



## Analysis of Conflict of Interest Discourse on Online Fundraising Platforms Protect the Forest

Riski Rianda, St. Tri Guntur Narwaya<sup>2</sup>, Nur Siva<sup>3</sup>

<sup>1),2),3)</sup>Fakultas Ilmu Komunikasi dan Multimedia, Universitas Mercu Buana  
Yogyakarta

Coessponding Author : Rila Setyaningsih : [rila.s@mercubuana-yogya.ac.id](mailto:rila.s@mercubuana-yogya.ac.id)

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### ABSTRACT

Ecology has become one of the main global issues today due to the worsening climate crisis around the world. LindungiHutan as the largest fundraising platform focusing on forest and environmental conservation in Indonesia can commercialise ecological issues through its digital means. This research aims to find out the conflict-of-interest discourse on LindungiHutan's online fundraising platform. The research was conducted qualitatively using the methods of text discourse analysis, social cognition, and social context. The results showed that LindungiHutan has commodified ecology through the nature campaign programme, collaboratree, corporatree, corporate social responsibility. LindungiHutan has collaborated with several companies that have contributed to the destruction of forests and the environment: MayBank, Mondelez International, DBS Bank, BCA Bank, PT Santos Jaya Abadi. LindungiHutan provides tree purchase packages divided into basic and additional services. LindungiHutan keeps the cost budget details and accountability report of each nature campaign confidential. The commodification of forests and the environment can also be seen from the establishment of a 5% administration fee policy for every fundraising campaign conducted by LindungiHutan.

## INTRODUCTION

During the period 2001-2019, Indonesia lost 9.5 million hectares of primary forest. Indonesia is ranked second as the country with the highest loss of primary tropical forests (Butler, 2020). During the 2015-2019 period, 4.4 million hectares of land burned in Indonesia. The area's 789,600 hectares have burned repeatedly. It was recorded that 1.3 million hectares of land in the burned area were in palm oil and pulpwood concessions (Greenpeace Indonesia, 2020). Papua Island is one of the provinces that experiences high levels of deforestation, with the loss of 951,771 forest areas since 2000. Forest release was carried out for plantation and mining purposes (Greenpeace Indonesia, 2021). The impact of deforestation in Indonesia is very real and is felt by indigenous peoples in Papua. Until now, Papuan indigenous people as a vulnerable group have not received access to management and recognition rights. Apart from that, continued deforestation will damage the balance of natural biodiversity in Indonesia. If primary forests are massively converted into plantations or mining, the rate of greenhouse gas emissions will be very high and worsen the climate crisis.

Natural disasters also raise the spirit of the grassroots of Indonesian society by helping citizens. When mitigation from the government was not fast enough to overcome the disaster, the community initiated a movement to help by donating. Donations can be distributed in two ways, directly giving to affected victims, or donating a certain amount of money through online fundraising platforms. This online fundraising platform will later distribute the collected donations to victims in the affected locations. The presence of online fundraising platforms makes it easier for people to participate in dealing with disasters even from remote locations.

In 2016, LindungiHutan was established as an online fundraising platform that focuses on tree planting. ProtectHutan carries the spirit of empowering the public to plant trees in disaster-affected areas. Focuses as a forum and facilitator for digital greening and tree planting actions. ProtectHutan connects various parties through digital media to jointly take steps to protect forests and the environment in accordance with the slogan 'Together Greening Indonesia'. ProtectHutan aims to plant as many trees as the population of Indonesia. There are nine main LindungiHutan programs that are spearheading the realization of its goals, starting from the Greening Campaign, Fundraising, Tree Planting, Forest Monitoring, Education and Socialization, Farmer Empowerment, Forest Exploration, Volunteer Community, Stakeholder Relations (LindungiHutan, 2023).

ProtectHutan also helps to get closer to large multinational companies in Indonesia. The spirit of philanthropy is clearly promoted in every program presentation, with the hope of penetrating the empathetic side of society and merging the interests of corporate companies. Merging the bias between humanity and business by representing itself as a startup that bridges various

parties. ProtectHutan invites cooperation with companies whose commitment to forest and environmental conservation is questionable. The guarantee offered from collaboration between two companies is image. Forms of collaboration include every time you purchase a product from a collaborating company, you will plant Y number of trees through LindungiHutan, every month you will also allocate X% of profits to plant trees through LindungiHutan, and every month you will allocate X rupiah to buy seeds, plant trees, and maintaining and monitoring forests through ProtectHutan (LindungiHutan, 2023).

In line with the spirit of empowering forest and environmental conservation in Indonesia, practices must be free from potential conflicts of interest. Less stringent curation of the selection of each collaborator will be key to implementing climate commitments. Large corporations, state and private companies are still given free space to create campaigns or even collaborate directly. Apart from donating, what is offered from collaboration is connecting donors with a brand or corporation to gain mutual benefits. Corporations can purchase their products by donors. The business strategy is that a company's products will be sold at a cheaper price. The bargaining position that is established applies holistically, be it MSMEs, private companies or state companies.

Potential conflicts of interest can be seen in several collaborations between LindungiHutan and collaborators. ProtectHutan accepts and even invites all groups to build donations and campaigns on its network. Openness is important in running a company, but it can also contain interest biases. The track record of each brand and company that collaborates has not been explained in concrete terms, explaining why they chose that particular brand and company, and whether the company is truly committed to empowering the environment or is actually polluting the environment through its production work and products.

