

**CONTRASTING THE
COVERAGE OF RENEWABLE
ENERGY IN MALAYSIAN
ENGLISH AND MALAY
NEWSPAPERS**

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Research problem

Sustainable Development Goals (SDGs) is an initiative undertaken by the United Nations in 2015 to address series of global issues

Media has a powerful role to potentially engage the general public to better understand the SDGs and their implications

Sustainable Development Goals, that is SDG 7: Clean and Affordable Energy

- sustainable energy refers to energy that has sustainable elements and can be used for survival today without risking the future.
- can be generated through various natural sources such as solar power, wind power, small hydropower, biofuels and bioenergy
- development and adoption of sustainable energy technologies

Research questions

RQ 1: How much do Malaysian newspapers cover about sustainable energy?

RQ 2: What are the news sources used by the newspapers when covering about sustainable energy'?

RQ 3: What are the types of coverage used by the newspapers when covering about sustainable energy?

RQ 4: How does Malaysian newspapers frame news on sustainable energy?

Methodology

- Entman's (1993) framing as the theoretical framework because it relates to the main purpose of this study, which is to see how the media portrays sustainable energy.
- quantitative content analysis was from 1 January 2019 to 30 September 2019, covering a period of 21
- The unit of analysis was all articles available in the newspapers' online archive that had keywords such as 'sustainable energy' 'sustainable energy' 'new energy' 'sustainable resource'. 'tenaga mampan' 'tenaga yang diperbaharui' 'tenaga bijak pakai' in its headline and content.
- 2 main Malay language online newspapers namely Harian Metro (Malay) and Berita Harian (Malay) and 2 main English language newspapers namely, The Star (English) and the New Straits Times (English).

Findings RQ 1

RQ 1: How much do Malaysian newspapers cover about sustainable energy'?

Newspaper	Amount	Percentages
NST	54	32.14%
Berita Harian	32	19.04%
Harian Metro	19	11.30%
TheStar	63	37.50%
Total	168	100%

Findings RQ 2

RQ 2: What are the news sources used by the newspapers when covering about sustainable energy?

Source of news	Research company	Government agencies	Journalists	University research	Private companies	News agency	Total
NST	10 (18.52%)	22 (40.74%)	10 (18.52%)	4 (7.41%)	8 (14.81%)	0 (0%)	54 (100%)
Berita Harian	0 (0%)	9 (28.12%)	10 (31.25%)	4 (12.5%)	4 (12.5%)	5 (15.63%)	32 (100%)
Harian Metro	2 (10.53%)	7 (36.84%)	8 (42.11%)	1 (5.26%)	1 (5.26%)	0 (0%)	19 (100%)
TheStar	0 (0%)	18 (28.57%)	13 (20.63%)	0 (0%)	30 (47.62%)	2 (3.18%)	63 (100%)
Total	12 (7.14%)	56 (33.33%)	41 (24.40%)	9 (5.36%)	43 (25.60%)	7 (4.17%)	168 (100%)

Findings RQ 3

RQ 3: What are the types of coverage used by the newspapers when covering about sustainable energy'?

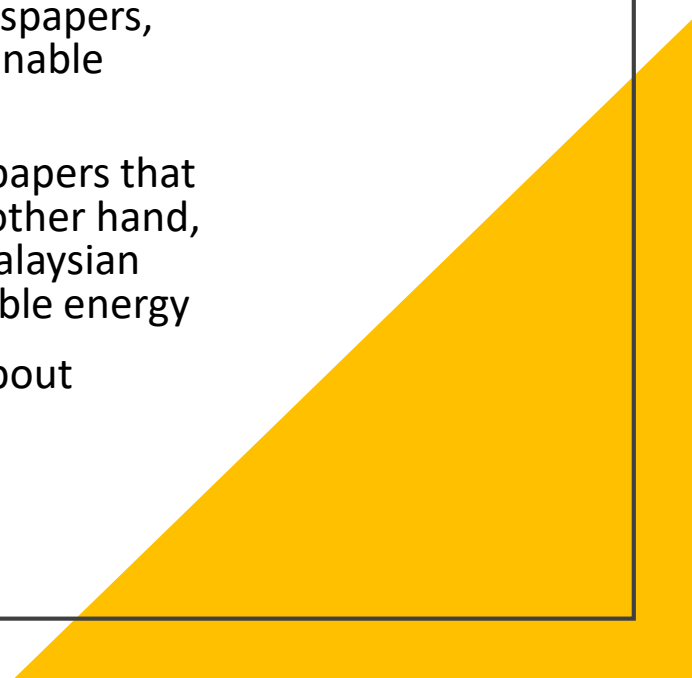
Types of coverage	Editorial	News	Event Coverage	Letter from readers	Issue Coverage	Sponsored News	Total
NST	7 (12.28%)	20 (35.09%)	10 (17.54%)	5 (8.77%)	13 (22.81%)	2 (3.51%)	57 (100%)
Berita Harian	6 (15.38%)	9 (23.08%)	11 (28.21%)	3 (7.69%)	5 (12.82%)	5 (12.82%)	39 (100%)
Harian Metro	0 (0%)	13 (46.43%)	7 (25%)	0 (0%)	7 (25%)	1 (3.57%)	28 (100%)
TheStar	2 (2.90%)	44 (63.76%)	11 (15.94%)	4 (5.80%)	4 (5.80%)	4 (5.80%)	69 (100%)
Total	15 (7.77%)	86 (44.55%)	39 (20.21%)	12 (6.22%)	29 (15.03%)	12 (6.22%)	193 (100%)

Findings RQ 4

RQ 4: How does Malaysian newspapers frame news on sustainable energy'?

Types of coverage	Informational	Product Promotion	Issue focused	Call for action	Promoting government initiatives	Total
NST	10 (16.13%)	3 (4.84%)	5 (8.07%)	22 (35.48%)	22 (35.48%)	62 (100%)
Berita Harian	8 (18.18%)	6 (13.64%)	10 (22.73%)	9 (20.45)	11 (25%)	44 (100%)
Harian Metro	7 (25.93%)	5 (18.52%)	2 (7.41%)	4 (14.81%)	9 (33.33%)	27 (100%)
TheStar	14 (19.18%)	20 (27.40%)	12 (16.44%)	12 (16.44%)	15 (20.54%)	73 (100%)
Total	39 (18.93%)	34 (16.50%)	29 (14.08%)	47 (22.82%)	57 (27.67%)	206 (100%)

Discussion

- Compared to the Malay newspapers, English newspapers covered the topic more extensively and provided more depth to the coverage of sustainable energy by providing more editorials and issue-focused coverage instead of just routinely sharing straightforward news reports.
 - When there is a difference in the coverage between the English and Malay newspapers, there will subsequently be a difference in the diffusion of news regarding sustainable energy.
 - It would mean that only a section of the public, the one that reads the English papers that would be more aware, informed and engaged with sustainable energy. On the other hand, the readers of the Malay newspapers that make up the bigger section of the Malaysian public will be less informed and will not find the urgency in supporting sustainable energy
 - Malaysian newspapers, most especially the Malay newspapers need to cover about sustainable energy and place the issue high in the media and public discourse.
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