

# Environmental Journalism on Primate Conservation and Owa Coffee Reporting : An Autoethnography

**Aditya Heru Wardhana**

Universitas Multimedia Nusantara

Email: aditya.heru@lecturer.umn.ac.id

*Received September.24, 2024; Revised on December.6, 2024; Accepted December.16, 2024*

## **Abstract**

*Global coffee consumption continues to rise, but climate change threatens coffee production in both quality and quantity. Indonesia, a major coffee producer, faces challenges such as land conversion. Since 2008, Yayasan SwaraOwa has been running the Coffee and Primate Conservation Project in Pekalongan, Central Java, aiming to promote sustainable conservation of Javan gibbons by supporting local communities through small-scale coffee businesses. Kopi Owa, a shade-grown coffee brand, highlights coffee as a forest product sourced from gibbon habitats. CNN Indonesia reported on the project, documenting the transformation of communities from loggers and poachers to coffee farmers through documentaries, feature articles, and photo series across digital platforms like CNN Indonesia TV, cnnindonesia.com, and detik.com. This research uses autoethnographic methods to detail the stages of environmental journalism: pre-production, production, and post-production. The pre-production phase, involving idea development, research, and proposal preparation, was the most time-intensive but critical for streamlining subsequent stages. Environmental journalism often struggles with funding but can benefit from story grants that uphold journalistic independence. This study underscores the potential of autoethnographic methods in exploring environmental journalism, offering insights into producing impactful stories on conservation, community empowerment, and climate change.*

**Keywords:** autoethnography, CNN Indonesia, documentary, environmental journalism

## **INTRODUCTION**

Coffee is one of the world's most traded commodities and is often considered the second-most traded by volume, after crude oil. It is a staple beverage for billions of people globally (Hansen, 2024). International Coffee Organization (2023) recorded world coffee consumption increased by 4.2% to 175.6 million bags in coffee year 2021/22, following a 0.6% rise in the previous year. Europe region is the highest coffee consumer with 55.388.000 60-Kg bags in 2022. Second place is the Asia and Pacific region, coffee consumption amounted to 44,162,000 60-Kg bags. Coffee consumption in Indonesia in 2020 reached 5,000,000 60-Kg bags. However, this was not followed by coffee production, which actually recorded a decline, both arabica and robusta types.

In 2022 coffee production in Indonesia reached 774,960 tons, a decrease of 1.43% compared to 2021 production (Biro Pusat Statistik, 2023). The decline in coffee production also occurred globally, International Coffee Organization (2024) showed world coffee production decreased by 1.4% to 168.5 million bags in coffee year 2021/22, hampered by the off biennial production and negative meteorological conditions in a number of key origins. In the Asia and Pacific region, coffee production decreased by 4.6% from 2021 to 2022.

Study shows climate change impacts coffee productivity and quality (Angka, 2021; Chemura et al., 2021; Ebisa, 2017; Gokavi & Kishor, 2020; Pham et al., 2019; Ramadhillah & Masjud, 2024). Raising temperature is expected to make some areas less suitable or completely unsuitable for coffee cultivation, incidence of pests and disease may increase and quality may suffer (Gokavi & Kishor, 2020). Climate change clearly affects coffee production in Indonesia. Increasing temperature degrades coffee production both in Arabica and Robusta. The flower is unable to bloom during the phase due to unpredictable weather, heavy rainfall, and droughts thus decreasing coffee production (Ramadhillah & Masjud, 2024).

In Indonesia, the decline in coffee production is also influenced by the shrinking of coffee plantation land. Biro Pusat Statistik (2023) reported that over the past three years, coffee plantations of private and state companies' coffee plantations have tended to decline. One of the causes is land conversion. The area of state plantations decreased by 3.79 percent in 2021 and 12.99 percent in 2022. Similar to state plantations, the land area of private companies has also decreased, which in 2021 decreased by 10.14 percent and in 2022 decreased by 5.56 percent. The area of smallholder plantations in Indonesia also decreased, in 2022 it decreased by 11,439 ha or 0.91 percent compared to the previous year.

Demand continues to rise while supply decreases, causing coffee prices to skyrocket. According to the International Coffee Organization (2024) the world price of robusta coffee ranges from US\$3,700 to US\$3,800 per tonne. The ICO report in April 2024 said the increase in robusta coffee prices this year was the highest in 45 years since July 1979. The price decline was triggered by declining coffee production in coffee-producing countries in Asia and Central America.

The issue of coffee due to climate change is an important and interesting topic to be raised as an environmental journalism theme. CNN Indonesia published a series of reporting of Kopi Owa or Owa Coffee and primate conservation in 2021 with documentary formats and in-depth articles. The story showcases efforts to tackle climate change through community empowerment that transforms illegal loggers and poachers into coffee farmers while protecting primates, including gibbons in Petungkriyono, Central Java, Indonesia. The reporting series received funding

support from the Biodiversity Media Initiative Story Grant, Earth Journalism Network (EJN).