Destroying and polluting the environment is the antithesis of the vision built by ProtectHutan. However, it was recorded that there were at least 5 collaborators, in this case large multinational companies which created potential conflicts of interest, namely Maybank, PT. Mondelez Indonesia, DBS Bank, PT BCA General Insurance (BCA insurance), and PT Santos Jaya. The company was found to be involved in the coal industry and became the largest waste contributor.

The collaboration that LindungiHutan has established with several companies that have a poor record regarding forest and environmental conservation is questionable. Continuing the explanation above, this article focuses on the issue of conflict of interest discourse on the online fundraising platform LindungiHutan. This research was conducted to provide accurate results regarding this discourse of interest.

## LITERATURE REVIEW

### *Conflict of Interest Discourse*

Ralf Dahrendorf believes that society has two types, namely conflict and consensus. Certain positions in the social order will delegate power to other positions. Power differences often emerge as factors that determine systemic social conflict (Ritzer & Goodman, 2003).

Dahrendorf believes that authority is not constant, which means that each person is not the same because they adapt to their environment. Interests are an important idea in his findings, he is of the view that groups or individuals who have high and low positions are explained according to common interests. Dahrendorf divides interests into two, namely:

- (1) Hidden interests are desires for unknown positions; Kepentingan nyata adalah kepentingan yang tidak muncul namun disadari (Turner, 1998).

Conflict can occur vertically or horizontally. The conflict theory hypothesis will be explained as follows:

- (1) The social structure or society is always in a dynamic state and has the possibility of conflict and division.
- (2) An orderly situation in society is created because of the emergence of pressure. Pressure arises from each group having different interests.
- (3) Each social position has special power which is not determined by the individual, but is a position inherent in that person.

Conflict theory is close to the problem formulation of this research, namely regarding conflicts of interest on the online fundraising platform Protect the Forest. The presentation of conflicts of interest through his ideas was able to identify findings of potential conflicts of interest regarding the collaboration between Protect Forests as a forest and environmental conservation organization in Indonesia with several companies that have poor records regarding forest and environmental conservation.

### *Discourse Analysis Theory*

Discourse analysis is known through three perspectives in viewing language. First, language is seen as a link between humans and other things outside themselves. Discourse analysis is aimed at showing patterns of sentence rules, language and collective understanding. Discourse is seen from reflection on truth or untruth according to syntax and meaning. Second, the subject becomes a central factor in discourse conversations and social relations. Discourse analysis aims to uncover certain intentions and meanings. Third, language is known as a representative that acts to design certain subjects, certain points of discourse, as well as plans in its content. Discourse analysis is used to examine power in

language structures. Discourse analysis is an effort or methodology to investigate the discourse contained in messages textually and contextually. Discourse analysis is connected through the content of communication messages, some of which are text (Pawito, 2007).

### *Critical Discourse Analysis*

Van Dijk is of the view that research related to discourse does not only rely on textual analysis, because text is the result of creation which should be investigated because the creator of the message or text and its environment are so influential. The three dimensions of discourse are text, social cognition, and social context. Text dimensions are about the structure of the text and the discourse tactics used to explain a theme. The social cognition dimension is the stage of creating a text that includes a person's personal cognition. Investigation of the context dimension is a discourse that becomes a topic of discussion for society regarding an issue (Wijaya & Cangara, 2020).

Similar research regarding the discourse on conflict of interest was published by Agustinus in the Journal of Sociology with the title "Seizing Whales in the Savu Sea: Conflict of Interest in Whale Conservation between the State and the Community of Lamalera, East Nusa Tenggara". The research, which is one of the researchers' references, concludes that the Savu Sea conservation discourse has never been free from all practices of power. The debate over conservation was created because the Lamalera people wanted to "answer" the conservation discourse from the state. Communities have their own ways of protecting marine ecosystems by obeying customary provisions and prohibitions. Maintenance accompanied by tourism discourse can obscure the main goal of conservation. The government needs to provide opportunities for local communities to create wise conservation discourse (Dasion, 2019).

## **METHODOLOGY**

The research paper uses a qualitative descriptive analysis approach with the discourse analysis method resulting from the development of Teun A. Van Dijk. A qualitative approach is an understanding of a phenomenon regarding the experiences of research subjects such as behavior, actions, motivation, perception as a whole through language and word descriptions, in certain natural contexts and using various natural methods (Lexy, 2010).

The research subject is LindungiHutan as an online fundraising platform for forest and environmental conservation in Indonesia. Focusing on the discourse consisting of: Action, Context, History, Power, and Ideology that LindungiHutan conveys to the public and produces a public response to the content of the discourse shown. Ideas thrown to the public can produce what the originator of the idea desires. Then there is Framing, each framing contains ideas, interests, ideology, meaning, economics and goals. Every text has ideology, interests, even

hegemony. Framing is a construction or definition carried out by the media regarding reality or events in society. Media framing can systematically influence how audiences understand events. Meanwhile, the object studied focuses on text production which leads to the production of discourse on Conflict of Interest in Forest and Environmental Conservation.

