles analysed from British and Indonesian online newspapers.*

Country	Newspaper	Total Articles	Articles Analysed	Percentage of Total (%)
British	The Guardian	670	18	2.69
	The Independent	423	12	2.84
	The Times	234	7	2.56
<b>Total</b>		<b>1,327</b>	<b>36</b>	<b>2.71</b>
Indonesian	The Jakarta Post	1,180	33	2.71
	Antara News	832	23	2.76
	Tempo.co	296	8	2.70
<b>Total</b>		<b>2,308</b>	<b>64</b>	<b>2.73</b>

From Table 2, it is evident that during the period 1 January 2019 to 31 December 2023, Indonesian online newspapers had a greater number of news articles about the palm oil industry, with 2,308 articles (63%). This figure is significantly superior compared to the British online newspapers, which only have a total of 1,180 (36%). This indicates that the palm oil issue is more salient in Indonesia and considered important because it has been repeatedly reported in online media. Furthermore, the consistent coverage over a specific length of time indicates that the palm oil sector is not just a widely discussed topic in the media but also a matter of public concern and policy debate. As McCombs (2005, p. 156) argues, receiving information through news allows the public and policymakers to also acquire the significant aspects of public affairs. This is justifiable considering that palm oil plays a significant role in the economy and society, given that this commodity serves as the primary source of foreign exchange for the country and provides jobs for a substantial number of smallholders in Indonesia.

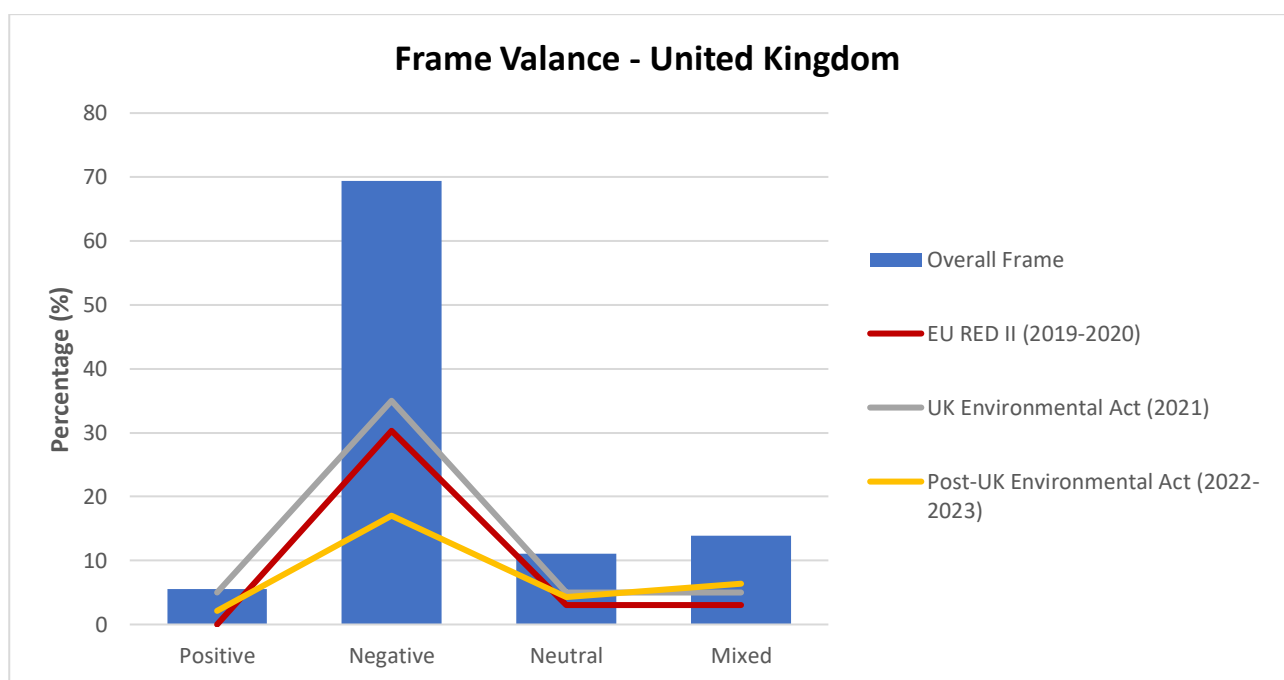
However, a small amount of palm oil news in British online newspapers shows that the palm oil issue is not now a top priority in the United Kingdom. Contrary to Indonesia, I argue that the United Kingdom does not view palm oil as a substantial commodity in terms of its economic, political, and social aspects. This is because the United Kingdom is geographically distant from major palm oil producers and is not its largest customer. However, the fact that there were more than 1,000 news articles over the span of five years is not something that should be overlooked. This suggests that palm oil continues to be a subject of conversation in this country, possibly because of global concerns about its extensive production, which is viewed as possibly damaging to the environment.

#### **4.1. Frame Valance**

In this section, I will present an analysis of the collected sample of articles. The results demonstrate a clear distinction in how palm oil is portrayed in Indonesia compared to how it is portrayed in British online newspapers. Whereas British online newspapers predominantly

use negative portrayals—making up a significant 69.4%—Indonesian online newspapers overwhelmingly depict palm oil in a positive light, accounting for 59.4% of the coverage. This demonstrates a clear disparity in how news related to the palm oil sector is presented in Indonesian compared to British online newspapers.

An examination of news articles from the British sample indicated that negative framing was the most common (69.4%), followed by mixed (13.9%), neutral (11.1%), and positive (5.6%). Based on three time periods, the processed data results from British online newspapers can be shown in the following Figure 1.



*Figure 1. Frame valance in British online newspapers over three time periods.*

When viewed over time, the framing employed by British online newspapers in reporting on the palm oil across the three established periods: the EU Renewable Energy Directives (RED) II from 2019-2020, the UK Environmental Act 2021, and the Post-UK Environmental Act 2022-2023 remain firmly negative, with percentages of 30.3%, 35.0%, and 17.0%, respectively. This suggests that the United Kingdom continues to maintain negative concerns about palm oil, which is perceived to be harmful to the environment, disruptive to biodiversity, and involves child labour. However, there is a slight upward trend in positive framing coverage, with a 3.38% increase over a five-year period. This may

suggest a more balanced media portrayal or a growing recognition of sustainability practices in the industry.

To support these findings, I will delve into more detail by examining several terminologies that frequently appear in British online newspapers, such as *"deforestation"* (The Guardian, 06/11/2023), *"impact environment"* (The Independent, 12/10/2020), *"rainforest fires"* (The Times, 09/11/2019), *"child labour"* (The Independent, 29/12/2020), and *"draining peatland, making the land more flammable"* (The Times, 09/11/2019), which connote destructiveness and damage. This aligns with the claim made by Lecheler and Vreese (2019, p. 9), which proposes that the journalistic news framing highlights certain aspects of the case while dismissing others. Furthermore, the frame emphasises the proactive role of journalists in shaping news narratives, which is an essential component of conciliation.

Furthermore, the selection of images found in British online newspapers is accompanied by captions such as *"Water cuts through a devastated peat swamp in Sumatra, Indonesia, where the business of pulp, palm oil, and wood are causing mass deforestation"* (The Independent, 29/01/2020), *"Palm oil land grabs 'trashing' environment and displacing people"* (The Guardian, 15/11/2021). I argue that selecting images with negative connotations is part of an effort to strengthen the framing of the palm oil industry itself. Powell et al. (2015) assert that graphics in the media play a crucial role in defining or framing topics. Images elicit more pronounced framing effects on attitudes and behavioural intentions compared to text. News outlets effectively elicit emotional responses from the public by using powerful imagery of ruined landscapes, endangered wildlife, and exploited populations, thus portraying the palm oil business as a dangerous entity. The visual narrative enhances the textual framework, resulting in a compelling and convincing message that deeply connects with readers.

To compare, I will examine what is the dominant frame of the palm oil industry in Indonesian online newspapers. Overall, the palm oil industry receives predominantly positive coverage in Indonesian online newspapers, with a remarkable 59.4% of articles adopting a favourable stance. This suggests that within Indonesia, the portrayal of the palm oil industry in its domestic media tends to lean towards a positive perspective, which stands in contrast to British online newspapers. The findings are depicted in the following Figure 2.

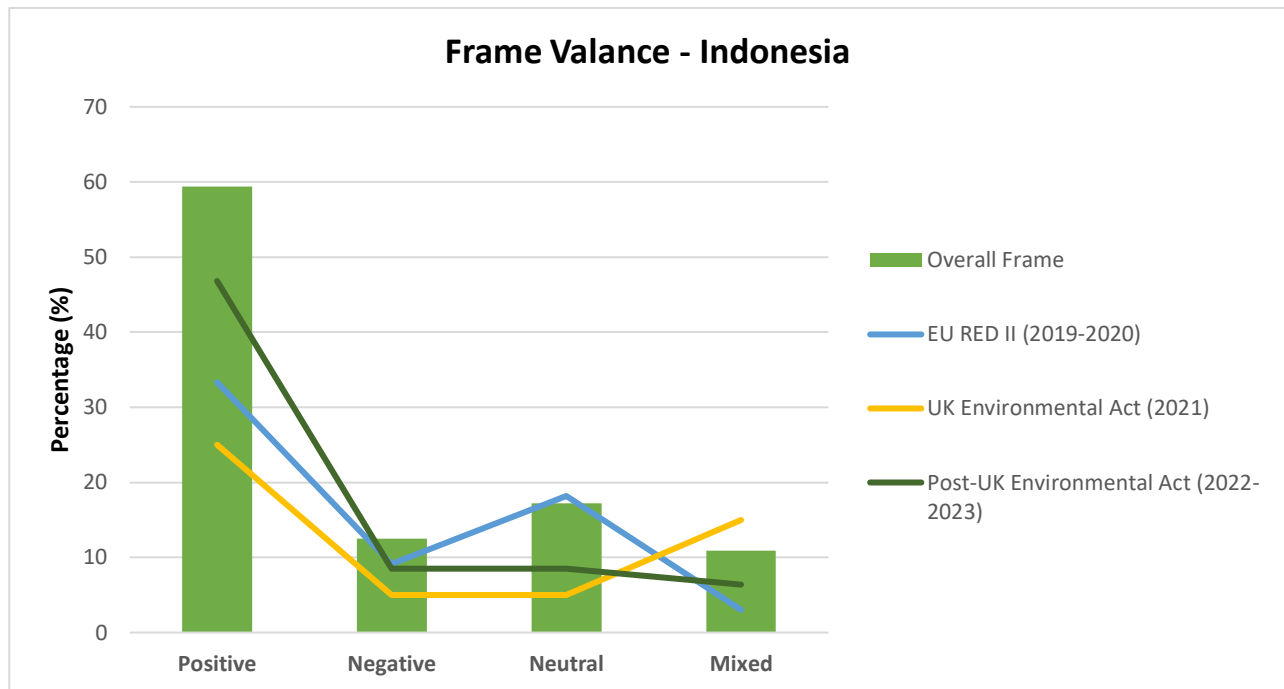


Figure 2. Frame valance in Indonesian online newspapers over three time periods.