The current study employs an autoethnographic method to describe the process of producing an environmental journalism report series on primate conservation and Owa coffee in Petungkriono, Central Java, Indonesia. A search on Google Scholar and [SINTA] (<https://sinta.kemdikbud.go.id/>) using the keywords "autoethnography of environmental journalism Indonesia" found no prior research in Indonesia discussing environmental journalism through the autoethnographic method.

## **METHODOLOGY**

This study employs the autoethnographic method, a form of ethnography grounded in the researcher's personal experiences with specific phenomena. Autoethnography provides researchers the opportunity to use their personal voice and experiences to gain a deeper understanding of the environment or cultural contexts surrounding them (Chang, 2008). As a relatively new research method in academic milieu, autoethnography has gained significant traction in the past two decades, despite the term and genre existing earlier (Shakka, 2019).

Autoethnography emphasizes several key aspects that make it a unique and impactful research method. These include:

1. Promoting personal experience as a central component of research and writing,
2. Describing and analyzing the process of meaning-making,
3. Employing reflexivity to explore the intersection of personal and societal dimensions,
4. Providing insider knowledge of cultural phenomena or experiences,
5. Critiquing cultural norms, practices, and habits, and
6. Encouraging engagement and responses from readers (Adams et al., 2015).

The benefits of autoethnography are manifold. It offers a research method that is accessible to both researchers and readers, fosters a deeper cultural understanding of oneself and others, and has the transformative potential to inspire cross-cultural collaboration and coalition building (Chang, 2008). Chang (2008) outlines essential steps for conducting autoethnographic research, emphasizing the importance of collecting memory data as part of the writing process.

Autoethnography is a research approach that uses personal experience to examine and critique cultural beliefs, practices, and experiences. It acknowledges the

researcher's relational dynamics with others, employs reflexivity to interrogate the interplay between self and society, and portrays individuals navigating decisions and struggles. The method integrates intellectual rigor, emotional depth, and creativity, striving for social justice and meaningful societal change (Adams et al., 2015).

Shakka (2019) emphasizes that autoethnographic research relies heavily on the researcher's personal data but must adhere to the principles and rigor of ethnographic methods. This includes systematically collecting field data, documenting observations, and incorporating additional sources such as interviews, observations, archival materials, and artifacts to ensure data validity through triangulation. Furthermore, autoethnography goes beyond narrating the researcher's personal experiences; it requires critical analysis and interpretation to provide insights into the broader cultural context and foster an understanding of others, both directly and indirectly. Researchers are expected to treat their data critically, analytically, and interpretatively to uncover deeper discourses and meanings.

Chang (2008) elaborates on the process of conducting autoethnographic research, which involves collecting field data through participation, self-observation, interviews, and document reviews. Data validity is ensured through triangulation of sources and content. The collected data is then analyzed and interpreted to uncover the cultural significance of events, behaviors, and thoughts, culminating in the writing of the autoethnography.

The research material was obtained based on the author's experience as a journalist when covering conservation Owa Coffee, complemented by observations and notes during the coverage process in 2021. As additional material, interviews were used to find out the impact of the coverage of Owa Coffee and primate conservation.

## **RESULTS AND DISCUSSION**

Autoethnography begins with a personal narrative. In this study, it focuses on my experience as a journalist reporting on coffee and primate conservation. Ellis and Bochner (2000), as cited in Wall (2008), equate personal narratives with autoethnography, highlighting their shared emphasis on personal experience. Unlike traditional research methods that may marginalize individual stories, autoethnography embraces and celebrates them as valuable sources of insight (Muncey, 2005).

Autoethnographers commonly use a first-person narrative, positioning the researcher as the storyteller (Adams et al., 2015). In autoethnographic fieldnotes and protocols, the central character is often the "I." However, upon closer examination, this "I" represents multiple dimensions of the ethnographer. It reflects the narrated self as a participant in the field and the narrating self as the author of the fieldnotes, capturing the perspective at the time the events occurred (Boll, 2024). Bochner (2012) supports first-person narration as a legitimate and accepted academic writing genre, emphasizing its value in conveying personal and cultural insights.

Examples of first-person point of view in autoethnographic writing includes Daly (2022), who shares her experience as an elite professional performer in the culture of Western classical music. Sidorenko (2022) explores the irony of lost and absent memories of her family's war trauma while growing up in Poland. Batac (2022) reflects on her journey from childhood to doctoral-level education as a first-generation student and second-generation Filipina Canadian. Hamdan (2012) shares her personal experiences as a Muslim woman educator. Adams (2007) examines the working conditions of nurses in Australia from a personal perspective.