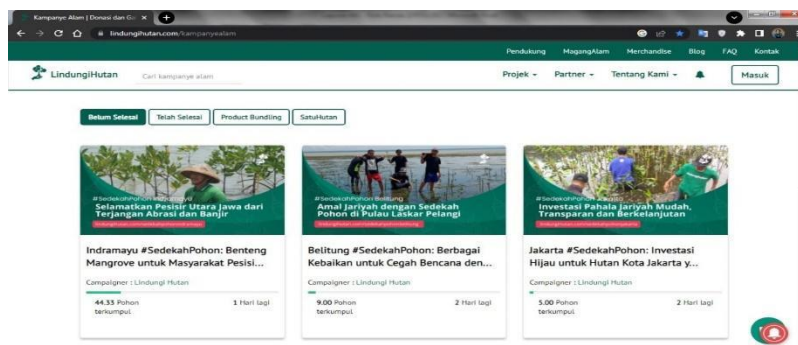
Data collection in this research was carried out through observation and documentation. The author carried out observations by watching each visual display of the establishment of the Protect Forest cooperation program with several multinational companies, the text content of the establishment of a fundraising campaign program, media framing regarding the tree planting program policy, as well as watching or listening to interviews related to policy stakeholders. This observation was carried out to obtain information about the conflict of interest discourse in online fundraising and tree planting policies at LindungiHutan. Meanwhile, documentation is carried out by collecting files in the form of program notes, details of the budget obtained from donations, total donations distributed, profits between LindungiHutan and the company, recordings and photos of each tree planting action, or reports regarding the impact of tree planting. Collecting news that publishes events from the nature campaign carried out by ProtectHutan with several multinational companies and information from farmers, residents and volunteer communities involved.

## RESULTS

### *Nature Campaign Program*

The digital nature campaign on the official LindungiHutan website is the most dominant program. The nature campaign is an online fundraising process in the form of donations, the proceeds of which will be used to procure seeds, plant trees, maintain forests and monitor forest conditions in various regions in Indonesia.

Figure 1. Nature Campaign Page



Source: Website LindungiHutan

Fundraising can be made openly for anyone who wants to initiate a nature campaign. Campaign creators can choose tree planting locations provided by LindungiHutan or add new areas. Raisers can also determine their own campaign title, target amount of donations, nominal amount of donations, date of campaign implementation, and deadline for fundraising. The nature campaign uses a donation scheme to raise funds with a minimum donation determined by LindungiHutan, namely IDR 10,000, however most nature campaigns that are carried out actually set a nominal amount of IDR 20,000 as the minimum donation. ProtectHutan states that every minimum donation will be calculated with the price of the tree in accordance with the nature campaign created.

The natural campaign will last for the time period specified during registration. The fund collection limit recommended by ProtectHutan is 4 months because it is considered the most ideal and allows the target to be achieved. On the other hand, this indicates that the fundraising in LindungiHutan for forest and environmental conservation has not been fully able to reach donors in the near future.

Another interesting thing appears on the official LindungiHutan website, specifically on the nature campaign donation page, there is a column containing promos or vouchers that can be selected to get a donation discount before making payment. Promo pieces in the form of vouchers indicate that donation payments are positioned parallel to payments made in commercial marketplaces.

Apart from donating, there is another option available in each natural campaign, namely joining the action. Joining the action means that we will be present to help with the tree planting process in the affected areas. This option does not require someone to make a donation in the form of money, but rather a donation in the form of energy and time given during the tree planting process.

Each nature campaign is created using a forest and environmental conservation narrative. ProtectHutan frames the urgency of preserving forests and the environment by presenting the various negative impacts of forest and environmental problems in Indonesia. LindungiHutan tries to build awareness of the urgency of preserving forests and the environment by attaching the label "Friends of Nature" to donors and other collaborators. The name Friends of Nature is given to people who are considered to have made a real contribution to saving forests and the environment in Indonesia.

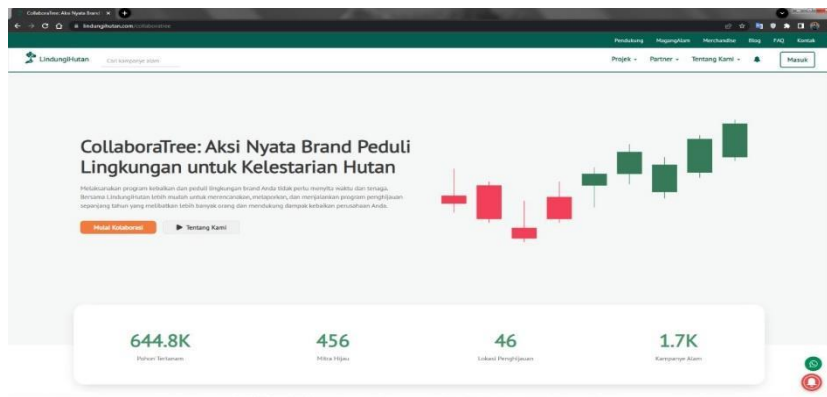
In each nature campaign there is data on the amount of emissions reduced by planting trees. This data can also be seen on the nature campaign page or the profile page of each user who registers with LindungiHutan. Data on the amount of emissions reduced in each nature campaign is used as a measure of the success and impact of fundraising actions. The measuring instrument used to calculate the amount of emissions is not explained using what methodology and where the reference comes from. This data will be automatically updated when

donations in the form of money have been calculated into a tree. This calculation process goes through several stages, starting from digital payments, conversion of tree seeds and conversion of the amount of emissions absorbed.