In general, the positive news regarding palm oil has been more salient and indicates that there is significant support for this industry over the past five years. This is sensible, as we have previously observed that the palm oil industry is a significant contributor to the Indonesian economy and provides employment opportunities for many local people. Consequently, the government intends to implement this measure along with the media to promote positive messages regarding the benefits of the palm oil industry for both domestic and international markets. However, there was a fluctuation during the UK Environmental Act period, with a positive sentiment that decreased by 8.3% from the previous period. This indicates that the media in Indonesia, particularly online newspapers, are still sensitive to

and respond to the new regulations that the United Kingdom has implemented regarding the environment.

Applying the same approach as British online newspapers, I will also attempt to identify the frequently used terminologies in news articles about the palm oil sector in Indonesian online newspapers. Examples of terms that can be found include *"economic recovery"* (Antara News, 03/11/2022), *"palm oil discrimination"* (The Jakarta Post, 28/11/2019), *"strategic commodity"* (Antara News, 03/09/2020), *"black campaign"* (Tempo.co, 29/09/2023), *"renewable energy source"* (Antara News, 09/06/2023). The extensive utilisation of positive terminology in the coverage of palm oil by Indonesian online newspapers implies a purposeful tactic to portray the business in a favourable manner. The terms emphasise the supposed advantages of palm oil for both the Indonesian economy and environment. This optimistic perspective is consistent with the general pattern of mostly favourable coverage identified in Indonesian online newspapers.

The focus should now shift to the images accompanying news articles in various Indonesian online newspapers, such as *"A farmer carefully choosing recently harvested palm oil seeds in Pandeglang, Banten"* (Antara News, 27/09/2023), *"An illustrative depiction of an oil palm plantation"* (Tempo.co, 13/10/2023), and *"During harvest time, a labourer collects clusters of oil palm fruit at a plantation in Lampung"* (The Jakarta Post, 17/12/2019). Interestingly, despite their inclination to publish favourable news on palm oil, I observed that Indonesian online newspapers incorporated illustrative visuals, suggesting that these images did not significantly contribute to the formation of the intended narrative. Indonesian national media, particularly Antara News, predominantly showcases pictures of prominent government officials engaged in discussions related to the palm oil sector or the process of ratifying agreements. For instance, in one news story, the caption of the accompanying image reads *"Screenshot of Finance Minister Sri Mulyani during the 17th Indonesian Palm Oil Conference and 2022 Price Outlook in Jakarta on Wednesday, December 1, 2021"*

(Antara News, 01/12/2021). Indonesian media, in contrast to British online newspapers, tend to prioritise pictures that highlight news sources rather than reinforcing their portrayal of palm oil. Conversely, British online newspapers, as previously mentioned, typically utilise visuals that are related to the content of each news story. Therefore, I agree with Entman's (1993, p. 52) argument that the text consists of frames, which are evident through the use or non-use of specific keywords, standard phrases, stereotypical images, sources of information, and sentences that reinforce clusters of facts or opinions.

#### **4.2. Frame Category**

After examining the results of the frame valance between British and Indonesian online newspapers, in this section I will present the findings of the study related to frame categories. The predominant focus of the discussion revolves around the environment, followed by economics, politics, social issues, and other topics. Overall, the media in both countries have significantly different frame categories. Online newspapers in Indonesia mostly focus on the economic and political significance of palm oil, whereas those in the UK concentrate more on the environmental impact of palm oil. This finding is also supported by the views of Reardon et al. (2019, p. 129), who claim that consumers in the United Kingdom have different dominant economic sources and thus prioritise environmental consequences for the palm oil sector. The comparison of each category between the two countries can be observed in Figure 3 and Figure 4 below.

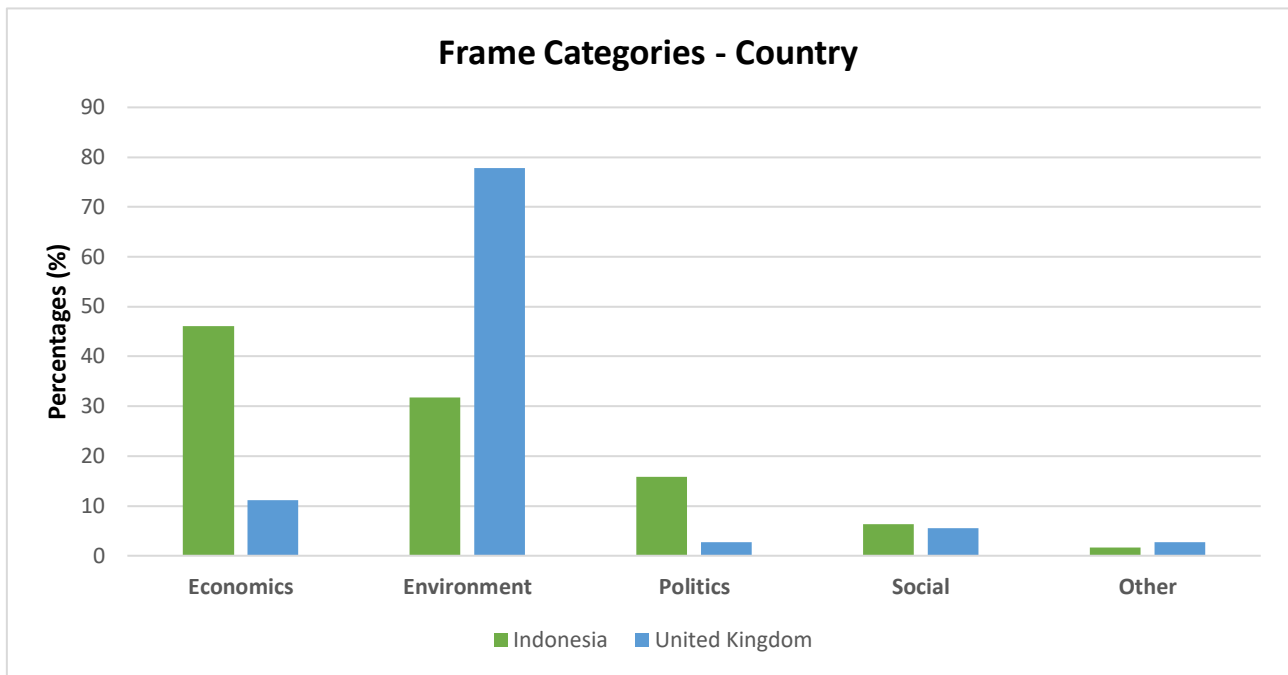


Figure 3. Frame category in British and Indonesian online newspapers by country.

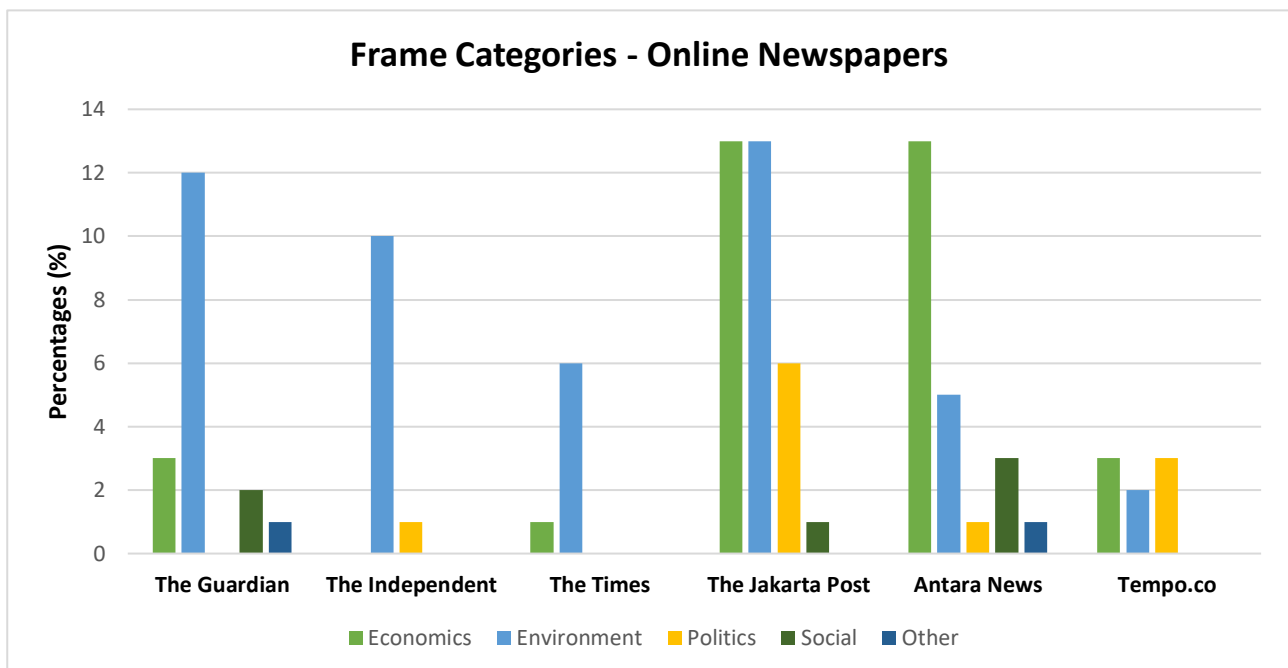


Figure 4. Frame category in British and Indonesian online newspapers by online newspapers.

In Indonesia, the economic aspect is more salient in the framing, accounting for 46.0% of the total, which often appears in *The Jakarta Post* and *Antara News*. The news item mentions sub-frames related to economic development, which reflect the country's high dependence on palm oil as its largest foreign exchange contributor. On the contrary, only 11.1% of news in British online newspapers discuss economic aspects and indicate a lower

emphasis on this perspective, which may be due to the fact that the economy in the United Kingdom is not dependent on this commodity.