In autoethnographic writing, a well-constructed plot is essential. As writer, I must strive to balance the prominence of different stories, allowing them to unfold through scenes, sequences, and context, which together form the narrative's plot (Adams et al., 2015). In this paper, I propose the three stages of documentary-making—pre-production, production, and post-production—as the narrative plot. Ayawaila (2008) explains that these three stages are integral to the process of creating a documentary.

Like billions people on this earth, I drink coffee every day. I love Arabica and Robusta, I love all types of coffee. While drinking coffee, I read the data on the threat of climate change and land use change to the decline of coffee production, which makes me worried. This concern began when I was managing training for journalists organized by *Lembaga Studi Pers dan Pembangunan LSPP* (the Institute for Press and Development Studies). A non-governmental organization dedicated to media development and research in Indonesia and one of the recipients of the Earth Journalism Network's 2019 Asia-Pacific Media Grant program, LSPP offered the trainings as a way to increase awareness of the challenges faced by coffee farmers in the country, mainly concerning climate change impacts. They also wanted to spur the creation of a platform where continued discussion on this topic could take place and build a network where coffee stakeholders can exchange knowledge and information (Armein, 2019).

As a journalist, I wanted to report on this coffee issue, so I started researching coffee issues in Indonesia, especially in the smallholder plantation sector. As a result of my research, I found that there is an Owa Coffee, Javan gibbons conservation program using a community empowerment as coffee farmer approach in Petungkriyono Forest, Pekalongan, Central Java.

Setiawan (2012) detected 144 individuals of Javan Gibbon (*Hylobates moloch*) in 56 groups on a 212.7 km length trail in Dieng Mountains and Mount of Slamet, Central Java. Petungkriyono forest is part of Mount of Slamet. The paper also suggested establishing a protected area and enhancing conservation awareness were critically important for survival of this endangered ape. Conservation awareness should consider human needs of local people surrounding the forest habitat.

SwaraOWA foundation initiated the Coffee and Primate Conservation Project in 2008 with the aims of creating sustainable conservation activities for the Javan gibbon through creating small medium enterprises for local communities near the forest of the Javan gibbon habitat. Kopi Owa or Owa coffee is conservation brand, established since 2012 to promote shade-grown coffee as one of the forest products from the habitat of the Javan gibbon.

Based on the Coffee and Primate Conservation Project report (Setiawan & Mujiyanto, 2015) the SwaraOWA foundation can produce marketable forest products; coffee and palm sugar, and running sustainable conservation business in a small step, motivate farmers and team as well. A conservation enterprise through “Owa Coffee” is one of their developing activities during last two years, connecting farmers, researchers, conservationist, policy makers and buyers outside of Javan gibbon habitat. The project also supports coffee farmer network to enhance forest protection surrounding their forest land, as alternative strategy to protect forest from hunting threats.

Coffee, climate change, and primate conservation are compelling topics in environmental journalism—a field I have been passionate about throughout my 19-year career as a journalist. My introduction to environmental journalism began in 2007 while covering the 13th Conference of the Parties (COP 13) of the United Nations Framework Convention on Climate Change (UNFCCC) in Bali, Indonesia. This conference produced the Bali Road Map, which included agreements to fund climate mitigation actions (Christoff, 2008).

To cover COP 13<sup>th</sup> I received a grant from Earth Journalism Network (EJN) under the Climate Change Media Partnership (CCMP) that provides journalists increased understanding of and ability to cover climate issues program (Earth Journalism Network, n.d.). The experience of covering the COP made me realize that

environmental issues and climate change are very important and urgent issues that must get enough news space in the mass media. Since then, in between routine reporting assignments, I have taken the time to raise environmental and climate change issues. Climate change is a complex issue, so I also participated in trainings and workshops and expanded my network to deepen my knowledge on climate change.

### ***Environmental Journalism***

Frome (1998) defines environmental journalism as writing with a purpose, designed to present the public with sound, accurate data as the basis of informed participation in the process of decision making on environmental issues. It requires an understanding of the nature and purpose of mass communication, an ability to research and to report findings with accuracy, and a love of language that facilitates expression with clarity. It requires more than learning "how to write," but learning the power of emotion and imagery, to think not simply of Who, What, When, Where, and Why, but to think Whole, with breadth and perspective.

Environmental journalism as other conventional journalism must adhere to ethics and convey facts but emphasize environmental cases and be aware of environmental ethics, namely; (1) information that is relevant to the background of environmental cases, (2) news material that often clarifies the situation or mediates (in McLuhan's terms as an extension of man) and (3) pay attention to the reporting risks of environmental cases (Fajar et al., 2011).

The definition of environmental journalism has varied. The issues have changed from "traditional, preservation ones to more modern, pollution-related ones, can range from those linked to the natural environment of the earth, or those linked to environmental threats to the health of living things" (Rademakers, 2004).

