

# News Framing on the Case of Stephanie Scolaro: Sensational News Versus Environmental

Dandi Supriadi and Herlina Agustin

**Abstract---** *On January 21<sup>st</sup>, 2019, an English Instagram model Stephanie Scolaro was sentenced to 160 hours of community service and £20,000 fine. She was convicted of participating in illegal trade when she purchased various snakeskin products from Indonesia in the form of baseball caps, bags, and also raw skins. In Indonesia, snakeskin trade is a subject to trade quotas and hunting quotas set by the Ministry of Environment and Forestry. Whereas the United Kingdom has adopted the CITES convention in the trading animals' body parts. This case was highlighted by the media in both the UK and Indonesia because Scolaro is a well-known social media celebrity. She has more than 100,000 followers, which created a high news value for the media that generate sensationalism. Because of the sensational value of the case, it is interesting to see how the media in both countries framed this incident. The framing analysis was done towards five media in the UK and five media in Indonesia. The result shows that the media of both countries are more interested in raising the sensational news value rather than the perspective of environmental journalism. Moreover, it was found that most of the reports on Indonesian media only refer to the news that appeared in the UK's media rather than looking for information from local sources in Indonesia. Based on the result, the study suggests that media managers need to be more aware of environmental journalism so that audiences will be appropriately educated about environmental conservation.*

**Keywords---** *News Framing, Environmental Journalism, Scolaro, Illegal Trade, Snakeskins.*

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## I. INTRODUCTION

Fashion is one of the basic human needs that is developing from time to time. In a previous study, Agustin stated that the fashion business, in general, has skyrocketed with the existence of the internet and the rise of social media. All channels are used for marketing a variety of fashion and lifestyle products. Clothing, accessories, cars, and fitness equipment can be obtained easily in cyberspace, including ones that use animal skins. Consequently, the social status of using animal skins in the community becomes increasingly high [1].

Indonesia Ministry of Environment and Forestry Performance Report 2017 states, the value of reptile exports reached Rp1.36 trillions that distributed to eight top destination countries including China, the United States, and Japan [2].

This condition indicates that reptile skin trade, including snake skins, continues despite quota restrictions determined by Indonesia Ministry of Environment and Forestry. The quota is a basis for limiting animals hunting and trafficking that may accelerate the extinction of animals in nature., including snakes.

The concerns about the extinction of these reptiles have emerged in the European Union government. In 2002,

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European Union countries agreed to stop importing *Malayophyton Reticulatus* snakeskin [3]. However, this type of pythons is still hunted in Indonesia and Malaysia. It is undeniable that snake hunting in nature still far exceeds the quota limit set by the government. That shows that controlling snake hunting in nature is not easy. One form of control by the Ministry of Environment and Forestry is to issue a certificate from the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). Nonetheless, there are still attempts of certificate forgeries and snakeskin smuggling that occur on a global scale.

This kind of certificate forgery ensnared Stephanie Scolaro, an Instagram influencer who was arrested by authorities in the UK on charges of smuggling snakeskin hats and bags from Indonesia to England in 2016. Because of her unlawful conduct, the Southwark Crown Court sentenced Scolaro to 160 hours of community service that must be completed within two years and pay a £20,000 fine.

According to the press release from the Ministry of Environment and Forestry [4], the case started when Detective Sarah Bailey from Wildlife Crime Unit of Metro London Police sent a message to Indonesian authorities on December 5<sup>th</sup>, 2017. The message said that Detective Bailey is investigating the import of goods made from python snakeskin. The item was imported by a famous social celebrity in England named Stephanie Scolaro (26 years) from a man named Jack Alexander in Jakarta. Detective Bailey suspects the authenticity of two CITES documents accompanying the items and sends a scanned copy of the two documents to the Indonesian Directorate General of Law Enforcement to investigate their authenticity.

After the initial investigation, both documents were confirmed to be false because the name of the official who signed the document was not consistent with the date of issuance of the document. The investigation was continued and succeeded in finding documents for the number and date as stated in the CITES document issued to a company, not to individuals, on behalf of Jack Alexander. These documents were fraudulent.