All British online newspapers (*The Guardian*, *The Independent*, and *The Times*) prioritise environmental concerns with a salient framing percentage of 77.8%, in accordance with the strong environmental policies in the country. Interestingly, environmental framing in Indonesia is also quite significant and ranks second after economic framing, with a percentage of 31.8%, although it is significantly lower than the United Kingdom. However, based on closer observation, British online newspapers typically have sub-frames that highlight environmental degradation, the endangerment of biodiversity, and the detrimental impact of the palm oil business on climate change. Conversely, the environmental section of Indonesian online newspapers focusses on highlighting the advantages of palm oil as a renewable energy source, emphasising initiatives to ensure the sustainability of palm oil production, and discussing the replanting program aimed at maintaining palm oil as a high-quality commodity. These disparities can arise from a multitude of sources, including divergent economic, political, and cultural interests in each respective country. Therefore, I agree with the statement made by Manzoor et al. (2019, p. 216) that the role of media is not limited to choosing the subjects to be published, but also include the crucial task of selecting the facts and perspectives that will be incorporated into news stories.

In terms of politics, framing in this category is depicted as more salient in Indonesia with a percentage of 15.9% compared to the United Kingdom, which is only 2.8%. This may be due to the industry's ties to public policy and government in Indonesia. What is particularly interesting here is social framing, where both countries have percentages that are not far apart and are relatively low, at only around 6.3% for Indonesia and 5.6% for the United Kingdom. This political and social category tends to receive relatively low discussion in all online newspapers, both in Indonesia and the United Kingdom.

Lastly, in the "others" category, both Indonesian and British online newspapers have similarly negligible percentages. This indicates that although they may be few in number, there are still other possible categories that may emerge in framing related to the palm oil sector, such as health category. Based on the categorisation of framing, I agree with McCombs's (2014, p. 1) claim that the news media has the power to determine the topics that capture the public's attention and influence the formation of public opinion. This tendency is readily apparent in the contrasting levels of economic, environmental, political, and social categories in Indonesia and the United Kingdom. The deliberate focus on certain features or exclusion of others in news reporting serves to strengthen McCombs's claim that there is a deliberate selection of attributes when the media and the public discuss an object. Certain attributes are highlighted, while others are downplayed or completely ignored (McCombs, 2014, p. 5). The choice of what to emphasise or leave out has the power to greatly influence public opinion.

#### **4.3. Source of News**

Another aspect to be examined is the news source. Matthes (2011, p. 127) states that communicators such as political elites, social movements, lobbyists, or activists create their own perspectives on an issue in order to promote it in public discussions and in the media. This demonstrates that the news source, or the individual who expresses their opinions in a news article, plays a significant effect in shaping the framing of the narrative. During my investigation, I identified six sources of news that were present in both British and Indonesian online publications, as depicted in Figure 5 and Figure 6 below.

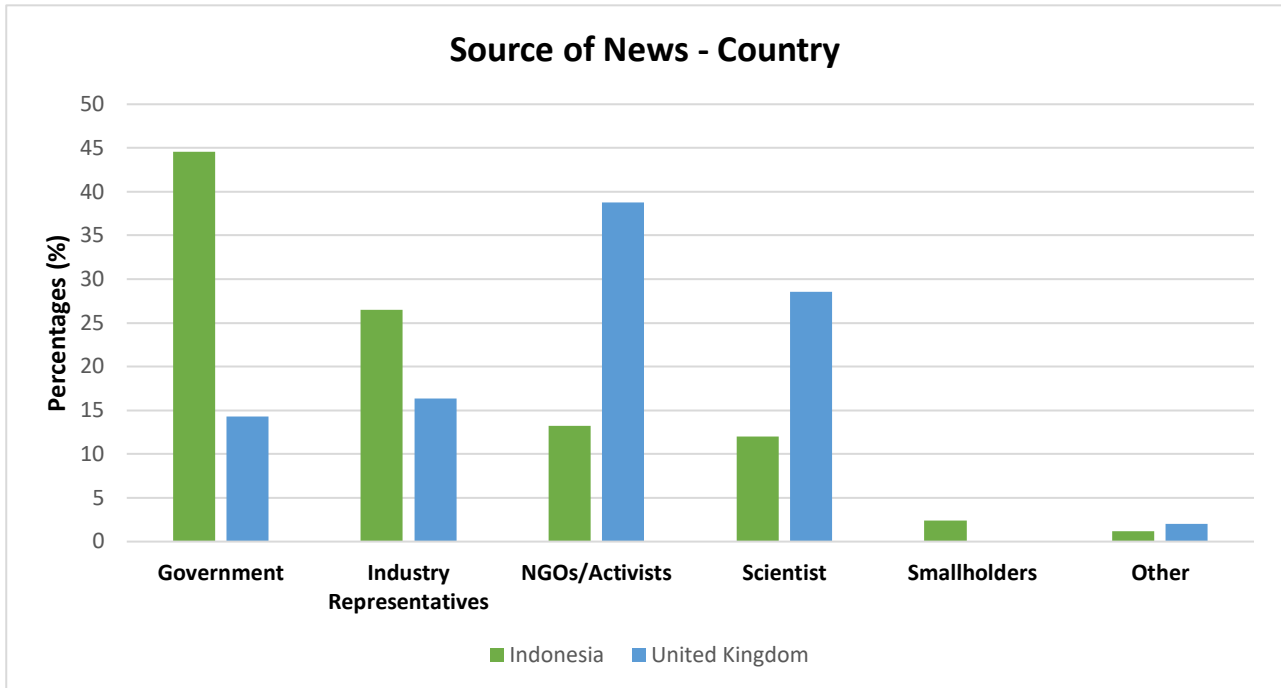


Figure 5. Source of news in British and Indonesian online newspapers by country.

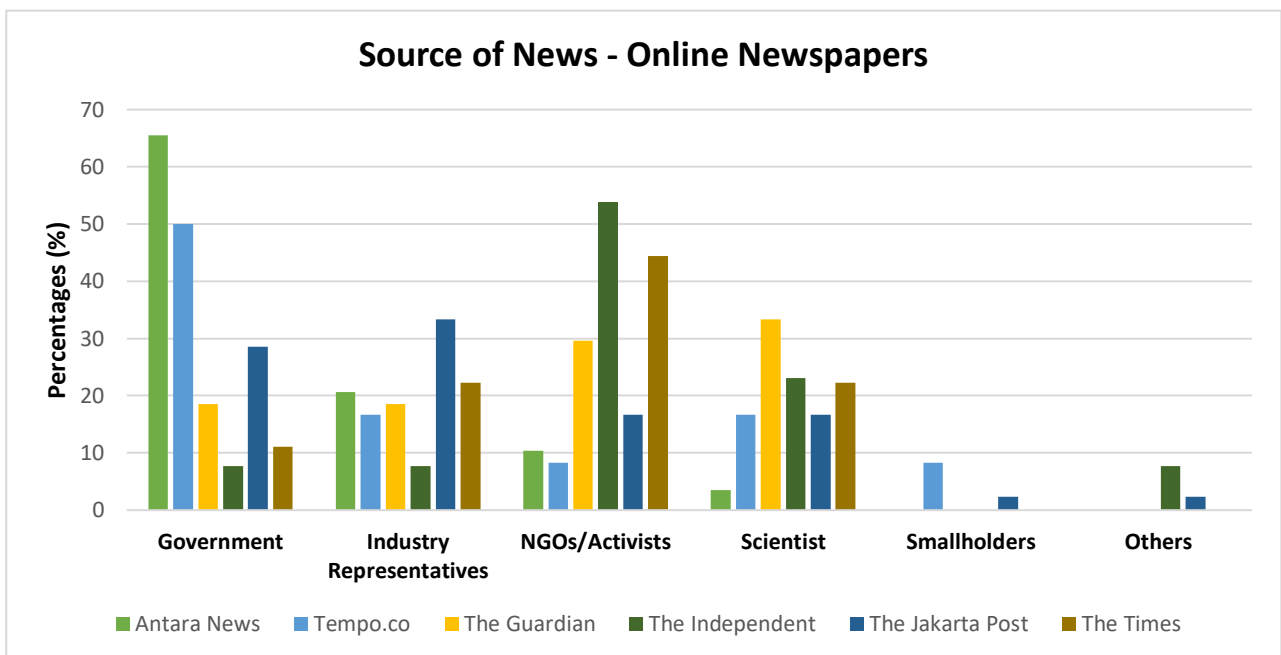


Figure 6. Source of news in British and Indonesian online newspapers by online newspapers.

In Indonesia, government sources of information are the most dominant, accounting for 44.6% of the total. This indicates that Indonesian online newspapers heavily rely on government sources, which have significant interests in the palm oil industry due to its substantial impact on the country's economy. The government is predominantly relied upon

as the primary source of information, particularly by *Antara News* and *Tempo.co*. It is not particularly surprising considering that *Antara News* is indeed a government-owned internet publication in Indonesia. Therefore, I argue that *Antara News*—and the government of Indonesia—applies agenda-setting, which according to McCombs (2014, p. 1), is the authority or power to shape public attention towards specific issues and highlight them as the most important ones. On the other hand, British online newspapers do not prioritise the government as the primary source of information regarding palm oil news, with just approximately 14.3% of the percentage.

Furthermore, both countries rely on information sources from industry representatives of the palm oil, with Indonesia—specifically *The Jakarta Post*—showing a higher dependency at 26.5% compared to the United Kingdom at 16.3%. The findings are consistent with the data from Statista (2023b), which states that palm oil plantations in Indonesia are primarily categorised into three forms of management: government-owned, independent/smallholders, and major private-owned farms such as Wilmar International and Golden Agri-Resources. Therefore, industry representatives play a crucial role in this sector and have significant interests in the palm oil industry. As a result, their opinions are often quoted in the media to shape news in line with their desired agenda.

In sharp contrast, British internet publications mainly rely on NGOs and activists as sources of information, accounting for 38.8% and specifically can be found in *The Independent* and *The Times*. This indicates that the United Kingdom places greater emphasis on opinions from environmental observers, who may be affiliated with NGOs, to provide information related to palm oil in their news. Thus, Eder et al. (1995, p. 186) may be correct in claiming that environmental organisations and protest groups often serve as platforms for environmental discourse, offering crucial evaluations of their opponents. Conversely, in Indonesia, the percentage of information obtained from NGOs or activists is rather small, comprising only 13.3% of the total sources examined in this study.

The application of scientists as sources of information also exhibits a significant contrast, as it is more prevalent in British online newspapers (28.6%) compared to Indonesia (12.0%). This indicates that the media in the United Kingdom places greater importance on scientific data and expert opinions when discussing the palm oil industry, particularly in relation to its environmental impact and health concerns. In addition, smallholders are a less utilised source of information in Indonesia (only accounting for 2.4%) and are completely absent from the sample of British online newspapers. Presumably, this occurs due to the absence of palm oil production in the United Kingdom, which results in a lack of geographical proximity to smallholders. On the other hand, Indonesia may indeed discuss smallholders, but the sources of information are intertwined with the government and/or palm oil producers. Finally, other sources are extremely scarce in both countries, with a slightly higher percentage in the United Kingdom (2%) compared to Indonesia (1%).