Environmental journalism involves the journalistic process, values, gatekeepers, and reporting practices. It focuses on collecting, verifying, producing, distributing, and presenting information related to environmental issues and human-environmental interactions (Parahita, 2016). According to Parahita (2016), environmental reporting in Indonesia has developed dynamically, influenced by factors such as press freedom, media conglomeration, and the rise of online technology. Environmental journalists face four key challenges: Individual, Substantial, Internal, and External Challenges. One notable internal challenge is newsroom management policy. For instance, in early 2021, during the pandemic, CNN Indonesia implemented a policy to reduce costs by limiting coverage outside Jakarta.

At the same moment, Earth Journalism Network (EJN) opened an opportunity titled “Biodiversity Media Initiative (BMI)” story grant. I thought the story idea on Owa Coffee and primate conservation would be match for BMI submission.

### ***Pre-production***

At the pre-production stage, I already had a story idea then I developed the idea based on the proposal format requested by the BMI Story Grant. To complete the proposal, I did a paper review and pre-interview with Arif Setiawan founder and Director of SwaraOwa. I found new information including the impact of the COVID19 pandemic.

*Based on paper review I wrote on proposal “Petungkriono is the last stronghold for the Javan gibbon (Hylobates moloch) in Central Java, Indonesia. According to the research, it is estimated that there are 70 Javan gibbons divided into 25 groups living in the Petungkriono forest. With a total population of between 1,000 and 2,000, Javan Gibbon is the rarest gibbon species in the world with Endangered status. Petung Kriono, covering an area of 5189.5 hectares also has high biodiversity. Almost all part of this forest are classified as natural forest and assumed as the last tropical rain forest remnant at Java. Research showed that Petungkriono forest consisted of 253 species of flora and fauna, 63 species of birds, 41 species of orchids, 104 species of butterfly, 19 species of ferns, 4 species of primates and 22 species of trees”*

*Based on pre-interview with Arif “The Coffee and Primate Conservation Program is very effective in protecting Javan Gibbon. The income of residents around the forest has increased so that illegal logging and poaching have decreased drastically. Currently, there are 15 hunters who have turned into coffee farmers. There are two villages involved with 80 farmers. OWA Coffee are also used to fund research, and community development. Apart from coffee, Swara Owa also develops non-timber forest products such as honey, beeswax, and rattan.”*

*Regarding the impact of the COVID-19 pandemic, I wrote in my proposal “the COVID19 pandemic has had a huge impact on the marketing of OWA COFFEE, demand has dropped dramatically, even the Singapore Zoo has closed. As a result, people's income has also decreased. I will make a multimedia documentary that tells the struggle of Swara Owa and the community in conserving the Petungkriono forest and protecting the richness of biodiversity amid the COVID19 pandemic”*

*For multimedia format, I wrote on proposal “I will produce a 30-minute indepth documentary. I will combine the video with satellite data, process research data such as forest area, Javan gibbon population, species and biodiversity in Petungkriono. To complete the article, I will produce a photo story that can provide*

*more complete information for readers. The objects to be photographed are the Petungkriono forest landscape, the activities of the Javan gibbon, some species, especially those that are endangered, the activities of coffee farmers in processing coffee, the atmosphere of the village around the forest, the Javan Owa cafe as a sales center, conservation activities such as research and training for the community.”*

I submitted my application on Saturday, 19 December 2020 - 04:47 AM (UTC time). On January 26, 2021, Indonesia Content Coordinator Internews' Earth Journalism Network contacted me through Whatsapp, messenger apps. She explained that EJNI received three proposals with the same topic. She asked me to have a meeting with her to discuss my proposal.

In an online Zoom meeting, the participants included the Coordinator, myself, and two journalists from *Suara Merdeka* newspaper, who had also submitted a proposal on the same topic, Owa Coffee. During the discussion, we agreed to combine our proposals, with the output being a feature article that would be published in *Suara Merdeka*. I decided to stick with my original proposal, as the main output would be a documentary to be aired on CNN Indonesia TV. We agreed to collaborate, with my role focusing on shooting footage of the Petungkriono forest landscape using a drone. I would also film the SwaraOwa office in Jogjakarta, where Owa coffee is processed before being exported to Singapore. This footage could also be used by HH and II. FF took notes during the discussion and reported to the judges responsible for selecting the proposals.