Figure 1: Stephanie Scolaro, British Instagram Celebrity who was Convicted Guilty for Snakeskin Smuggling from Indonesia

Source: [dailymail.co.uk](http://dailymail.co.uk)

On December 14<sup>th</sup>, 2018, Detective Bailey informed that Stephanie Scolaro had attended the first summons in the Court and admitted guilty of six charges including smuggling and forgery. The court was continued on January

21<sup>st</sup>, 2019, for reading the indictment and the Judge's verdict.

Because of the appearance of Scolaro in this case, this criminal issue became viral and was covered by many news media, especially in the UK and Indonesia. The news appeared not only in the lifestyle media or celebrity's news channel, but also in leading mainstream media such as *The Sunday Times*, *The Independent*, *Kompas*, and *Republika*.

The incident is related to the environmental issue, wildlife protection, and how people violated conservation regulations. However, the subject of the event also has high news value. Scolaro is a well-known social media celebrity with more than 100,000 followers. Therefore, the media would have two options to frame the incident. First, a frame about a famous person and sensationalism.

Second, a frame of environmental journalism. Considering the massive coverage of this incident in the media, finding more about how the media frame the problem is necessary because it will show how far the journalists aware of the significance of bringing up environmental issues.

## II. LITERATURE REVIEW

The main case of the study's object is an illegal trade of protected animal. This issue is significant in terms of environmental discussion, as well as the public channel like the press. Robert Cox clearly states that environmental communication in the public sphere is a form of an advocacy campaign. It is different with just critical rhetoric because advocacy campaign is not only disseminating opinion. Furthermore, it is part of an action strategy that involves communication process to gain a specific goal [5].

The media implement the strategy in the form of environmental journalism. Environmental journalism emphasizes its coverage and news production on environmental realities, such as nature destruction by humans, local wisdom, conservation, or the use of natural resources [6]. Practically, environmental journalism has the same basic principles with science journalism. Some principles of science journalism are to understand the audience; focus on humanity values; make the story clear and straightforward; and provide solutions to the problem [7].



Figure 2: Bag and Caps made of Snakeskin that Worth

Source: [themorningbulletin.com.au](http://themorningbulletin.com.au)

However, to raise environmental issues in the media is a real challenge because of so much conflict of interest involving concerns to "navigate scientific research, sorting out areas of consensus and debate, and weigh scientific

perspectives along with those of affected communities and political agendas" [8]. In this case, the existence of the famous Stephanie Sclaro could suppress the crucial issue about protecting the rare animal. The choice of perspective like this is the main object of framing studies.

A framing study is most related to how media select the perspective or angle in order to highlight specific issues among facts [9], [10]. In the practice of journalism, editors usually implement particular principles to determine the frame, which so-called 'news-values'. These values are operationalized by every journalist to determine which one of the facts or events have the highest significance to be produced as a news story. Hall (in Allan) suggests, only a small fraction of reality are produced as a news story [11].

Many pieces of literature discuss news values and newsworthiness. However, most of them usually refers to an original study conducted in the 1960s by Johan Galtung and Mari Hombøe Ruge [11]. The study concludes some unofficial rules or codes of newsworthiness and categorizes fundamental factors of what so-called good news story. There are factors such as 'oddity', 'timeliness', 'proximity, or 'prominence'. This study talks about a famous figure that might be relevant to the 'prominence' factor. This factor could be the reason why media decided to cover the story with a specific focus of interest: Stephanie Sclaro as a celebrity.

### **III. RESEARCH METHOD**

Based on its objective, this study can be included in social constructionism research. As stated by Schwandt (2000), social constructionists see that "all knowledge claims and their evaluation take place within a conceptual framework through which the world is described and explained" [12]. This statement is relevant to this study since the objects are news report written by journalists for various media in various frameworks such as media content policy and cultural aspects [12], [13].

Because of the relationships amongst the frameworks, this study could be methodologically considered as framing research. Baldwin van Gorp [14] points out that frames may be encountered on various media elements, and it would always be a part of cultural phenomena. Furthermore, as mentioned by Robert N. Entman, framing research is mainly applied to explain textual influences [15]. It could be understood that the primary objective of this research method is to look at constructed frames through textual products.

This study uses Robert N. Entman's model of framing analysis. Methodically, Entman sees framing in two major dimensions: issue selection and emphasis or prominence of certain aspects in reality. The dimension of issues selection is related to the selection of facts taken from complex and varied realities. Whereas the dimension regarding the highlight of certain aspects is related to empiric information such as an eye-catching layout, statement repetition, graphics, the use of specific labels to describe people or events, associations with cultural symbols, generalizations, or simulations.