The result supports Entman's (2003) assertion that while journalists may not have significant authority in shaping frames, they possess the prerogative to ask questions, so enabling them to exercise control over the selection of words and images for gathering and disseminating information. The source of news is able to exert greater control in shaping public discourse compared to other elites due to factors such as word choice, the spread or suppression of information, and strategic timing. Thus, it may be correct to say that an advantage of Entman's model is that it considers the involvement of various actors who try to influence and predict each other's framing strategies. Typically, framing studies operate under the assumption that the individuals communicating are influential figures like politicians, media professionals, scientific experts, and other influential individuals, while the recipients of the message are ordinary members of the public (Gamson, 1992).

#### **4.4. Responsibility Emphasis**

Having analysed news framing in depth, we are now in a position to return to discussing the emphasis of responsibility contained in this framing. According to Entman

(1993, p. 53), framing involves several key elements. It involves defining problems, which then influences the actions taken by those responsible for causing the problems. The costs and benefits of these actions are usually evaluated based on shared cultural values. Framing also involves identifying the root causes of problems, making moral judgements about the individuals or groups responsible, and proposing and justifying solutions to the problems while predicting their potential outcomes. This demonstrates that framing serves the purpose of not only emphasising a certain feature of the news, but also conveying to the audience the individuals or entities responsible for the reported situation and the necessary actions to resolve the matter.

This section will examine the parties considered to be responsible for a problem or solution in the palm oil sector, including producers, consumers, government, NGOs/activists, and others. Overall, I observed that Indonesian online newspapers tend to attribute a higher level of responsibility to the government when discussing palm oil, with a prevalence of 44.5%. On the other hand, British online newspapers place a greater emphasis on the responsibility of palm oil producers, accounting for 45%. For further elaboration, please refer to Figure 7 and Figure 8 below.

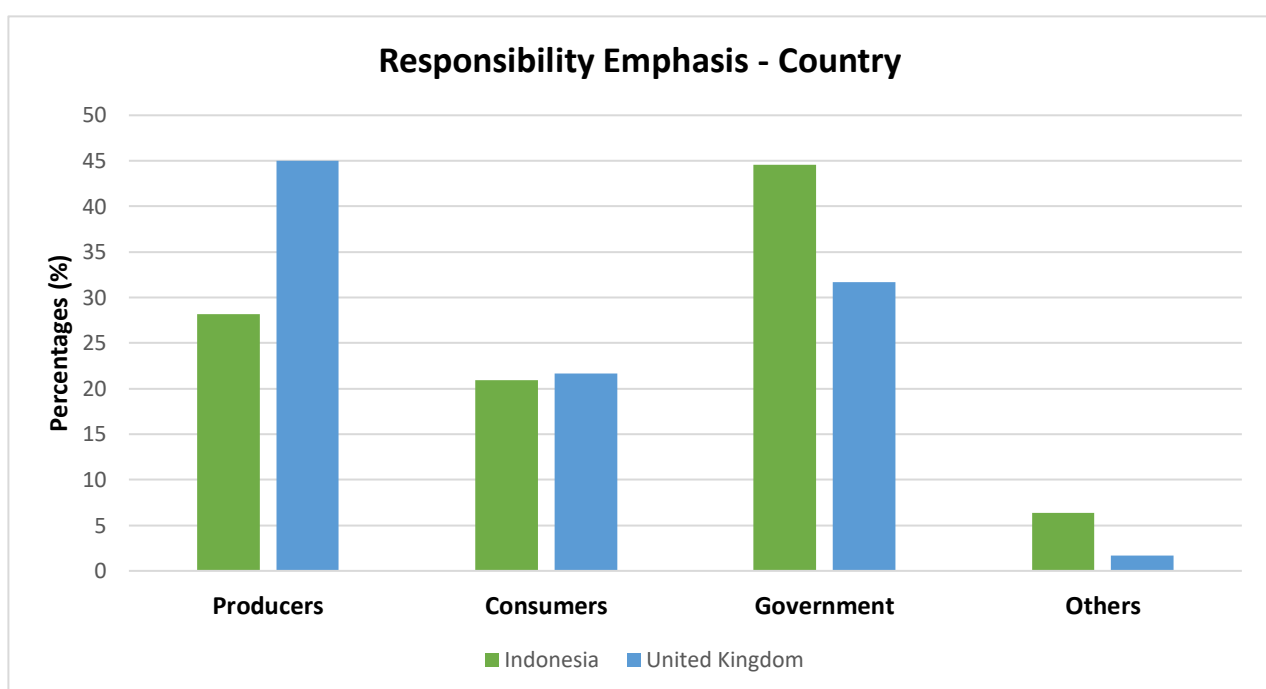


Figure 7. Responsibility emphasis in Indonesia and the United Kingdom by country.

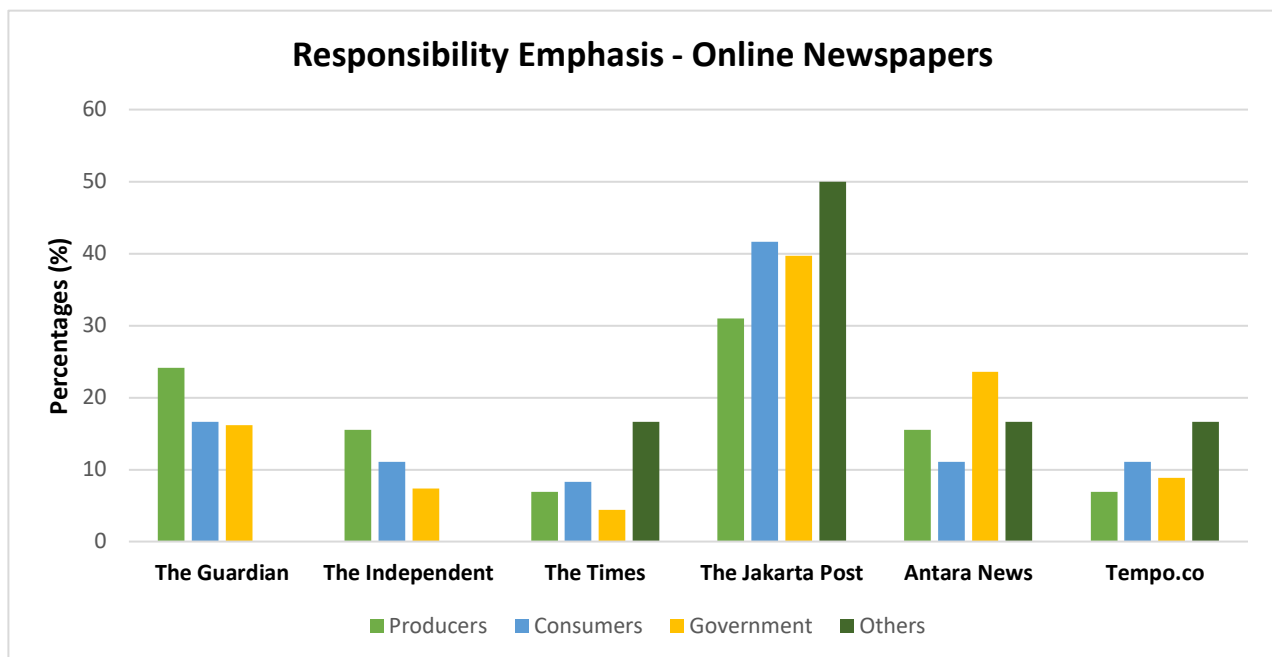


Figure 8. Responsibility emphasis in Indonesia and the United Kingdom by online newspapers.

Indonesian online newspapers heavily emphasize that the government is the main responsible party regarding issues and solutions in the palm oil industry. In the news regarding palm oil, it was stated that the government needs to take action to improve the image of palm oil in order to save the country's economy, while also providing solutions for the environmental impacts that are perceived to exist and have become a topic of international public discussion. An instance that exemplifies this tendency is *"The Indonesian government persistently advocates for palm oil as an environmentally sustainable commodity..."* (Antara News, 03/11/2022), as well as a headline *"Indonesia's response to the EU's discriminatory treatment of palm oil, according to Jokowi"* (Antara News, 26/04/2019). On the other hand, the United Kingdom, as a consumer of palm oil, also considers the government to have a significant responsibility for the reported issues, accounting for 31.7% of them, with the majority being reported by *The Guardian*. This reflects British online newspapers also considers the government as a party capable of providing solutions to the environmental issues caused by palm oil.

Another party considered responsible for the palm oil issue is the producers, which are more prominently featured in British online newspapers, accounting for 45%. This

indicates that British online newspapers frequently discuss Indonesia and Malaysia as major producers of palm oil who are highly accountable for environmental impacts. Similarly, Indonesia also considers that producers are responsible (28.2%), particularly for providing sustainable palm oil, including through efforts to certify globally traded palm oil products. Furthermore, consumers are seen as responsible for the palm oil issue and the necessary solutions. Unexpectedly, Indonesia and the United Kingdom have nearly identical percentages, specifically 20.9% and 21.7% respectively. In British online publications, this is reflected in the headlines of several news articles, such as *“Iceland to go back to using palm oil ‘with regret’ amid rising food prices”* (The Independent, 29/03/2022), *“Kellogg’s updates palm oil policy after hundreds of thousands sign petition”* (The Independent, 19/02/2020), dan *“Heinz and Campbell Soup among worst companies for unsustainable palm oil, WWF report says”* (The Independent, 30/09/2021). Additionally, I have noticed from news articles in online British newspapers that the media is placing emphasis on the responsibility of retail corporations regarding the use of palm oil as a primary ingredient in various retail products. They are also pushing these companies to prioritise the use of sustainable palm oil production. There is also a tiny percentage, amounting to 4.5%, allocated to other parties in Indonesia, which may include international actors, smallholders, and other stakeholders. Similarly, in British online newspapers, there are also several more parties that are considered responsible, amounting to 1.7%.

To conclude this section, the discussion on responsibility emphasis in the palm oil business by Indonesian and British online publications reflects Carvalho's (2007, p. 224) observations on how cultural ideologies shape public discourse on scientific knowledge, including palm oil. In Indonesia, the media places greater emphasis on holding the government accountable, demonstrating how the media may shape the government's actions in addressing the challenges faced by the palm oil industry to safeguard the country's economy, which related to the obligations towards the environment caused by palm oil. On

the other hand, British online newspapers place greater emphasis on the responsibility of producers. As before, Carvalho (2007, p. 224) may be correct in stating that different media might frame issues differently, depending on the ideology of their respective countries, as the United Kingdom is more concerned about the environmental impact in the context of palm oil usage.