On February 22, 2021, staff of EJNI sent an email said that *“We really liked your proposal and it did advance to the later stages of judging, but as you are aware we received multiple story pitches from different reporters on the same topic. The two other applicants agreed to collaborate and combine their work into one grant, and we felt that they were ultimately more in need of the funding as well as being a more cost-efficient option. We do respect your decision to keep your application independent and understand your reasoning, however, and we hope this doesn't discourage you from applying to future opportunities.”*

In response to the email, I clarified that *“we have the same topic but a different angle and platform. I will produce video-based reporting while they” II produce text-based reporting. But we agree to collaborate and support each other to produce more compelling stories. For example, I will provide an aerial shot with the drone so the two journalists can use the footage and they don't need to budget for the drone. The two journalists combine the proposal because they work in the same media. So we are not in competition but actually, we are on the same team.”*

The EJN staff responded well, explaining that my proposal was acceptable but after reviewing the budget there was only a small budget available. She confirmed whether I was still interested in continuing the reporting project. I was happy to hear the news and confirmed that I was still interested in continuing the project with the revised budget.

To create a contract, EJN staff requested several documents including; CV, the contact details of two references, a copy of passport (photo page with information) or valid national ID and a completed Infosheet document. The infosheet document contained personal data and then an explanation of the story details, timeline and multimedia elements.

While waiting for the administrative process with EJN, I submitted a coverage proposal to CNN Indonesia editorial, namely to the coverage manager, head of Newsgathering, Standard n Practices (SnP) and deputy editor-in-chief of cnnindonesia.com.

For the documentary format that will be aired on CNN Indonesia TV, I proposed segmentation, namely:

### ***Segment 1***

The story of coffee farmers in Petungkriono who grow and process coffee. The proceeds from the sale of coffee to the Singaporean Zoo are partly used to fund conservation programs. These farmers previously made a living as illegal loggers and hunters of gibbons and birds. Thanks to the assistance from Suara Owa, they have been able to change their livelihoods and help preserve the environment.

### ***Segment 2***

The rich biodiversity of Petungkriono forest. There are an estimated 70 individuals divided into 25 groups of Javan Gibbons. These rare primates are increasingly endangered due to habitat loss and poaching. In addition, Petungkriono Forest plays an important role as a source of water springs that flow into rivers such as the Serayu River.

### ***Segment 3***

In addition to growing coffee, the community also utilizes various forest products such as honey, natural dyes and has begun to develop ecotourism. But the COVID19 pandemic has also impacted conservation programs. For example, coffee sales have declined.

I presented the proposal at the Planning meeting on Thursday, May 27, 2021. CNN Indonesia editors in carrying out the journalistic process have two meetings as a decision-making mechanism, namely the Editorial Meeting which is held in the morning at 10:00 and the Planning Meeting which is held at 16:00. The planning meeting participants approved my coverage proposal with a note to feature community voices related to the Javan gibbon conservation program.

In the pre-production stage, it is important to contact and ensure the interviewees are willing to be interviewed. Besides Arif, as the director of Swara Owa, I also contacted Perhutani staff. Petungkriyono forest area is under the management of Perum Perhutani East Pekalongan Forest Management Unit (KPH), which is one of the management units in Perum Perhutani Central Java Regional Division. Perhutani is a State-Owned Enterprise in the form of a Public Company (Perum) that has the duty and authority to manage state forest resources on the islands of Java and Madura (*Perhutani*, n.d.) .

In addition to confirming the time for a later interview with the Head of Perhutani Pekalongan Timur, I also submitted a letter of permission to report in the Petungkriyono forest area. The pre-production process took time between December 2020 and early June 2021, about 7 months.

### ***Production***

I scheduled the field shoot on June 9 - 14, 2021. When I met Arif in Sokokembang hamlet, I was informed that there were gibbon researchers conducting research in Petungkriyono Forest. This was interesting new information, I filmed the activities of the gibbon researcher while collecting field data, namely recording the voice of the Javan gibbon as well as data on environmental factors such as temperature, humidity, wind speed and light intensity. The filming was done since dawn because the gibbon activities start in the morning.

Nur Aulia, a graduate student at Bogor Agricultural University, has been researching bioacoustics since the beginning of the year, using sound to identify individual Javan gibbons. Armed with a microphone and recording device, Nur Aulia records the sound of Javan gibbons and then analyzes it with software on a laptop. The analyzed sound is like a fingerprint that can distinguish the variations of each individual Javan gibbon.

The next shoot focuses on Tasuri, a coffee farmer who was once an illegal logger and bird hunter. A gibbon conservation program has changed Tasuri's way of life. The sequence of scenes is Tasuri picking and processing coffee beans and packing them. Not only Tasuri, I also filmed several residents of Sokokembang hamlet who

are also into coffee. There are still residents who roasted coffee beans in the traditional way, not using a roasting machine.

For three consecutive days, the photojournalist and I recorded the activities of Arif and the Swara Owa team monitoring gibbons and other primates living in Petungkriono Forest since dawn. To record gibbons and primates, a camera with a telephoto lens is needed because of their position in the tall trees.

