

UNIVERSITI TEKNOLOGI MARA

**DEFORESTATION IN PAHANG:
AN ANALYSIS OF DEFORESTATION IN
MALAYSIAN NEWSPAPER**

WAN NUR SAFIAH AINA BINTI WAN RAZI

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ABSTRACT

Malaysia is a country that relied heavily on the forestry industry. Tropical deforestation is accelerating, endangering the ecological integrity of protected areas. This makes it vital to know how much media is proposing this idea to let public knows about what happened to our forest. Deforestation continues to be a global issue as a major source of greenhouse gas (GHG) emissions, a threat to the lives of numerous plant and animal species, and a source of disputes involving land tenure and rural area. Using Pahang as case study, this study analyses the Malaysian newspapers which is The Star and New Straits Times on the deforestation issue, and examines the extent on how newspapers disseminating information that help shape people's perception towards deforestation issues. Qualitative study method was use in this study to analyse the codes and categories from newspaper articles received. From the categories, themes was derived. Three key topics—Impacts of Deforestation, Causes of Deforestation, and Actions to Prevent Deforestation—were emphasised based on analysis of codes, categories, and themes found in the research.

Keywords: deforestation, Pahang, newspaper, media, qualitative study

CHAPTER 1

INTRODUCTION

1.1 Background

Deforestation has been a common issue in Malaysia for years. Deforestation occurs when forests are depleted due to logging and no new trees are planted to replace them. The most prevalent motive for land clearing is to make room for crops and ranches. Trees were often felled for firewood, lumber, and to make room for towns. Many animals die as a result of deforestation, which destroys their habitat. In Malaysia, deforestation and forest degradation are complex issues with numerous causes. Deforestation usually results from illegal logging and government logging. However, direct or proximal variables such as industrial logging, large-scale commercial oil palm plantations and agriculture, road development, and big dams have received the most of the focus thus far. Between 2002 and 2020, Malaysia lost 2.7 million hectares of humid primary forest, accounting for 34% of the country's total tree cover loss. During this time, the total area of Malaysia's humid primary forest shrank by 17 percent. Pahang today is the most forested state in Peninsular Malaysia, but over the last decade, it has lost forest reserves of 15,565 ha (Global Forest Watch, 2021).

Mass media and other forms of communication technology have an enormous influence in helping to shape public opinion and underlying sentiment on environmental issues. Newspapers, television, and radio are all vital sources of fundamental knowledge about other people and places. Newspaper is a medium of news, the source of information about world, national and local events and means of establishing mutual understanding. It is an instrument of education, contributing to the development of human resources and capital in promoting economic growth. It is a multiplier in the communication process, spreading widely and rapidly information which will aid national development (Sommerland, 1981). The media is also an important accountability mechanism: it raises important issues, corruption for