### *CollaboraTree Program*

CollaboraTree is a program aimed at brands that care about the environment to translate their concern into concrete form through reforestation actions with LindungiHutan.

**Figure 2. CollaboraTree page**



Source: Website LindungiHutan

CollaboraTree offers a choice of forms of collaboration or cooperation that can be tailored to the wishes of a brand/company. The form of collaboration is divided into six options: First, Product Bundling, namely for every purchase of product X from the related company, the buyer also plants Y trees with ProtectHutan. Second, Profit Sharing is an agenda every month to allocate X% of the company's profits or sales results. Third, Monthly Commitment is a commitment to set aside X rupiah to plant Y trees every month. Fourth, Fundraising is an effort to invite consumers, employees or company business partners to get involved by donating. Fifth, the CSR Program is the implementation of a social responsibility program so that it has a good social and environmental impact. Sixth, Social Impact is a special program designed for companies that benefits society and nature.

Greening projects resulting from collaboration with brands/companies will be carried out by greening activists and forest farmers in partnership with LindungiHutan. One of the advantages of collaborating with LindungiHutan is convenience, this point is always emphasized by LindungiHutan in accordance with its statement that LindungiHutan has established partnerships with dozens of reforestation activists and forest farmers in various locations. After the project is completed, ProtectHutan will send an activity accountability report to the relevant brand/company. This also confirms that the natural campaign resulting from collaboration with a brand/company does not fully involve the relevant

collaborators directly, but rather the brand/company will receive the results because all operational processes are carried out by LindungiHutan. Brands/companies can attend tree planting day by participating in the planting or are allowed not to attend at all. This collaboration will be recorded and broadcast live on LindungiHutan's social media channels to spread the good image of the company and LindungiHutan.

### **CorporaTree Program**

In contrast to the CollaboraTree program which allows participation by MSME brands and home-based companies, the CorporaTree program actually has a main segmentation, namely large-scale companies. Through this program, LindungiHutan wants to connect private and state-owned companies with various parties including farmers, seed owners, communities around the forest, media, MSMEs, and volunteers. The CorporaTree tree planting collaborative project will be carried out by LindungiHutan partners, namely farmers, volunteers and communities around the forest. The company which is the main donor does not work on the operational technicalities of tree planting.

**Figure 3. CorporaTree page**



Source: Website LindungiHutan

ProtectHutan offers planting packages to companies in the CorporaTree program. The cooperation offer package is divided into two options, namely basic services and additional services. In the offer package there is also a choice of tree packages in certain multiples, starting from 250 trees, 500 trees, 1000 trees and more than 1500 trees. The price provisions for trees in the cooperation document have been determined by LindungiHutan, starting from IDR 15,000 with a minimum order of 1,000 trees, IDR 20,000 with a minimum order of 1,000 trees, IDR 25,000 with a minimum order of 1,000 trees, IDR 30,000 with a minimum order of 500 trees , and IDR 75,000 with a minimum purchase of 250 trees. In the package price offering of additional services, LindungiHutan has set the prices for each category as follows:

**Table 1. Cooperation Offer Package**

Service Type	Category	Price
Campaign Video	Tambahan	Rp2.000.000
Private Cultivation		Rp2.000.000
Retribution		Rp15.000/Pax
Accommodation	Mandatory	When
Legal Legality	Taking	Private
Tree Insurance	Planting Services	Rp1.000.000
Management Fees		30% Of Tree Value
Farmer's Uniform	Addition	Rp3.000.000
Planter's Uniform	Addition	Rp75.000
Media Release	Addition	Rp75.000
<i>Snack</i>	Addition	Rp2.500.000
<i>Brand Awareness Campaign</i>	Addition	Rp10.000
<i>API Integration</i>	Addition	Further Discussion

Source: Data Penelitian, 2023

The locations of the tree planting projects offered by LindungiHutan are spread across several areas, namely Bengkalis, Bekasi, Bogor, Jakarta, Subang, Cilacap, Demak, Kendal, Semarang, Tegal, Situbondo, Landak, Mempawah, Tanah Laut, Toli-Toli, Jeneponto, and Dompau.

There are three collaboration schemes in the CorporaTree offering, namely Corporate Impact, Green Brand Campaign, and Live Planting. The collaboration flow in CorporaTree is divided into five stages starting from plan, publish, pay, plant, and promote.

#### *Program Corporate Social Responsibility (CSR)*

CSR implementation is a form of business and company commitment to improving welfare, standard of living, economy, development and environmental sustainability in certain areas. The implementation of corporate social responsibility projects has been regulated in statutory regulations. One of them is contained in Law NO 40 of 2007 concerning Limited Liability Companies.