The conservation program also empowers the village community by, among others, supporting the community to conduct a trial cultivation of klanceng bees (*Heterotrigena itama*). This pilot project is an effort to transform the community from honey bee hunters in the forest to bee farmers. I filmed the activities and interviewed residents who became beekeepers.

At this stage of production, I also recorded the activities of Perhutani personnel conducting forest patrols, flora identification as well as tourism activities in the Petungkriono Forest area. The Head of KPH Perhutani, East Pekalongan was also interviewed to obtain information on Perhutani's programme to manage the Petungkriono forest. He emphasised the importance of collaboration and community involvement including non-governmental organisations to engage in biodiversity conservation and safeguard the forest. My team also captured Petungkriono's forest and landscape conditions using a drone.

The main interviewee was Arief, the founder of SwaraOwa Foundation. He outlined the history of Gibbon and primate conservation in the Petungkriono Forest area. Based on SwaraOwa's research and evaluation, gibbon and primate conservation will succeed if it involves local communities as well as economic empowerment. Forest destruction and illegal hunting of animals such as gibbons, primates and birds are caused by economic pressure.

After filming in the Petungkriono Forest area was completed, the team and I moved to Jogjakarta, which is about 220 kilometers away. In Jogja, I filmed activities at the Swara Owa office, which is also a warehouse for processing and storing coffee beans. At that time, the COVID pandemic was still gripping, the Singaporean Zoo did not receive coffee shipments so a lot of coffee stock had accumulated in the Swara Owa warehouse. During the production process, I also photographed many activities. The portraits will be used in photostory format.

### ***Post-Production***

After finishing filming in Central Java and Jogjakarta, my team and I returned to the CNN Indonesia office in Jakarta. The post-production process began with transcribing the interviews and collating the videos. From the transcripts, I wrote

the documentary script. The photojournalist also did a rough cut. The rough cuts were then uploaded to the server for video editing.

Based on interviews and filming there were some changes from the plan. I opened the documentary in segment 1 with the story of a Javan gibbon researcher who studied bioacoustics by collecting gibbon sound recording data, environmental factor data on temperature, humidity, wind and light as well as vegetation data.

This was followed by the story of Tasuri, a former illegal logger and hunter who has now become a coffee farmer. Tasuri admits that he is calmer because his work now does not violate the law. I also featured a female coffee farmer who works to select and process coffee beans.

SwaraOwa Foundation assists coffee farmers to improve the capacity and quality of coffee so that the selling price is higher. As a result, the welfare of the farmers has also increased.

In segment 2, I shared the importance of Javan Gibbon and other primates in maintaining the forest ecosystem as seed dispersers. Since 2005, the SwaraOwa Foundation has conducted research that found the threat of deforestation due to land conversion for plantations and other purposes. Segment 2 also featured beekeepers. This cultivation is an attempt to convert forest honey poachers as honey poaching threatens nature conservation. The story of beekeeping was not previously included in the planning but was based on coverage during the production process.

In segment 3, I highlighted the activities of Perhutani officials managing the Petungkriono forest, one of the last remaining tropical forests in Java. As Indonesia's most populous island, deforestation and land conversion threaten Java's ecosystems and tropical forests. The head of Perhutani East Pekalongan explained that biodiversity in the 7683-hectare Petungkriono forest has 112 stands of tall plants in the forest. Some of them are categorised as threatened such as *Sorea javanica*.

The story of Perhutani was not included in the reporting planning but based on the interviews and video footage, Perhutani's story was very important to be included in the documentary so I put it in segment 3 as well as giving the message that forest conservation is very important to preserve the environment.

In CNN Indonesia, there is a journalistic mechanism where every script must be checked by an editor who is usually called the Row. Likewise, the documentary

script that I wrote must also go through editing and approval by the Row. Substantially, there was nothing wrong, so the Row gave approval for the script to proceed to the next process, namely dubbing and visual editing. During the scriptwriting and editing process, I also updated the EJM staff on the progress of the documentary.

Based on the documentary script, I also wrote a feature script and selected the photos that would be used in the photostory format. I sent the feature script to the editor of CNNIndonesia.com while the photo and caption material I sent to the editor of detik.com.

There were no obstacles in the visual documentary process because all the materials were already available and the script had also been edited. The results of the documentary were aired on CNN Indonesia TV and uploaded to Youtube with the title *Kopi Owa Penyelamat Hutan. Owa Coffee, the Forest Saviour*.