#### 4.5. Benefits on Whose Behalf

Moving on now to consider the benefits of framing palm oil industry in online newspapers. Referring to Entman's framing theory (1993, p. 52), which believes that framing serves the purpose of proposing enhancements, I contend that certain parties receive benefits from the framing of news. In Indonesian online newspapers, producers are mostly benefited for framing, accounting for 38.9% of the focus. Conversely, British online newspapers primarily benefit customers through their framing efforts, with a percentage of 32.7%. To provide additional clarification, let us examine Figure 9 and Figure 10 presented below.

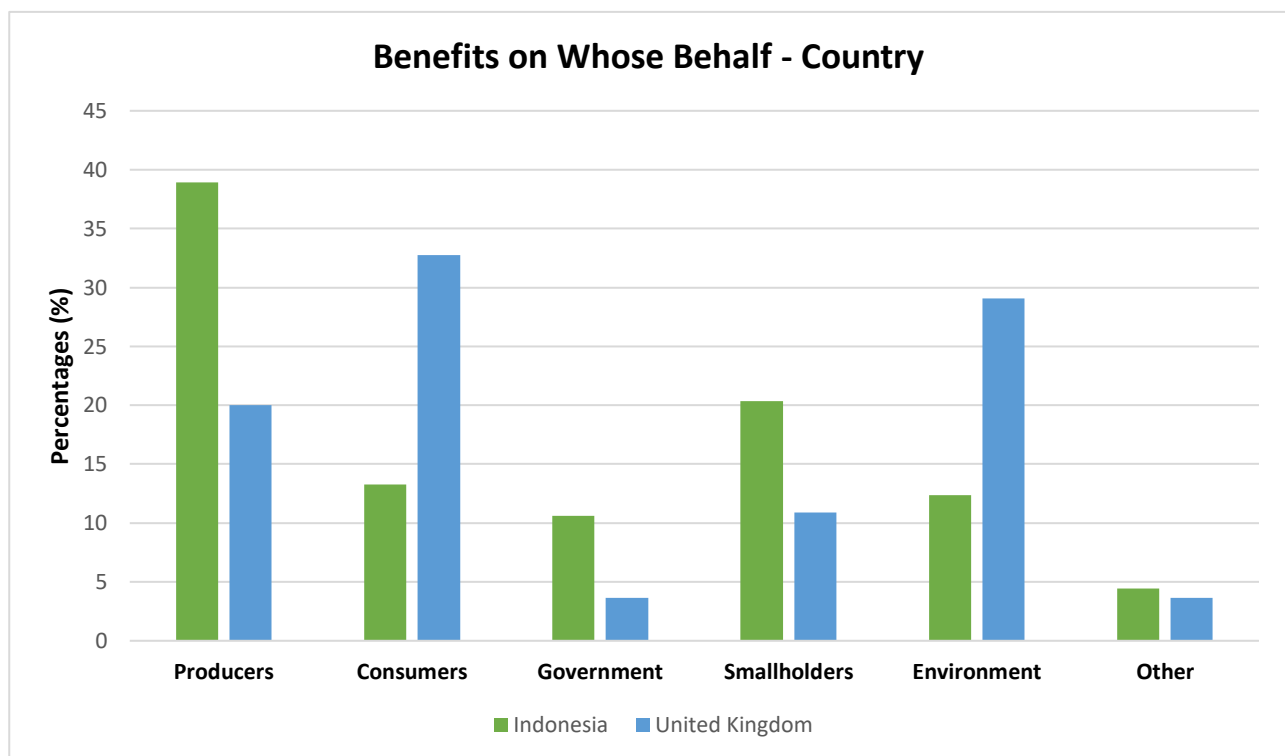


Figure 9. Benefits on Whose Behalf in Indonesia and the United Kingdom by country.

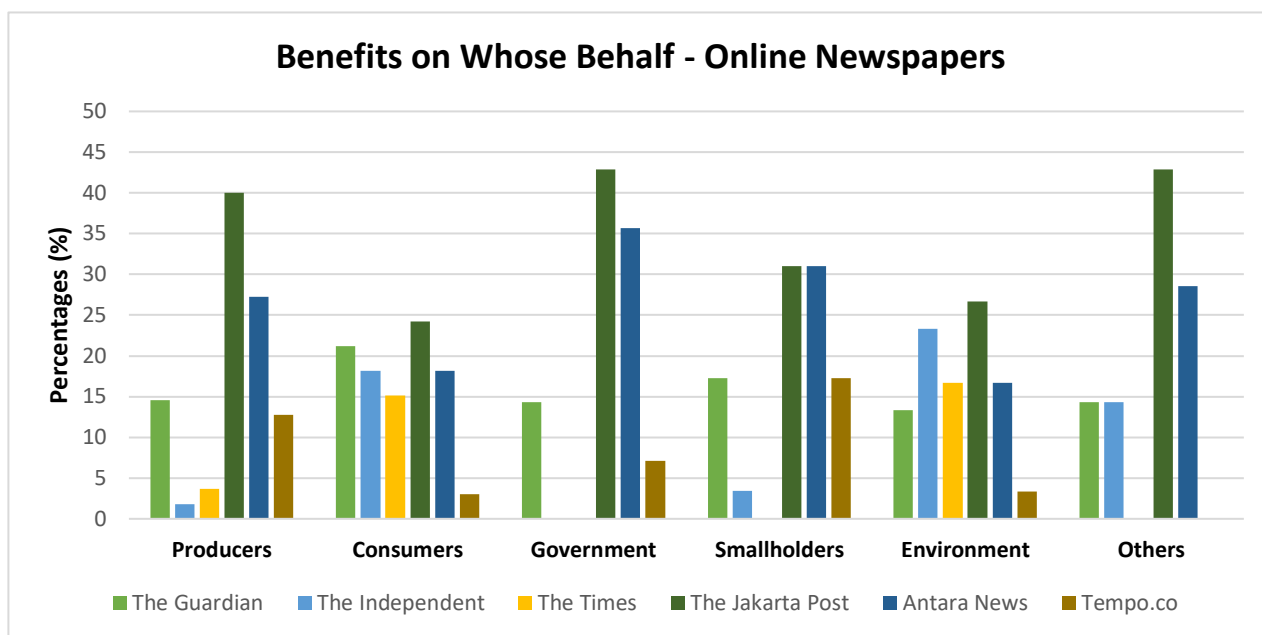


Figure 10. Benefits on Whose Behalf in Indonesia and the United Kingdom by online newspapers.

While producers are widely seen as the primary benefactors of the way palm oil is portrayed in Indonesian online publications specifically in *The Jakarta Post* and *Antara News*, it has also been observed that producers in the United Kingdom occupy a similar position, with a 20% share. Nevertheless, the focus on producers in this context mostly revolves around the impact of production techniques on the global supply chain and their correlation with environmental expenses, rather than delving into the economic advantages. Furthermore, consumers are considered to benefit from the framing of news about the palm oil industry in the United Kingdom, with a percentage of 32.8%. This is not surprising, as the United Kingdom is indeed a consumer of palm oil and is striving to frame the news in a way that emphasises that consumers should be the focus, thereby shaping public discourse on the matter. Indonesian consumers are also observed to benefit from the framing of palm oil in online media, albeit to a negligible extent of only 13.3%.

In addition, the Indonesian government is also considered a benefactor, particularly in relation to its role in creating regulations regarding palm oil that might enhance the economy through taxes and exports, with a percentage of 10.6%. However, in the United Kingdom, the government only benefits minimally from the framing of palm oil, amounting to

a mere 3.6%. I suggest that the lack of government focus towards palm oil is due to its non-strategic position as a commodity, as well as its limited economic and tax contributions to the country.

Furthermore, in Indonesia, smallholders are seen to have twice the importance in becoming beneficiaries in the palm oil issue compared to British online media. All Indonesian media, including *The Jakarta Post*, *Antara News*, and *Tempo.co*, agree on this, as seen by the significant percentage of 20.35% for all online newspapers. This is rational because smallholders play a crucial role in the Indonesian palm oil industry. According to Euler et al. (2015, p. 2), smallholders' plots in Indonesia make up 40 percent of the overall agricultural area. Although larger plantations are generally more efficient in terms of oil yield and overall economics, smallholder units play a crucial social role by giving income and employment opportunities to rural populations. Hence, online newspapers in this country strive to provide solutions about the issues of palm oil for both the economy and the environment, particularly for smallholders.

As we are aware, the United Kingdom is highly concerned about the environment. Therefore, it is not surprising that the environment is one of the main beneficiaries of environmental framing in British online media, accounting for 29.1%. Framing primarily focusses on the necessity of using sustainable practices in palm oil production to protect the environment. In Indonesia, the environment is also seen as one of the beneficiaries, amounting to 12.4%. Therefore, it can be said that both Indonesia as a producer and the United Kingdom as a consumer are actually rather concerned about the environmental issues caused by palm oil cultivation, albeit from their respective perspectives. Lastly, there are tiny percentages of benefits received by other parties in Indonesian and British online newspapers, specifically 4.4% and 3.6% respectively. These parties include NGOs/activists, international actors, and other stakeholders.

In conclusion, I argue that online media in both countries strive to incorporate their respective agendas in their coverage of palm oil. This is done to shape public narratives regarding who is affected by palm oil trade and requires a solution. In conclusion, I believe that online media in both nations strive to incorporate their own agendas into their coverage of palm oil in order to shape public attitudes regarding the individuals affected by the palm oil industry, and highlighting the need for a solution. Hence, McCombs and Shaw (1972, p. 176) argument that readers not only acquire information about a specific subject from a news article, but also assess the importance of that subject based on the amount of content presented and its position within the story, is relevant to this finding.

#### **4.6. Geographical Level**

Another important aspect to be studied in this research is the geographical level of news in Indonesian and British online newspapers. In Indonesian online newspapers, there is an overwhelming majority of news coverage focused on the national level (74.4%) and Continental Region (76.9%). This reflects the important role of palm oil in the internal economy, social, and political aspects of the country. In contrast, British online newspapers report on palm oil more frequently in a global context, with a figure of 42%. I argue that this happens because the United Kingdom places greater emphasis on the negative impact of palm oil on the environment, which is currently a very important global agenda that needs to be communicated to the international public. Below are the graphs that illustrate the differences in coverage of online newspapers in Indonesia and the United Kingdom, as shown in Figure 11 and Figure 12.