Figure 4. CSR page



Source: Website LindungiHutan

ProtectHutan offers the advantages and benefits of greening CSR collaboration, namely Easy, Transparent, Sustainable Impact. What is meant by easy is being able to collaborate in three steps, namely filling in an online form, determining the form of activity, location, time and budget together, as well as implementing and applying the CSR program in accordance with the agreement that was made. Transparent, the CSR program collaboration process will be informed to partners and the development of trees and projects can be accessed openly. Sustainable Impact, Protect Forest states that the project being implemented will have a sustainable good impact, this is possible because the community around the forest will ensure its sustainability.

The three points above are the main narrative echoed by ProtectHutan in almost every program. ProtectHutan also offers several additional variations for CSR program implementation. There are six options provided, namely Marketree, Educatree, Celebratree, Integatree, Infrastrutree, and Futuretree.

There are more than 40 CSR project greening locations spread across the islands of Sumatra, Java, Kalimantan and Sulawesi. The types of trees planted vary depending on environmental, economic and socio-cultural conditions in the reforestation area. The branding presented by LindungiHutan is establishing partnerships with more than 30 forest farmer groups and local communities to ensure reforestation activities run smoothly and have a social impact, and has been trusted by more than 350 brands and companies from various business fields to help carry out CSR programs with social and environmental impacts in various regions. According to LindungiHutan, an important factor that differentiates LindungiHutan's CSR from ordinary CSR is the sustainability and continuity aspect.

### *ProtectForest Collaborators*

In 2023, there will be 395 natural campaigns funded by individual donors and business organizations. Multinational companies dominate the number of trees donated to nature campaigns. The number of trees donated can reach more than 1,000 trees. This number can be considered good if only seen at face value. If examined critically, the involvement of several multinational companies in the joint nature campaign Protect Forests is questionable. Because according to their track record, several corporations that contribute as collaborators actually have a role in exploiting forests and the environment in Indonesia and even the world.

This kind of collaboration could indicate a conflict of interest or bias in the interests of the company concerned and ProtectHutan as a facilitator. It is indicated that ecological issues are only used as a commodity to gain a good image from the public for the company and Protect the Forest. The relevant companies are described below.

#### 1) Maybank

In 2021 Maybank will collaborate on the Together Protect the Forest nature campaign. A campaign was carried out to plant rhizophora mangroves in the Tambak Rejo area, Semarang. Maybank provided 200 mangrove seedlings ready for planting. Overall, this campaign reportedly had an impact in reducing emissions by 145.1 kg. Nature campaigns involving Maybank as a collaborator are not carried out routinely. Engagement occurs based on momentum because there is no ongoing collaboration.

The 4th largest Southeast Asian bank has an important role in the coal industry in the Southeast Asian region by donating US\$ 1,797 from 2010 to 2019. In 2020, Maybank was involved in a bank syndication which provided US\$ 2.6 billion to finance funding. PLTU Java 9 and 10 in Indonesia (Market Forces, 2020). This PLTU is estimated to cause 4,700 premature deaths and many more during its operating period.

Coal is the single most significant source of global temperature rise to date. To reduce the pace of the climate crisis and global warming to 1.5 degrees in accordance with the Paris Agreement, OECD countries must end their dependence on coal power by 2030, while the rest of the world must abandon coal power by 2040 (Ellis, 2020). Meanwhile, Maybank plans to no longer finance the coal sector and achieve zero emissions by 2050, which is considered a decade later than what the world needs.

#### 2) Mondelez International

In 2021, PT. Mondelez Indonesia is collaborating with LindungiHutan to carry out a nature campaign in Jabungan Village, Semarang. There are 1000 trembesi tree seedlings provided by PT. Mondelez Indonesia as the main donor. Of the 1000 tree seeds planted,

there were 549 living trees and 451 dead trees. The campaign is claimed to be able to absorb 10.9 kg of emissions (Greenpeace Indonesia, 2019).

Mondelez International is a large company that contributes to the problems of emissions, forest fires and deforestation in Indonesia. The famous Oreo biscuits made by Mondelez International use palm oil from corporations that destroy forests and eliminate orangutan habitat. Between 2015-2017, it was recorded that 70,770 forests in Southeast Asia and 25,000 hectares where orangutans lived were cleared by 22 companies supplying Oreo palm oil. In 2017, there were 306,554 tons of palm oil and in 2016, 312,266 tons were used for product production. In 2019, Mondelez purchased palm oil from producers who have nearly 10,000 hotspots for forest and land fires in Indonesia. These producers are Golden-Agri Resources, Musim Mas, Cargill, and Wilmar (Rahmawati, 2018).

Mondelez and related palm oil producing groups accounted for the largest area burned in 2015-2018. The impact is worrying, more than 900,000 Indonesians have suffered from upper respiratory infections (ARI) caused by forest fires. It is estimated that nearly 10 million children are at risk of physical and cognitive damage due to air pollution. Between January 1 and October 22 2019, fires released approximately 465 megatons of CO<sub>2</sub> into the air (Greenpeace International, 2019).

Based on Break Free From Plastic data regarding the Waste Brand Audit conducted by the Global Alliance in 2018, Mondelez International is also in the top five lists of brands that contribute the most plastic waste in the world at 20% (Break Free From Plastic, 2018).