Entman formulates the investigation within these two dimensions into a framing model that contains four indicators: how the media define the problem, how the media diagnose the causes of the problem, how the media make a moral judgment, and how the media make treatment recommendation or suggest remedies on the problem [9], [16].

The primary objective of this study is to find out the frame of Indonesian online media as well as regarding the Scolaro case and the differences from the UK's online media. Therefore, this study also uses a comparison study. There are five UK's media to be compared with five Indonesian ones. These ten online media were chosen because of their popularity among audiences as the leading media companies. The list can be seen in Table 1.

Table 1: List of Media as Research's Objects

<i>UK's media</i>	<i>Indonesian media</i>
<i>The Sunday Times</i>	<i>Kompas.com</i>
<i>London Evening Standard</i>	<i>BBC Indonesia</i>
<i>Daily Star</i>	<i>Tribun Batam</i>
<i>Daily Mail Online</i>	<i>Republika Online</i>
<i>The Independent</i>	<i>Media Indonesia</i>

The research materials are news reports about Scolaro case after the court's sentence. The reports were chosen from the publication between January 21<sup>st</sup> and 27<sup>th</sup>, 2018.

#### IV. RESULT AND DISCUSSION

There are ten news reports (five from UK's media and five from Indonesian ones) appeared online in the time range between 21<sup>st</sup> January and 27<sup>th</sup> January 2019. Majority of UK's news provided information taken from the event at the court, where Scolaro received the sentences.

Some of them emphasize the reality that Scolaro has demonstrated inappropriate behavior and quote the judge's statement about how self-centered she was without concerning the conservation side. Whereas Indonesian media raised the constitutional regulation about trading snake's body parts and stated the possibility of permitted commerce under the trade quota.

Indonesian media also quoted the judge's decision and told the story about Scolaro's environmental crime without providing facts that the incident was also a crime against Indonesian trade policy as well.

Table 2 shows a metric of the Entman's first indicator found in the publication of UK's media, to break down the problem definition in their frame. Based on the findings, it seems that the majority of media have not paid enough attention to the environmental aspect and been more interested in raising the sensational side of the incident as the main problem.

From the table, it was found that in the perspective of the UK's media, the problem was defined as a crime in international commerce that was done by a wealthy and popular celebrity. One of them, *Daily Star*, even put the main problem on Scolaro's attitude by mentioning the crime as the result of her "utterly self-centred" behavior.

From the findings, it can be seen that the UK's media looked at the problem in the perspective of Scolaro as a well-known person who committed a crime, not an environmental problem.

Table 2: How UK's Media Define the Problem

Outlet's Name	News Title	Problem Definition
<i>The Sunday Times</i>	'Self-centred' Instagram model Stephanie Scolaro spared jail for importing python skin hats	Stephanie Scolaro, 26, a multimillionaire heiress, was given a 160-hour community order to be carried out over the next two years after she admitted ordering snakeskin baseball caps and travel bags worth more than £17,000 from Indonesia. (paragraph 2) There were 35 illegal snakeskin goods, which included baseball caps, large holdall bags and smaller bags. (paragraph 12)
<i>London Evening Standard</i>	Stephanie Scolaro branded 'utterly self-centred': Rich Kids of Instagram heiress avoids jail for selling python skin accessories worth £17,000	Scolaro, from Marylebone, pleaded guilty to two counts of importing goods with the intent to evade a prohibition, two counts of keeping for sale a species acquired unlawfully and one count of selling a species unlawfully imported. (paragraph 9)
<i>Daily Star</i>	Instagram rich kid bikini model given community service after selling SNAKE skin hats	An Instagram rich kid has been slammed by a judge for being an "utterly self-centred" individual who saw nothing wrong with smuggling snakeskin baseball caps into the UK and selling them on the black market. (lead)
<i>Daily Mail Online</i>	'Rich kid of Instagram' heiress, 26, faces seven years behind bars after admitting smuggling £450 baseball caps and a bag made of endangered python skin into Britain before selling them	A 'Rich Kid of Instagram' has admitted smuggling baseball caps and a bag made of endangered python skin into Britain before selling them. (paragraph 1) Scolaro pleaded guilty to two counts of importing goods with the intent to evade a prohibition, two counts of keeping for sale a species acquired unlawfully and one count of selling a species unlawfully imported between 2016 and 2017. (paragraph 8)
<i>The Independent</i>	'Rich kid of Instagram' condemned by judge as 'utterly self-centered' after importing python skin baseball caps	A multimillionaire heiress has been spared jail after admitting smuggling fashion accessories made from the skin of endangered pythons into the UK. Stephanie Scolaro, 26, was handed a 160-hour community order to be carried out over the next two years after she pleaded guilty to two counts of importing goods with the intent to evade a prohibition. She was also charged with two counts of keeping for sale a species acquired unlawfully, and two counts of selling a species unlawfully imported... (paragraph 1-3)