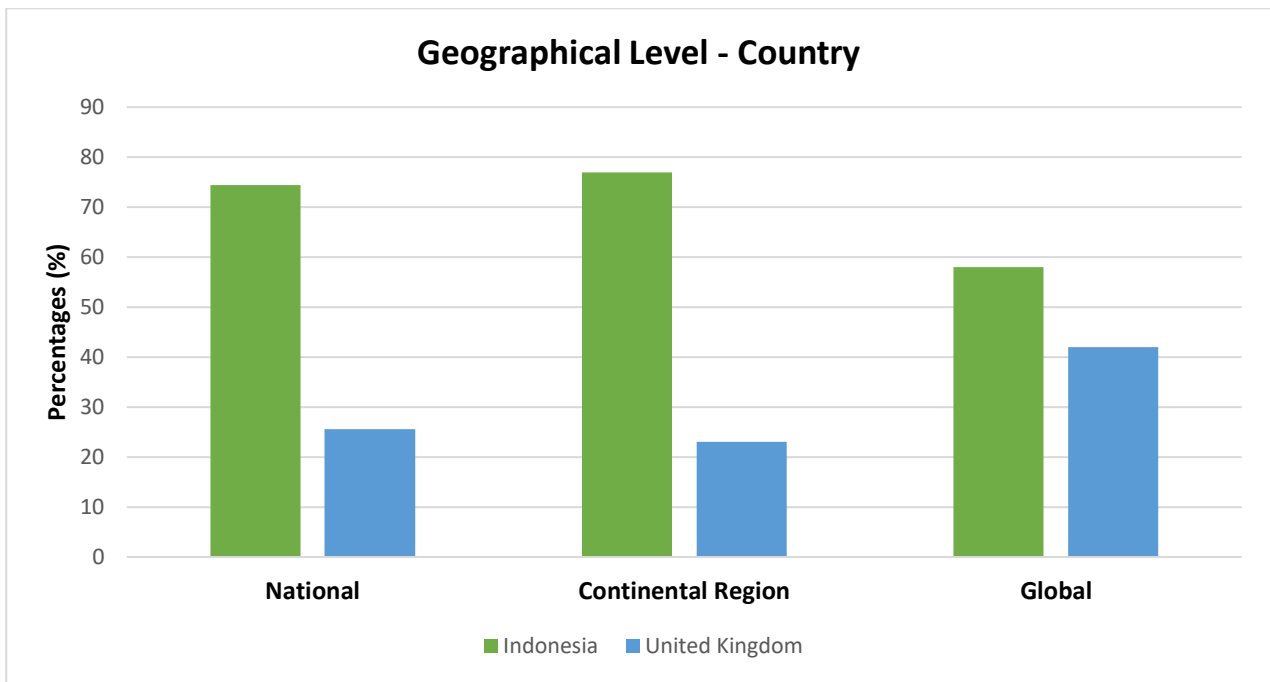


Figure 11. Geographical level of palm oil news in Indonesia and the United Kingdom by country.

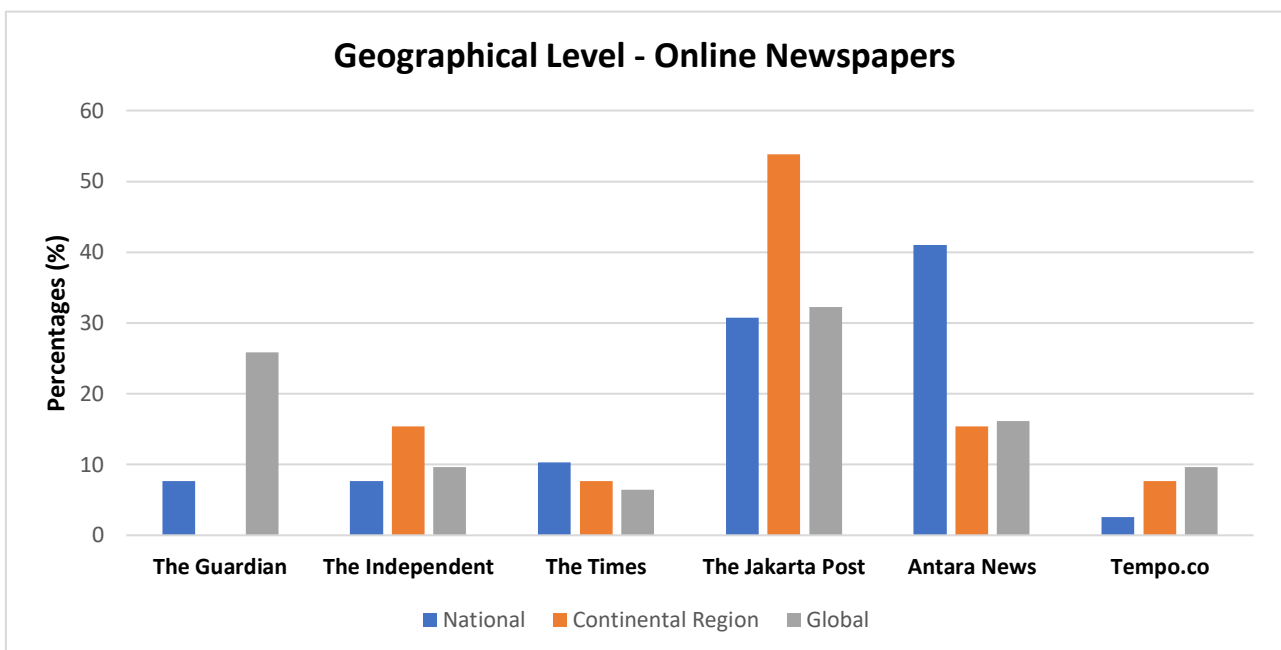


Figure 12. Geographical level of palm oil news by online newspapers.

*Antara News*, a government-owned online newspaper, is the primary source of national news coverage in Indonesia. News coverage at the continental area level is predominantly authored by *The Jakarta Post*. This could be attributed to *The Jakarta Post*'s focus on attracting readers at the Asian level and its assertion of being the premier English-language daily in the area (The Jakarta Post, 2013). The newspaper's coverage of palm oil

extends beyond Indonesia and includes other countries. For instance, an article titled "*RI, Malaysia seeks to soften EU stance on palm oil*" (The Jakarta Post, 06/06/2023) highlights the collaborative endeavours of Indonesia and Malaysia to address trade obstacles related to palm oil. Furthermore, it may be contended that Indonesian online newspapers have the potential to contribute to the process of nation-building and promote the local sector. Consequently, as previously examined, these newspapers tend to present a more favourable perspective on palm oil. However, I argue that in this rapidly changing environment, news travels quickly through the internet and reaches various media outlets in different countries, potentially influencing the news priorities of other nations (Alipour, 2024, p. 1). This allows Indonesia's palm oil news framing to also reach larger audiences, as the news is available online.

In the United Kingdom, the coverage of the palm oil business is primarily focused on global issues, accounting for 41.9% of the news. The remaining coverage is evenly distributed between continental regions (23.1%) and national matters (25.6%). A greater focus on the global level indicates that the United Kingdom is more concerned about the global environmental and ethical implications of palm oil compared to national concerns. *The Guardian* and *The Independent* are the dominant online newspapers at the worldwide level, while *The Times* demonstrates a more balanced approach in all three categories of coverage.

In conclusion, the significant contrast in geographical levels between Indonesia and the United Kingdom indicates the presence of differing priorities in both countries. Indonesia prioritises national and regional aspects and aligns with its economic interests as a producer, while the United Kingdom focusses more on the global level, highlighting consumer perspectives that are concerned about the environment, particularly in relation to sustainable practices of palm oil production.

## 5. Conclusion

This study has revealed the similarities and differences in the framing of the palm oil industry in British and Indonesian online newspapers. It is known that in Indonesia, the framing of palm oil tends to be positive during the five-year period (2019-2023), with economic emphasise. This framing aligns with Indonesia's position as a major producer of palm oil in the world, where the industry is crucial for economic growth and job creation. For this reason, the government has become the main source of information regarding palm oil in various Indonesian media, as it directly intervenes in the policies surrounding this commodity and continues to strive to improve the image of palm oil both nationally and internationally. In Indonesian online newspapers, the government is portrayed as the main party responsible for the issues surrounding palm oil, with producers being the ones who benefit from the news. Lastly, Indonesian online newspapers focus more on national and regional coverage, while not neglecting global coverage in their reporting.

Conversely, the United Kingdom, as a major consumer rather than a producer of palm oil, during the 5-year period (2019-2023) consistently frames the issue with a negative perspective and focuses on the environmental impact caused by palm oil. British online newspapers tend to highlight producers as the parties being framed as responsible for the environmental damage resulting from palm oil production. Consumers are framed as the parties benefiting and entitled to solutions for the existing environmental problems. The coverage in British online newspapers is also more focused on the global level compared to the national or continental region. I believe this is due to the United Kingdom adopting a consumer perspective that is more focused on the global agenda, which is currently centered on environmental issues and committed to sustainability. In summary, this comparative analysis reveals how media framing in Indonesia and the United Kingdom is influenced by each country's position within the global palm oil industry. The Indonesian media's focus on national and economic benefits contrasts with the United Kingdom's

emphasis on global environmental responsibilities. These differences in framing underscore the importance of considering national context when analyzing media coverage of global industries, as the media plays a crucial role in shaping public perceptions and policy discussions. The study contributes to the broader understanding of how media framing can reflect and reinforce national interests in the context of global economic and environmental issues.

Considering the outcome, I concur with Entman's (1993, p. 54) framing theory, which claims that frames emphasise specific pieces of information about a subject of communication, hence highlighting their importance. Indonesian online newspapers prioritise the economic advantages of palm oil, while British online newspapers focus on the environmental harm caused by palm oil, as seen through the selected language and imagery in the news articles. Frames in the text are identified by the presence or absence of specific keywords, stock phrases, stereotyped imagery, sources of information, and sentences that support a particular theme by presenting related facts or opinions (Entman, 1993, p. 52). In addition, this research also reveals a connection to the agenda-setting theory by McCombs and Shaw (1972), which helps illustrate how the saliency of certain issues in the media—such as economic importance and environmental concerns—is not accidental, but rather a political agenda to shape public discourse.

Given the current scarcity of research on comparative framing analysis in the environmental context. From my perspective, there exist numerous prospects for furthering this subject in the future. For instance, to analyse the contrast in news presenting techniques between two countries across various media platforms, such as social media, or to investigate the influence of media framing in online newspapers from the United Kingdom and Indonesia. Undoubtedly, this research will significantly contribute to the progress of knowledge in the domains of environmental communication, mass media, and international communication.