Referring to Mondelez International's contribution to global environmental damage, the collaboration built, in this case the nature campaign, shows that the collaboration between Mondelez International and LindungiHutan appears very political and full of conflicts of interest. Protecting the Forest as they call it, Greening Indonesia, gives Mondelez the opportunity to present a positive image in the tree planting agenda for Indonesia.

### 3) Bank DBS

Bank DBS Indonesia has collaborated with LindungiHutan in nine nature campaigns. Of the nine nature campaigns that have been carried out, DBS Indonesia donated 3,700 saplings of trembesi, matoa, manga, water guava, mahogany, ketapang and ylang-ylang trees. Tree seedlings were planted in three locations in 2019, including Lake Duta Harapan, Bekasi; Patriot City Forest, Bekasi; TPU Perwira, North Bekasi. The overall nature campaign is claimed to reduce emissions by 283.7 kg.

In 2018, DBS Bank financed Coal Power Plants in Vietnam and Indonesia. The DBS-financed power plant will produce 1.5 billion tonnes

of CO<sub>2</sub> during its operational period (Market Forces, 2019). DBS funds the Paiton 3 and Central Java (Batang) coal power plants. DBS Bank is also the manager of a credit syndicate of several banks in Asia which disbursed funds totaling USD 2.6 billion for PLTU Jawa 9 and 10 over a period of 183 months. From 2018 to May 2020 there were 188,184 cases of upper respiratory tract infections in Cilegon City. Between January and October 2020, 22,927 cases of Upper Respiratory Tract Infections were recorded in Suralaya Village, Cilegon, Banten (Asian Trends, 2021). Indonesia occupies first position as the most polluting country in Southeast Asia. South Tangerang is the city with the worst air quality in the Southeast Asia region, and Jakarta is in seventh position. The title of most polluting city in Southeast Asia results from coal burning in Banten Province (IQAir, 2021).

DBS Bank's involvement in financing dirty and controversial energy in Southeast Asia, namely Coal Power Plants, is inversely proportional to the nature campaign they are carrying out and LindungiHutan's commitment to greening Indonesia.

#### 4) Bank BCA

PT BCA General Insurance (BCA Insurance) is a company with the majority of its shares held by PT Bank Central Asia. PT Asuransi General BCA is collaborating with LindungiHutan in carrying out a nature campaign at Bahagia Beach which is located in Muara Gembong, Bekasi. There were 1,500 Rhizophora Mangrove tree seedlings planted in two nature campaigns that were held. Based on reports from the nature campaign, the amount of emissions absorbed from tree planting has reached 57.9 kg.

BCA is included in 1,030 companies and 1,800 subsidiaries in the coal industry supply chain. Bank BCA funded the coal sector between October 2018- October 2020. Bank BCA was recorded as the main lender and insurance worth 316 million USD or the equivalent of IDR 4.53 trillion for coal companies (Global Coal Exit List, 2021). In 2019, BCA provided credit from Mandiri worth IDR 171.71 billion to Dian Swaistika Sentosa; part of PT Sinar Mas Tunggal to fund coal projects. In the same year, BCA provided a loan facility of 370 USD to DSSE with a maturity of seven years. BCA is registered in syndication with PT Sarana Multi Infrastruktur Tbk, Shinhan Bank, Permata, and Mandiri. In the syndication agreement document, BCA provided 74 million USD or IDR 1.06 trillion. Apart from that, BCA also distributed credit facilities worth IDR 10 billion to PT Alfa Energy Investama Tbk (Syahni, 2022).

On November 26 2021, BCA President Director Jahja Setiaatmadja openly asked the Indonesian Financial Services Authority to make it easier for banks to channel funds to the coal sector, because "the only potential

we have is coal." In fact, BCA's 2020 Annual Report and Sustainability Report clearly states that BCA's priority sustainable development goals are clean and affordable energy, and handling climate change (Widyastuti, 2021). BCA Bank's involvement in financing the coal industry is not in line with their commitment to handling the climate crisis. ProtectHutan as a catalyst for climate change does not yet view BCA's involvement in funding the coal industry as a serious problem.

5) PT. Santos Jaya Abadi

PT Santos Jaya Abadi carried out a nature campaign with ProtectHutan on the Coast of Tambakrejo Hamlet, Tanjungmas, Semarang. There are 550 rizhopora mangrove trees that have been planted. Based on the nature campaign report, of the total trees planted there were 151 trees that had died. The nature campaign claims to be able to absorb 232.9 kg of emissions.

From year to year, this company is reported as one of the plastic waste producers and according to the latest data for 2021, PT Santos Jaya Abadi is also the largest waste producer in Bali. Santos Jaya Abadi is in fourth place as the biggest plastic waste polluter in Bali by contributing a total of 11,196 plastic waste (Sungai Watch, 2021). In the sachet type plastic waste category, Santos Jaya Abadi was in first place by contributing a total of 7,694 plastic waste produced from its instant coffee products.

## DISCUSSION

### *Text Analysis on Protect the Forest*

Text dimensions are about text structure and discourse strategies used to explain a theme (Eriyanto, 2006). In this research, text is the most vital element in analyzing conflict of interest discourse by referring to the nature campaign from ProtectHutan which is predominantly promoted using text.

The dominant use of text in each nature campaign is in line with the main character of LindungiHutan, namely a digital online fundraising platform. Textual strategies are used to dominate a particular idea or discourse, in this case an ecological issue which is specifically directed to the realm of forest and environmental conservation.