I also used the same title for the feature and photostory but the editor changed it. The editor at CNNIndonesia.com changed the title to "Melindungi Owa Jawa Demi Melestarikan Kopi Lezat Indonesia" or Protecting Javan Gibbons to Preserve Indonesia's Delicious Coffee. I also used the same title for the feature and photostory but the editor changed it. The editor at CNNIndonesia.com changed the title to Protecting Javan Gibbons to Preserve Indonesia's Delicious Coffee. As for the photostory, the editor of detik.com used the title "Kisah Kopi Owa yang Mengubah Pembalak Liar Jadi Petani dan Penyelamat Hutan" The Story of Owa Coffee that Turns Illegal Loggers into Farmers and Forest Saviours. This title change does not change the substance of the story and the authority of the editor.

The documentary was also published on YouTube, where it garnered 12K views and 27 comments. One comment from Untoro, the head of Perhutani, reads: "Terima kasih CNN Indonesia dan Yayasan Swara Owa, serta semua pihak yang terlibat dalam menjaga kelestarian hutan di Jawa." [Thank you CNN Indonesia and Yayasan Swara Owa, as well as all parties involved in preserving forests in Java] (Translation by the author).

Arief also said that the coverage of Owa Coffee and primate conservation had a positive impact in that it was easier for the SwaraOwa organization to communicate with the community to encourage them to be actively involved in conservation and protecting the forest.

Although EJM funded this coverage, it did not interfere with my independence as a journalist and did not influence CNN Indonesia's editorial policy.

## CONCLUSION

One of the primary challenges in environmental journalism is the substantial funding required, which many media organizations cannot afford. However, this challenge can be mitigated through support from various stakeholders, such as story grants, which do not compromise the independence of journalists or media outlets. These grants offer an opportunity to pursue meaningful environmental stories that might otherwise be overlooked due to financial constraints. Environmental journalism can be delivered to audiences in multiple formats, including audiovisual content, documentaries, feature articles, and photo stories. The story of Owa Coffee and primate conservation is a prime example, as it has been presented in three formats—documentary, feature, and photo story—across three different media platforms: CNN Indonesia TV, [cnnindonesia.com](http://cnnindonesia.com), and [detik.com](http://detik.com).

The process of creating a documentary typically involves three distinct stages: pre-production, production, and post-production. For the "Kopi Owa, Hutan Penyelamat" documentary, the pre-production stage took the most time and effort. This stage involves extensive planning, idea development, research, and the preparation of a detailed reporting proposal. Though time-consuming, thorough pre-production planning makes the subsequent stages—production and post-production—more manageable. During production, I encountered new data, information, and sources, but the solid foundation provided by the reporting proposal allowed me to seamlessly incorporate these new findings into the documentary script.

This research demonstrates the utility of the autoethnography method in environmental journalism, particularly in Indonesia. It provides valuable insights into how journalists can document their processes, challenges, and successes in producing environmental content. By utilizing this method, journalists can share their experiences and contribute to the growing body of knowledge surrounding environmental reporting, offering practical guidance for others in the field of journalism.

**REFERENCES**

- Adams, T., Holman Jones, S., & Ellis, C. (2015). *Autoethnography (Understanding Qualitative Research)* (1st ed.). Oxford University Press.
- Adams, V. M. (2007). Laughing It Off: Uncovering the Everyday Work Experience of Nurses. *International Journal of Qualitative Methods*, 6(1), 1-26. <https://doi.org/10.1177/160940690700600101>
- Angka, A. W. A. (2021). Dampak Perubahan Iklim Terhadap Produktivitas Kopi Robusta Di Desa Kurrak Kecamatan Tapango Kabupaten Polewali Mandar. *Media Agribisnis*, 5(2), 133–139. <https://doi.org/10.35326/agribisnis.v5i2.1594>
- Armein, F. (2019). Journalists dive deeper into how climate change is impacting their favorite drink. *Ekuatorial*. <https://www.ekuatorial.com/2019/12/english-journalists-dive-deeper-into-how-climate-change-is-impacting-their-favorite-drink/>
- Ayawaila, G. (2008). *Dokumenter : dari ide sampai produksi* (V. Wardhana, Ed.). FFTV-IKJ Press.
- Batac, M. A. (2022). “Failing” and Finding a Filipina Diasporic Scholarly “Home”: A De/Colonizing Autoethnography. *Qualitative Inquiry*, 28(1), 62–69. <https://doi.org/10.1177/10778004211006705>
- Biro Pusat Statistik. (2023). *indonesian-coffee-statistics-2022*. 7.
- Bochner, A. P. (2012). On first-person narrative scholarship. *Narrative Inquiry*, 22(1), 155–164. <https://doi.org/10.1075/ni.22.1.10boc>
- Boll, T. (2024). Meet “Me” in the Field(-Notes): The Selves and Self-Relations of Autoethnography. *Qualitative Inquiry*, 30(8–9), 674–683. <https://doi.org/10.1177/10778004231196921>
- Chang, H. (2008). *Autoethnography as method*. Routledge. <https://doi.org/10.4324/9781315433370>
- Chemura, A., Mudereri, B. T., Yalew, A. W., & Gornott, C. (2021). Climate change and specialty coffee potential in Ethiopia. *Scientific Reports* 11, 8097. <https://doi.org/10.1038/s41598-021-87647-4>
- Christoff, P. (2008). The Bali roadmap: Climate change, COP 13 and beyond. *Environmental Politics*, 17(3), 466–472. <https://doi.org/10.1080/09644010802065807>