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## Appendices

### Appendix I – Headline of Sample Articles

Source (Newspaper)	Date	Time Period	Headline
<b>British online newspapers (36 articles)</b>			
The Guardian	06/11/2023	Post-UK Environmental Act	Beef, soy and palm oil products linked to deforestation still imported into UK
The Guardian	17/01/2020	EU RED II	Biggest food brands 'failing goals to banish palm oil deforestation
The Guardian	10/11/2021	UK Environmental Act	Fatty acid found in palm oil linked to spread of cancer
The Guardian	15/01/2019	EU RED II	To save the rainforest, we need to work with the palm oil industry
The Guardian	21/10/2021	UK Environmental Act	Fifth of Indonesia's palm oil sites lie in forest estate, says Greenpeace
The Guardian	14/12/2023	Post-UK Environmental Act	Calls for tighter rules on biofuels imports to root out palm oil fraud
The Guardian	28/09/2021	UK Environmental Act	Palm oil: why a 'sustainable global supply' chain needs to include smallholder farmers
The Guardian	15/11/2021	UK Environmental Act	Palm oil land grabs 'trashing' environment and displacing people
The Guardian	17/01/2020	EU RED II	Biggest food brands 'failing goals to banish palm oil deforestation'
The Guardian	01/01/2022	Post-UK Environmental Act	The UK city taking a stand on palm oil in the fight against deforestation
The Guardian	26/10/2021	UK Environmental Act	Reducing scope of EU anti-deforestation law misguided, say scientists
The Guardian	16/09/2020	EU RED II	Malaysian prisoners may face 'forced labour' on palm oil plantations; Shortage of foreign workers behind plan by producers to employ inmates as a stopgap measure
The Guardian	03/04/2023	Post-UK Environmental Act	Pacific trade deal 'will make mockery of UK's climate ambitions'
The Guardian	07/07/2022	Post-UK Environmental Act	A blockchain tool that helps track sustainability, from palm oil to plastics
The Guardian	18/07/2022	Post-UK Environmental Act	Push for post-Brexit trade deals may threaten UK pledges on deforestation
The Guardian	29/03/2021	UK Environmental Act	Average westerner's eating habits lead to loss of four trees every year
The Guardian	11/05/2022	Post-UK Environmental Act	'How many more months should we suffer?': Indonesians struggle with pricey cooking oil
The Guardian	07/08/2023	Post-UK Environmental Act	Progress on slowing deforestation could boost climate efforts, say experts
The Independent	29/01/2020	EU RED II	Used in everything from biofuels to food, the impact of palm oil on global emissions
The Independent	12/10/2020	EU RED II	The reasons why palm oil is so controversial

The Independent	29/03/2022	Post-UK Environmental Act	Iceland to go back to using palm oil 'with regret' amid rising food prices
The Independent	08/07/2020	EU RED II	Why coconut oil may be worse than palm oil for the environment
The Independent	19/02/2020	EU RED II	Kellogg's updates palm oil policy after hundreds of thousands sign petition
The Independent	30/01/2020	EU RED II	Oh, for peat's sake; Deforestation caused by the world's need for palm oil is rapidly increasing global emissions, warns Sofie Sjogersten.
The Independent	29/11/2019	EU RED II	Critically endangered Sumatran orangutan found alive after being shot 24 times
The Independent	18/07/2023	Post-UK Environmental Act	Making tracks: how linking patches of wilderness is saving Borneo's wildlife
The Independent	05/02/2021	UK Environmental Act	Indonesia, Malaysia vow to counter anti-palm oil campaign.
The Independent	30/09/2021	UK Environmental Act	Heinz and Campbell Soup among worst companies for unsustainable palm oil, WWF report says
The Independent	13/10/2022	Post-UK Environmental Act	4 things we all need to stop buying as global wildlife populations fall by 70%
The Independent	16/05/2023	Post-UK Environmental Act	EU countries adopt law banning products which fuel deforestation
The Times	20/01/2020	EU RED II	My palm oil problem: how can I save orangutans?
The Times	09/11/2019	EU RED II	'Sustainable' palm oil linked to catastrophic rainforest fires
The Times	13/06/2021	UK Environmental Act	Palm oil burnt for transport
The Times	16/05/2023	Post-UK Environmental Act	Deforestation fears over biofuel used by British Airways and Virgin Atlantic
The Times	22/09/2022	Post-UK Environmental Act	Palm oil alternatives: is the cure for our addiction bubbling in a vat?
The Times	24/05/2021	UK Environmental Act	Food Space turns its back on palm oil
<b>Indonesian online newspapers (64 articles)</b>			
The Jakarta Post	20/08/2020	EU RED II	Orangutan found on palm oil plantation returned to the wild
The Jakarta Post	09/12/2020	EU RED II	No such thing as 'sustainable' palm oil, says Indonesian youth activist
The Jakarta Post	05/10/2022	Post-UK Environmental Act	Palm oil producers must fight for ethical, fair and inclusive trade
The Jakarta Post	22/11/2022	Post-UK Environmental Act	Time for Indonesia to forget European palm oil market
The Jakarta Post	14/11/2023	Post-UK Environmental Act	Prabowo criticises EU on deforestation, palm oil ban
The Jakarta Post	17/12/2019	EU RED II	Keep calm and send your palm oil: EU brushes off concerns as Indonesia files WTO lawsuit

The Jakarta Post	06/08/2020	EU RED II	Indonesia's B40 biodiesel plan back on track after palm oil prices improve
The Jakarta Post	13/08/2019	EU RED II	Amid trade spat with EU, Indonesia's palm oil finds silver lining in biofuel, China
The Jakarta Post	28/11/2019	EU RED II	Indonesia not keeping silent about EU's palm oil discrimination, says Jokowi
The Jakarta Post	16/06/2023	Post-UK Environmental Act	AGO names 3 palm oil groups suspect in corruption case
The Jakarta Post	06/11/2019	EU RED II	Indonesia looks to strengthen palm oil industry through ISPO, domestic market
The Jakarta Post	08/12/2022	Post-UK Environmental Act	EU uses deforestation label to edge out palm oil from the market
The Jakarta Post	31/03/2022	Post-UK Environmental Act	Ukraine crisis dampens Europe's anti-palm oil sentiment
The Jakarta Post	09/10/2022	EU RED II	Mars achieves 'deforestation-free' palm oil, what about the rest?
The Jakarta Post	22/03/2021	UK Environmental Act	Do oil palm plantations cause water scarcity?
The Jakarta Post	05/03/2021	UK Environmental Act	Awaiting Switzerland's decision on Indonesian palm oil
The Jakarta Post	24/06/2019	EU RED II	European elections put palm oil at risk
The Jakarta Post	21/08/2019	EU RED II	Malaysia set to outpace Indonesian palm oil exports to India
The Jakarta Post	06/06/2023	Post-UK Environmental Act	RI, Malaysia seeks to soften EU stance on palm oil
The Jakarta Post	17/10/2023	Post-UK Environmental Act	Posco International, GS Caltex to build \$210m palm oil refinery in Kalimantan
The Jakarta Post	07/06/2023	Post-UK Environmental Act	India's palm oil imports hit 27-month low
The Jakarta Post	24/07/2023	Post-UK Environmental Act	Airlangga shows up for AGO questioning in palm oil graft case
The Jakarta Post	27/11/2023	Post-UK Environmental Act	Sustainability standards for palm oil remain controversial
The Jakarta Post	17/09/2020	EU RED II	Indonesia's palm oil sector relies on domestic demand as exports drop
The Jakarta Post	29/03/2021	UK Environmental Act	RSPO: How oil palm plantations can reduce flood risk
The Jakarta Post	24/04/2022	Post-UK Environmental Act	From Oreo to shampoo, palm oil is part of everyday life
The Jakarta Post	05/04/2019	EU RED II	Is Indonesia prepared to defend its palm oil sector?
The Jakarta Post	21/01/2021	UK Environmental Act	Palm oil prices may hit nine-year high in turbulent 2021
The Jakarta Post	06/09/2019	EU RED II	Sustainability issue affects fair trade in palm oil
The Jakarta Post	13/02/2020	EU RED II	IPB world's biggest contributor to palm oil research: Elsevier report
The Jakarta Post	10/11/2023	Post-UK Environmental Act	RSPO reaffirms commitment to develop Indonesia's sustainable palm oil sector

The Jakarta Post	03/06/2019	EU RED II	EU wants cooperation over sustainable palm oil
The Jakarta Post	06/04/2023	Post-UK Environmental Act	A sustainable palm oil development model for Papua
Antara News	14/09/2023	Post-UK Environmental Act	Palm oil industry contributes to economic recovery: Minister Hartarto
Antara News	14/08/2023	Post-UK Environmental Act	Palm oil discrimination harms Indonesia's national interests: Official
Antara News	14/12/2023	Post-UK Environmental Act	ISPO to leverage palm oil competitiveness level
Antara News	03/09/2020	EU RED II	CPOPC urges youth to help build sustainable palm oil industry
Antara News	09/06/2023	Post-UK Environmental Act	ISPO to Leverage Palm Oil Competitiveness Level?
Antara News	01/12/2021	UK Environmental Act	Legislators view palm oil as strategic commodity for national economy
Antara News	26/04/2019	EU RED II	BRIN studies palm oil waste use as renewable energy source
Antara News	01/11/2019	EU RED II	Palm oil downstreaming to increase added value of exports: minister
Antara News	08/11/2021	UK Environmental Act	Government to protect 16 million palm oil industry workers
Antara News	01/11/2019	EU RED II	Palm oil considered likely solution to global vegetable oil demand
Antara News	08/11/2021	UK Environmental Act	EU still needs Indonesian palm oil: Moeldoko
Antara News	20/01/2021	UK Environmental Act	LIPI recommends palm oil-based green fuel refinery development
Antara News	03/11/2022	Post-UK Environmental Act	Indonesia continues to promote palm oil as green product in EU
Antara News	27/12/2019	EU RED II	BPDPKS decides to suspend palm oil export levies until 2020
Antara News	26/12/2022	Post-UK Environmental Act	Awaiting legal basis for red cooking oil factory establishment
Antara News	25/08/2022	Post-UK Environmental Act	VP plants oil palm sprouts with 100 santris in Riau
Antara News	30/04/2020	UK Environmental Act	Expert says virgin red palm oil boosts immunity
Antara News	21/03/2023	Post-UK Environmental Act	Indonesia, Malaysia send aid of 100,000 oil palm seedlings to Honduras
Antara News	16/11/2021	UK Environmental Act	Government should design framework for biofuel to lower emissions: NGO
Antara News	21/10/2023	Post-UK Environmental Act	Kalimantan pushes sustainable plantation to improve people's welfare
Antara News	27/12/2021	UK Environmental Act	Job Creation Law key for resolving palm oil disputes: ministry
Antara News	09/09/2022	Post-UK Environmental Act	Minister presses for public assistance to drive palm industry's growth
Antara News	21/08/2021	UK Environmental Act	PLTBg power plant using palm oil liquid waste to generate electricity