ProtectHutan wants to be a catalyst in forest and environmental conservation by connecting private and state-owned companies with various parties including farmers, seed owners, communities around the forest, media, MSMEs, and volunteers. Narratives of kindness and concern for forests and the environment are used to convince people to donate to LindungiHutan.

ProtectHutan seeks to control ecological issues or discourse by transforming itself into a very generous philanthropy. ProtectHutan positions itself as a

solution to preserving forests and the environment. Every text is created through knowledge, awareness, assumptions, understanding of events. Events are understood through schemes or patterns. The philanthropic frame can be seen in every narrative that has been created and disseminated. The main tagline "Together Greening Indonesia" provides a stimulus to the public that Protect Forest is the right space to contribute to environmental change.

The discourse that has been constructed by ProtectHutan emphasizes that to make climate change it is as if you have to make big changes, namely planting hundreds or even thousands of trees. The point of offering to improve the good image of the company/donor sounds problematic, it becomes a problem because ProtectHutan attempts to dominate the discourse on forest and environmental conservation, and the good image produced is not pure because it has been framed by media reality.

The certificate giving LindungiHutan to collaborators which contains a statement that the donor has contributed to saving forests and the environment in Indonesia sounds a bit excessive. The certificate issued by LindungiHutan has overlooked a more important matter, namely whether the company concerned has never had a negative impact on the ecology in its track record. Certificates as proof of involvement in forest and environmental conservation are highly biased because their use can be in the nature of controlling something and can even deceive the public.

In the nature campaign program which was carried out digitally to raise funds for tree planting, there were several things that were indicated to give rise to a conflict of interest. Nature campaign creators can regulate many things, including the minimum amount of donations they want to make, but ProtectHutan has the prerogative in determining the nominal limit of the minimum donation for each fundraiser. The donation scheme on the digital platform used by LindungiHutan has a nominal donation amount of at least IDR 10,000. The minimum limit set also feels odd because it does not explain in detail where the funds will flow.

The profits that have been obtained are also supported by the unavailability of open budgets or details of the flow of funds from each natural campaign carried out. The flow of funds from nature campaign donations that are covered up is completely inconsistent with the values instilled by ProtectHutan, namely transparency. This lack of transparency is a finding of conflict of interest.

ProtectHutan also provides tree purchase packages to companies who wish to become campaign donors. This kind of provision is also supported by another policy, namely that every fundraising carried out will be subject to a 5% tax by LindungiHutan. The tax, which in this case is referred to by LindungiHutan as an administrative fee, will go entirely into the pockets of the LindungiHutan company. The administrative costs in question are not explained at all regarding

their urgency, use and utilization. If funds are collected amounting to 100 million Rupiah from one nature campaign, then ProtectHutan will get a profit worth 5 million Rupiah. This feels very profitable considering that the nature campaign carried out on the official LindungiHutan website has reached 1,700 nature campaigns. If the 5% tax is calculated with the 1,700 natural campaigns and 11,586,000 natural donations that have been collected, we can measure how large the profits have been received by LindungiHutan in the five years since its first inauguration.

### *Analysis of Social Cognition in Protecting Forests*

The social cognition dimension is the stage of the text production process that involves the cognition of the text creator (Eriyanto, 2006). The narrative about preserving forests and the environment that has been constructed by LindungiHutan can be seen as an effort to provide legitimacy to the LindungiHutan company and everyone who provides assistance through LindungiHutan.

On the official LindungiHutan website, donors are named with the hashtag #FriendsofAlam, this nickname is given to attract the attention of potential donors. The vital point of social cognition analysis is mental awareness in text creation. Companies like LindungiHutan also accumulate capital by utilizing advertising and then distributing it to their users. Through the system established by LindungiHutan, Friends of Nature will work independently to produce productive commodities. In a digital world like the one in LindungiHutan, time constraints will dissolve. On the one hand, the Friends of Nature do not feel like they are being exploited, but on the other hand, they are the hands that drive the wheels of massive company productivity.

The minimum donation determination of IDR 10,000 cannot be separated from the capitalistic banking system, because all payment methods provided by LindungiHutan use a number of banks and e-wallets. A capitalistic digital payment scheme, the minimum transaction limit has been determined in such a way that admin fees are added for each transaction. On the nature campaign donation payment page, there is a column containing promo codes and vouchers that can be used to receive discounts. Donation discounts in the form of promo codes and vouchers prove that payments for natural campaign donations are the same as payments made in other commercial marketplaces.

The capitalistic system implemented by LindungiHutan can be seen from three sides: First, from the production side, LindungiHutan acts as a centralization of capital. Second, from the distribution side Protect Forest transmits technology into a tool for capital accumulation. Third, in terms of acceptance, ProtectHutan becomes a space for ideological circulation (Fuchs & Mosco, 2015).