Source: Study result, 2019

On the other hand, some Indonesian media also focused on Scolaro's social status as a wealthy woman. As can be seen in Table 3, most of them even only copied what the UK's media have mentioned. However, there are also inclinations to emphasize the crime by pointing out evidence from the authorities such as the statement of London Police special officer and the Directorate General of Law Enforcement of the Indonesian Ministry, including the fact that the incident involved a certificate forgery.

*Republika* and *Media Indonesia* defined the problem from the perspective of environmental law enforcement by mentioning governmental institution and some relevant regulations to describe the incident. *Republika* even brought up the exact name related to the certificate forgery under the name of Jack Alexander, which did not appear in other media. This particular name was not mentioned in the UK's media.

Table 3: How Indonesian Media Define the Problem

<b>Outlet's Name</b>	<b>News Title</b>	<b>Problem Definition</b>
<i>Kompas.com</i>	Jual Kulit Ular, Model "Swimsuit" Stephani Scolaro Divonis Bersalah ( <i>Trading snakeskins, a "swimsuit" model Stephani Scolaro convicted guilty</i> )	Scolaro was pleaded guilty and sentenced to 12 months of community service - working 160 hours without payment. She was proved and admitted that she had imported clothing made from python skin illegally to England. (paragraph 3-4)
<i>BBC Indonesia</i>	Impor Aksesoris Kulit Ular dari Indonesia, Bocah Kaya Instagram Dihukum ( <i>Imported snakeskins accessories from Indonesia, the Instagram Rich Kid was convicted</i> )	A tycoon girl in London who has more than 100,000 followers on Instagram was sentenced to 160 hours of social work for illegally importing hats and bags made from python skin. Reports citing the trial at Southwark Crown Court, London, said the accessory was made of pythons imported from Indonesia. (paragraph 1-2)
<i>Tribun Batam</i>	Impor Aksesoris Piton dari Indonesia, Selebgram Tajir Dihukum di London ( <i>Imported Phyton Accessories from Indonesia, the Rich Celebgram was convicted in London</i> )	A businessman's daughter, also known as a model and celebgram in London, was arrested for importing python skins from Indonesia. The model named Stephanie Scolaro was sentenced to 160 hours of social work by the court for importing skins of python that skinned alive. (paragraph 1-2)
<i>Republika Online</i>	Kala Selebgram Inggris Terbelit Kasus Kulit Piton Indonesia ( <i>When English Celebgram was collided by Indonesian Phyton skin Case</i> )	On Wednesday (1/21), based on information from Detective Sarah received by the PPH Directorate, the Court in London has handed down a guilty verdict on the English celebgram known as the Rich Kid Instagram with a 160-hour sentence for Community Services that must be completed within two years and was required to pay a fine of £20,000. (paragraph 8) The investigation team of the Ministry of Environment and Forestry (KLHK) found documents for the number and date as stated in the CITES document belonging to the British celebgram were issued to a company, not to individuals, in the name of Jack Alexander. (paragraph 7)

Source: Study result, 2019

Table 4 indicates that the UK's media tend to bring the illegal international trade done by Scolaro as the main cause of the problem. There are also tendencies to emphasize the luxurious lifestyle of Scolaro as the background and the high value of the illegal import.

Regarding how the media diagnose the causes of the problem, this study found that most of the media in the UK saw that the incident is purely a result of a crime within international commerce. The crime involved a high value of money as well as luxurious apparels. Again, this became news because the perpetrator is a popular celebrity.