- Daly, D. K. (2022). Playing With the Past: An Autoethnography. *Qualitative Inquiry*, 28(3–4), 353–364. <https://doi.org/10.1177/10778004211026897>
- Earth Journalism Network. (n.d.). *Climate Change Media Partnership*. Earth Journalism Network.
- Ebisa, D. B. (2017). Impacts of climate change on global coffee production industry: Review. *African Journal of Agricultural Research*, 12(19), 1607–1611. <https://doi.org/10.5897/AJAR2017.12147>
- Fajar, A. (2011). Jurnalisme Lingkungan Yang Sadar Lingkungan. *Komuniti: Jurnal Ilmu Komunikasi Dan Teknologi Informasi*, 3(1). <https://doi.org/10.23917/komuniti.v3i1.2963>
- Frome, M. (1998). *Green ink: an introduction to environmental journalism*. University of Utah Press. <https://doi.org/10.1093/isle/7.1.217>
- Gokavi, N., & Kishor, M. (2020). Impact of climate change on coffee production: An overview. *Journal of Pharmacognosy and Phytochemistry*, 9(3), 1850-1858. Retrieved from <http://www.phytojournal.com/archives/2020/vol9issue3/PartAE/9-3-139-372.pdf>
- Hamdan, A. (2012). Autoethnography as a Genre of Qualitative Research: A Journey inside Out. *International Journal of Qualitative Methods*, 11(5), 585-606. <https://doi.org/10.1177/160940691201100505>
- Hansen, O. (2024). *Coffee, one of the world's most traded commodities, surges to a 47-year high*. Saxo. <https://www.home.saxo/en-sg/content/articles/commodities/coffee-one-of-the-worlds-most-traded-commodities-surges-to-a-47-year-high-28112024>
- International Coffee Organization. (2023). *Coffee\_Report\_and\_Outlook\_April\_2023\_-\_ICO*. <https://ico.org/specialized-reports/>
- International Coffee Organization. (2024). *Coffee market report june 2024*. <https://ico.org/specialized-reports/>
- Muncey, T. (2005). *Doing autoethnography*. [http://www.ualberta.ca/~iiqm/backissues/4\\_1/pdf/muncey.pdf](http://www.ualberta.ca/~iiqm/backissues/4_1/pdf/muncey.pdf)
- Parahita, G. D. (2017). The Practice of Indonesia's Environmental Reporters: Competence and Challenges. *Asian Journal of Media and Communication*, 1(1), 1–18. <https://doi.org/10.20885/asjmc.vol1.iss1.art1>

- Pham, Y., Reardon-Smith, K., Mushtaq, S., & Cockfield, G. (2019). The impact of climate change and variability on coffee production: a systematic review. *Climatic Change*, 156(4), 609–630. <https://doi.org/10.1007/s10584-019-02538-y>
- Rademakers, L. (2004). Examining the Handbooks on Environmental Journalism: A Qualitative Document Analysis and Response to the Literature. *USF Tampa Graduate Theses and Dissertations*. Retrieved from <https://digitalcommons.usf.edu/etd/1207>
- Ramadhillah, B., & Masjud, Y. I. (2024). Climate change impacts on coffee production in Indonesia: A review. *Journal of Critical Ecology*, 1(1), 1–7. <https://www.journal-iasssf.com/index.php/JCRECO/article/view/645>
- Setiawan, A., Nugroho, T.S., Wibisono, Y., Ikawati, V., & Sugardjito, J. (2012). Population density and distribution of Javan gibbon (*Hylobates moloch*) in Central Java, Indonesia. *Biodiversitas*, 13(1), 23-27. DOI: 10.13057/biodiv/d130105
- Shakka, A. (2019). Berbicara Autoetnografi: Metode Reflektif dalam Penelitian Ilmu Sosial. *Lensa Budaya: Jurnal Ilmiah Ilmu-Ilmu Budaya*, 14(1), 15-24. <https://journal.unhas.ac.id/index.php/jlb/article/view/9449>
- Sidorenko, E. (2022). Remembering the War: An Autoethnography of Survival. *Qualitative Inquiry*, 28(3–4), 365–377. <https://doi.org/10.1177/10778004211066881>
- Wall, S. (2008). Easier Said than Done: Writing an Autoethnography. *International Journal of Qualitative Methods*, 7(1), 38-53. <https://doi.org/10.1177/160940690800700103>