ProtectThe Forest requires content to stay close to markets and advertising that provides profits and can be converted into money. Content from LindungiHutan can create a false awareness effect on the audience. These contents are ideological and are preserved to ensure capitalization. Content that contains a lot of information about forest and environmental issues can be the main engine for creating commodities. The friends of nature who created the campaign have also carried out the production, distribution and perception processes. In a capitalistic system, Friends of Nature are individuals who play a central role. They produce content, distribute it, and legitimize the system as a good thing. In other words, this kind of system has been interpreted as a reasonable and feasible system

Protect the Forest would not be possible without forest and environmental problems being sold like merchandise. In every fundraising carried out by LindungiHutan, a tax or in their language is an administration fee of 5%, so if 1 billion funds are collected, LindungiHutan will make a profit of 50 million Rupiah. ProtectHutan will get many times the profits, while service users only get false satisfaction for the moral responsibility they have carried out by raising funds to save forests and the environment in Indonesia.

### *Social Context Analysis of Protecting Forests*

The dimensions of social context can be used as a tool to examine how language is used in the struggle of social groups to seize power (Fairclough, 2005).

In the CollaboraTree program, the first offering point in the form of a collaboration option is Product Bundling, for every purchase of product X from the related company, the buyer also plants Y trees with LindungiHutan. Product Bundling is an odd scheme because LindungiHutan uses the issue or narrative of forest and environmental conservation as merchandise with the promise of having a positive impact on environmental damage.

Another important offer proposed by LindungiHutan is to improve the company's good image and provide a certificate of legitimacy as proof of the company's involvement in preserving forests and the environment, because in the CorporaTree program it is explained that the company which is the main donor does not carry out the operational technicalities of tree planting. The absence of companies on the tree planting agenda confirms that companies can get a good image and certificate quickly as long as they are willing to spend a certain amount of money.

ProtectHutan provides tree purchase packages to companies who wish to become campaign donors. The tree price offer package is also supported by other additional services which are claimed to guarantee the company's good image. ProtectHutan seems to really control the ecological market, it is skilled at setting market prices for trees and the cost of tree planting rental services.

In the next program, namely Corporate Social Responsibility (CSR), LindungiHutan also applies a commercial business model. Corporate responsibility in the social and environmental fields cannot be accommodated because LindungiHutan opens the widest possible collaboration pipeline to any company, even to several companies that have been recorded as having damaged the environment. This openness in accepting campaign collaborators has led to blunders within LindungiHutan. This kind of carelessness has at least harmed LindungiHutan's grand vision of greening Indonesia.

The concept of power plays an important role in the relationship between discourse and society. The relationship between power and discourse can be seen from control, which can take the form of control over context and control over the structure of discourse. Control over context is who is allowed to speak. Control over the discourse structure means that the owner of power is able to determine what to show and keep secret (Fuchs & Mosco, 2015). In the LindungiHutan journey, national and multinational companies have contributed as donors to ProtectHutan. At the same time, several related companies have had a bad record of forest and environmental damage. Involvement of several related companies ranging from Maybank, PT. Mondelez Indonesia, DBS Bank, PT BCA General Insurance (BCA insurance), and PT Santos Jaya were justified and in fact given space by LindungiHutan to be able to manipulate their role in forest and environmental destruction.

ProtectHutan does not undergo strict curation in selecting companies, which means that companies destroying forests and the environment will still be given the opportunity as long as they have money. These capitalistic interests ultimately ignore a very important fact: the company's contribution to ecological damage, which should be responded to seriously, is instead normalized by LindungiHutan by joining or inviting companies that have damaged the environment to freely carry out campaigns.

## CONCLUSION

In every program, the spirit of caring for the environment is always promoted to attract donors. ProtectHutan seeks to control ecological issues by positioning itself as a solution to preserving forests and the environment. The form of power can be seen from the various philanthropic jargon that has been created by LindungiHutan, namely "Greening Indonesia", "Real Action to Care for the Environment", "Friends of Nature", "Greening Movement to Preserve Forests", and "Community Empowerment". Jargons of goodness are deliberately instilled in the public to legitimize the existence of LindungiHutan as an agent for forest and environmental conservation.

The commercialization of ecological issues can also be found in the cooperation offer points in each program, ProtectHutan provides a guarantee to improve the good image of companies that act as donors and provides certificates

as proof of the company's involvement in saving forests and the environment. ProtectHutan has become like a company that rents out tree planting services, and a company that can provide legitimacy and at the same time emphasize that it is a catalyst for forest and environmental conservation.

LindungiHutan has the ambition to attach the status of a catalyst for forest and environmental conservation to its body, but LindungiHutan actually collaborates with several companies that have contributed to forest and environmental damage, providing an opportunity to build a good image. These companies are MayBank, Mondelez International, DBS Bank, BCA Bank, PT Santos Jaya Abadi.

The commodification of forests and the environment into merchandise can be found in ProtectHutan. Apart from providing tree purchase packages, LindungiHutan also offers product bundling, for every user who buys a product from a collaborating company, the buyer is claimed to have participated in planting trees with LindungiHutan. This kind of business model only benefits two parties, namely ProtectHutan and related companies. Apart from that, the donation scheme implemented by LindungiHutan has provisions, namely a minimum donation limit that never provides detailed budget costs and is made worse by the administration fee policy of 5% which will go into LindungiHutang's pocket.

ProtectHutan, which appears from the outside to be fighting for forests and the environment, actually rides on ecology by carrying out commodification actions. Forests and the environment have been traded, exploited and exploited for profit.

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