Table 4: How UK's Media Diagnose the Cause of the Problem

<b>Outlet's Name</b>	<b>Diagnose Cause</b>
<i>The Sunday Times</i>	She admitted ordering snakeskin baseball caps and travel bags worth more than £17,000 from Indonesia. (paragraph 2) The Instagram star then sold the illegal goods on a website called SS Python or to other fashion outlets. She had previously been warned that she faced up to seven years in jail. (paragraph 3)
<i>London Evening Standard</i>	Stephanie Scolaro, 26, shipped £17,000-worth of baseball caps and bags from Indonesia into the UK, and advertised them for sale on social media and through her website SS Python. (paragraph 1) Police launched an investigation into Scolaro in 2017 after a package containing 10 snakeskin hats and two bags was intercepted at Leipzig airport in Germany. (paragraph 3) Another parcel, addressed to Scolaro, was stopped at Heathrow airport, Southwark crown court heard. (paragraph 4)
<i>Daily Star</i>	...having admitted two counts of importing goods with the intent to evade a prohibition, two counts of keeping for sale a species acquired unlawfully and one count of selling a species unlawfully imported between 2016 and 2017. (paragraph 4)
<i>Daily Mail Online</i>	The 26-year-old wannabe 'influencer', the daughter of an Italian mining tycoon father and a British mother, lives in a luxury flat in central London ordered the snake-skin baseball caps and a travel bag from Indonesia, some of which she then sold in the UK to her network of uber-wealthy customers. (paragraph 4)
<i>The Independent</i>	During the trial the court heard the socialite imported baseball caps and travel bags worth more than £17,000 from Indonesia. The swimwear model then sold the illegal goods on a website called SS Python or to other fashion outlets. (paragraph 4-5) Police launched a probe into Scolaro's snakeskin trade in November 2017 after a package containing 10 snakeskin hats and two bags was intercepted at Leipzig airport in Germany. (paragraph 10)

Source: Study result, 2019

A similar pattern of diagnosing occurred in the Indonesian media. However, Indonesian media also pointed out the fact of why python snakeskins became so valuable in international trade as well as the fashion world. Moreover, they emphasize the status of the python as one of the protected animals, which brought Scolaro's action into a significant law violation. The diagnose inclination of Indonesian media can be seen in Table 5.

In this matter, some of the Indonesian media have succeeded to raise the original cause in the environmental perspective. *Kompas*, for instance, mentioned that python is one of many protected animals according to CITES, which made the commerce being done by Scolaro has violated the law. Meanwhile, *Republika* brought up the issue about the natural motifs of snake skins as the reason why python skin is so prevalent in the fashion world.



Table 5: How Indonesian Media Diagnose the Cause of the Problem

Outlet's Name	Diagnose Cause
<i>Kompas.com</i>	This verdict began when Scolaro was investigated by police after a package containing 10 python skin hats and two bags was confiscated in November 2016 at Leipzig Airport by German Customs. The gift was intended to be sent to Scolaro, who was at the address of her parents in Mayfair, London, England. Scolaro was later charged in October 2018 with two charges. First about importing goods with the intention of avoiding rules; and other accusations related to the sale of illegally imported species. (paragraph 6-9) Sara Bailey, investigator in this case said the python is one of many species protected under the Convention on International Trade in Endangered Species. (paragraph 12)
<i>BBC Indonesia</i>	The case of Scolaro's illegal import of accessories from Indonesian python skins was revealed when authorities suspected packages from Indonesia addressed to the Scolaro family in London but were sent via Leipzig airport in Germany on November 7, 2016. The package was opened by German customs officials and found there are ten hats and two bags made of python skin. The value of this package is estimated at £ 17,000 or around Rp313 million. Law enforcement officials in the UK followed up on the investigation and found that this accessory was sold by Scolaro through an online store. (paragraph 14-16)
<i>Tribun Batam</i>	Stephanie is known to illegally import hats and bags made from python skin. (paragraph 4)
<i>Republika Online</i>	The zoology researcher in the field of herpetofauna from the Indonesian Institute of Sciences (LIPI) Evy Arida said that the varied python skin motifs is one reason to be the target of the global fashion market. "The Indonesian python skin motif does have an interesting variety and its production can meet the needs of the overseas fashion market," Evy said in Jakarta on Friday. (paragraph 1-2)
<i>Media Indonesia</i>	The case investigation was carried out since the end of 2017 after the perpetrators were caught carrying illegal goods in Leipzig, Germany. (paragraph 5)