Tempo.co	20/09/2023	Post-UK Environmental Act	Indonesia to Accelerate Smallholders' Palm Oil Replanting Program
Tempo.co	30/09/2023	Post-UK Environmental Act	More Than 50 Percent Green Area Preserved While Producing Palm Oil, EUDR Not Relevant: Indonesia
Tempo.co	13/10/2023	Post-UK Environmental Act	Palm Oil Farmers to Call For Boycott of EU Products in Protest of Deforestation Rule
Tempo.co	29/09/2023	Post-UK Environmental Act	Malaysia-Indonesia to Send Palm Oil Joint Mission to EU This Month
Tempo.co	24/08/2023	Post-UK Environmental Act	Indonesia Launches Crude Palm Oil Futures Exchange
Tempo.co	29/09/2023	Post-UK Environmental Act	India, Malaysia, and Indonesia Team Up to Fight Western Countries' Black Campaign Against Palm Oil
Tempo.co	24/08/2023	Post-UK Environmental Act	Palm Oil Industry Slows Down in Indonesia, Expert Say
Tempo.co	05/01/2019	EU RED II	Researchers: We Must Listen to the Forests to Halt Deforestation

## Appendix II - Codebook

### A Codebook

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*For a comparative framing analysis between the United Kingdom and Indonesia:  
Representation of palm oil industry in online newspapers*

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<b>Unique ID</b>	: Unique identifier for each article (e.g., IND_001, UK_001)
<b>Source (Newspaper)</b>	: The online newspapers that are being studied (The Guardian, The Independent, The Times, The Jakarta Post, Antara News, Tempo.co)
<b>Date</b>	: Date of publication (dd/mm/yyyy)
<b>URL</b>	: Link to the article
<b>Headline</b>	: Full headline of the article
<b>Frame Valance</b>	: Refers to the overall tone or sentiment of the media coverage – <i>(Single-choice coding)</i> . <ul style="list-style-type: none"><li>• <i>Positive (1)</i></li><li>• <i>Negative (2)</i></li><li>• <i>Neutral (3)</i></li><li>• <i>Mixed (4)</i></li></ul>
<b>Frame Category</b>	: The main theme or perspective from which a story is shown – <i>(Single-choice coding)</i> . <ul style="list-style-type: none"><li>• <i>Economics (1)</i></li><li>• <i>Environment (2)</i></li><li>• <i>Politics (3)</i></li><li>• <i>Social (4)</i></li><li>• <i>Others (5)</i></li></ul>
<b>Sub-Frame</b>	: These are elements within the overarching structure that provide more information on the central theme of the story.
<b>Visuals</b>	: Refers to the caption of images, graphics, or videos in the article to support or enhance the framing of the narrative.
<b>Source of News</b>	: The source of the information whether it is explicitly quoted or not quoted in the news – <i>(Multiple binary coding)</i> .

- *Government (presence = 1, absence = 0)*
- *Industry Representatives (presence = 1, absence = 0)*
- *Non-Governmental Organisation (NGO)/Activist (presence = 1, absence = 0)*
- *Scientist (presence = 1, absence = 0)*
- *Smallholders (presence = 1, absence = 0)*
- *Others (presence = 1, absence = 0)*

**Responsibility  
Emphasis**

: Indicates the parties that are presented as being responsible for a problem or solution – *(Multiple binary coding)*.

- *Producers (presence = 1, absence = 0)*
- *Consumers (presence = 1, absence = 0)*
- *Government (presence = 1, absence = 0)*
- *Others (presence = 1, absence = 0)*

**Benefits on Whose  
Behalf**

: Identifies the individuals who are believed to benefit from the narrative – *(Multiple binary coding)*.

- *Producers (presence = 1, absence = 0)*
- *Consumers (presence = 1, absence = 0)*
- *Government (presence = 1, absence = 0)*
- *Smallholders (presence = 1, absence = 0)*
- *Environment (presence = 1, absence = 0)*
- *Others (presence = 1, absence = 0)*

**Geographical Level**

: The scope of the issue being reported – *(Multiple binary coding)*.

- *National (presence = 1, absence = 0)*
  - *Continental Region (presence = 1, absence = 0)*
  - *Global (presence = 1, absence = 0)*
-

## Example of Sample Coded

### British online newspapers

UK_033	The Independent	EU Delegated Act	<a href="https://www.independent.co.uk/climate-change/news/sumatran-orangutan-shot-indonesia-sustainable-palm-oil-nestle-cadburys-unilever-a9225761.html#">https://www.independent.co.uk/climate-change/news/sumatran-orangutan-shot-indonesia-sustainable-palm-oil-nestle-cadburys-unilever-a9225761.html#</a>	Critically endangered Sumatran orangutan found alive after being shot 24 times	Environmental	Negative	<i>The orangutan known as 'Paguh' has been blinded by the attack (EPA)</i>	NGOs/activists	Producers, Government	Deforestation	Producers	National
UK_035	The Independent	Post-UK Environmental Act	<a href="https://www.theguardian.com/environment/2023/jul/18/making-tracks-how-linking-patches-of-wilderness-saving-borneo-wildlife-aoef#:~:text=Making%20tracks%3A%20how%20linking%20patches%20of%20wilderness%20is%20saving%20Borneo's%20wildlife,-This%20article%20is&amp;text=In%202011%2C%20the%20German,angered%20species%20of%20wild%20cattle.">https://www.theguardian.com/environment/2023/jul/18/making-tracks-how-linking-patches-of-wilderness-saving-borneo-wildlife-aoef#:~:text=Making%20tracks%3A%20how%20linking%20patches%20of%20wilderness%20is%20saving%20Borneo's%20wildlife,-This%20article%20is&amp;text=In%202011%2C%20the%20German,angered%20species%20of%20wild%20cattle.</a>	Making tracks: how linking patches of wilderness is saving Borneo's wildlife	Environmental	Negative	A pygmy elephant, Borneo's unique subspecies. New forest corridors let the animals roam more widely through Malaysia's Sabah state.	NGOs/activists	Government	Deforestation	Wildlife, Ecosystems	Global
UK_036	The Independent	UK Environmental Act	<a href="https://www.independent.co.uk/news/indonesia-malaysia-vow-to-counter-antipalm-oil-campaign-indonesia-palm-oil-malaysia-european-union-discrimination-b1798058.html">https://www.independent.co.uk/news/indonesia-malaysia-vow-to-counter-antipalm-oil-campaign-indonesia-palm-oil-malaysia-european-union-discrimination-b1798058.html</a>	Indonesia, Malaysia vow to counter anti-palm oil campaign	Political	Positive	Malaysia and Indonesia have agreed to coordinate and strengthen their campaign against they say is international discrimination against palm oil, the countries' main commodity	Government	Government	Economic Development	Consumers	Regional
UK_037	The Independent	UK Environmental Act	<a href="https://www.independent.co.uk/climate-change/news/heinz-palm-oil-worst-">https://www.independent.co.uk/climate-change/news/heinz-palm-oil-worst-</a>	Heinz and Campbell Soup among worst companies for unsustainable palm oil, WWF report says	Environmental	Mixed	A worker handles palm oil fruits at a plantation in Slim River, Malaysia. Palm oil has a wide range of uses, but is	NGO/Activist	Producers, Government	Deforestation, Sustainability	Consumers, Environment	National

			<a href="#">companies-b1929351.html</a>				a key driver of forest loss and habitat destruction					
UK_041	The Independent	Post-UK Environmental Act	<a href="https://www.independent.co.uk/climate-change/news/wwf-living-planet-amazon-one-b2202038.html">https://www.independent.co.uk/climate-change/news/wwf-living-planet-amazon-one-b2202038.html</a>	4 things we all need to stop buying as global wildlife populations fall by 70%	Environmental	Mixed	The choices we make when we shop have widespread ramifications	NGOs/activists	Producers, Consumers	Biodiversity, Sustainability	Environment, Smallholders, Consumers	Global

## Indonesian online newspapers

ID_039	Antara News	UK Environmental Act	<a href="https://en.antaranews.com/news/199821/government-should-design-framework-for-biofuel-to-lower-emissions-ngo">https://en.antaranews.com/news/199821/government-should-design-framework-for-biofuel-to-lower-emissions-ngo</a>	Government should design framework for biofuel to lower emissions: NGO	Environmental	Negative	Screenshot - The webinar "Food vs. Energy: Reviewing Biofuel Policy in Indonesia" in Jakarta on Tuesday.	NGO/Activists	Producers, Government	Biofuel, Greenhouse Gas Emissions (GHG)	Consumers, Environment	National
ID_045	Antara News	Post-UK Environmental Act	<a href="https://en.antaranews.com/news/296820/e-kalimantan-pushes-sustainable-plantation-to-improve-peoples-welfare">https://en.antaranews.com/news/296820/e-kalimantan-pushes-sustainable-plantation-to-improve-peoples-welfare</a>	E Kalimantan pushes sustainable plantation to improve people's welfare	Social	Mixed	Head of the East Kalimantan Provincial Plantation Office, Ahmad Muzakkir.	Government, Industry	Producers, Government	Welfare, Sustainability	Producers, Consumers, Smallholders, Environment, Others	National, Global
ID_046	Antara News	UK Environmental Act	<a href="https://en.antaranews.com/news/206625/job-creation-law-key-for-resolving-palm-oil-disputes-ministry">https://en.antaranews.com/news/206625/job-creation-law-key-for-resolving-palm-oil-disputes-ministry</a>	Job Creation Law key for resolving palm oil disputes: ministry	Social	Mixed	Available	Government	Government	Economic Development & Human Rights/Other	Government, Producers	National
ID_048	Antara News	Post-UK Environmental Act	<a href="https://en.antaranews.com/news/248897/minister-presses-for-public-assistance-to">https://en.antaranews.com/news/248897/minister-presses-for-public-assistance-to</a>	Minister presses for public assistance to drive palm industry's growth	Economic	Positive	Coordinating Minister for Economic Affairs Airlangga Hartarto	Government	Producer, Government	Sustainability, Economic Development	Government, Producers	National, Regional

			<a href="#"><u>drive-palm-industrys-growth</u></a>				during the launch and review of the "Palm for the Country" book and the Inauguration of Bogor Agricultural University's Center for Palm Oil Studies on Friday, September 9, 2022.					
ID_050	Antara News	UK Environmental Act	<a href="https://en.antarane.ws.com/news/185126/pltbq-power-plant-using-palm-oil-liquid-waste-to-generate-electricity"><u>https://en.antarane.ws.com/news/185126/pltbq-power-plant-using-palm-oil-liquid-waste-to-generate-electricity</u></a>	PLTBg power plant using palm oil liquid waste to generate electricity	Environmental	Mixed	A biogas power plant in Sei Mangkei Special Economic Zone, Simalungun district, North Sumatra is using palm oil liquid waste to generate power.	Industry Representatives	Producers	Sustainability, Renewable Energy	Environment	National