Source: Study result, 2019

In the discussion of moral judgment, this study found that most of the media in the UK have already had a negative sentiment on the perpetrator. Almost all media quoted the judge's emotional statement, which describes Scolaro as a person with an inappropriate attitude towards endangered wildlife. The quote also evaluated Scolaro's lifestyle that dragged her into apathetic behavior. Table 6 shows how the UK's media determined the subject's morality based on what happened at the court.

This finding is evident that most of the media in the UK were emotional, and the journalists seem to be influenced by their personal judgment. Only *Daily Mail* that tried to be neutral in evaluating Scolaro's morality by not mentioning the judge's opinion. This particular media did not clearly mention Scolaro's inappropriate manner as their moral judgment. However, it can be seen in general that the UK's media saw Scolaro as the main actor of the incident as a misbehavior person in terms of the attitude towards protected wildlife.

Table 6: How UK's Media Make a Moral Judgment

<b>Outlet's Name</b>	<b>Moral Judgment</b>
<i>The Sunday Times</i>	An "utterly self-centred" so-called rich kid of Instagram has been spared jail after she imported and sold fashion accessories made from endangered python skin. (paragraph 1) Judge Michael Gledhill, QC, branded Scolaro "completely adrift" and said he took a "very dim view" of the crime, comparing it to trading in ivory from elephants and rhinos. (paragraph 4)
<i>London Evening Standard</i>	A multimillionaire heiress who sold illegal python skin fashion accessories through her Instagram account was branded spoiled and "utterly self-centred" as she was spared prison. (lead) He added: "All her life she has in effect been given exactly what she wanted ... There is no thought about pythons in Indonesia, how they are skinned alive and how they are endangered doesn't cross her mind." (paragraph 6)
<i>Daily Star</i>	Judge Michael Gledhill QC slammed her lifestyle that is "all about me" and told her that the approach to dealing with her apparent mental health issues was to just "throw more money at the problem and she'll be alright, but it is not alright". (paragraph 5) The judge said: "This is a young woman who, for all sorts of different reasons, is utterly self-centred – her entire life is utterly centred around herself." He told her of the cruelty pythons suffer, adding: "How they are skinned alive, how they are endangered – that doesn't cross her mind, it does not concern her." (paragraph 6-8)
<i>Daily Mail Online</i>	'Ms Scolaro herself has a very active engagement with social media and in particular with an Instagram channel which she operates and manages. She has been described in some quarters as being influential in terms of fashion, in particular with young people.' (paragraph 12-13)
<i>The Independent</i>	Judge Michael Gledhill QC branded Scolaro, from Marylebone, "utterly self-centred", adding she took a "very dim view" of the wildlife crimes. (paragraph 6)

Source: Study result, 2019

Indonesian media, on the contrary, seems to be more neutral than the UK's media. It seems that Indonesian media did not want to take a side in judging the morality of the person, and just concentrated on the legal issue. In Table 7, we can see how Indonesian media provided their judgment on the subject's morality.

It can be figured that most of the Indonesian media agreed with the UK's media in terms of judging Scolaro's mentality as a self-centered person. The moral judgment of how self-centered Scolaro is was presented as a quote from some UK's media. However, Indonesian media also provided the plea from Scolaro's side, which stated that she was not like what the Judge has said. This perspective showed her innocence as a result of her unfamiliarity with the law.

Table 7: How Indonesian Media make a Moral Judgment

<b>Outlet's Name</b>	<b>Moral Judgment</b>
<i>Kompas.com</i>	During the recent Scolaro verdict, Judge Michael Gledhill QC, who handled the case, said that the 26-year-old woman only think about herself. (paragraph 10)
<i>BBC Indonesia</i>	Judge Michael Gledhill, who chaired the hearing, described the defendant named Stephanie Scolaro, a young woman who was "very selfish", who always thought of herself and "did not care about the fate of others". (paragraph 3) "The judge said, I am a selfish person. I am not such a person. I like to help other people ... also I am an animal lover. I cannot even hurt a fly. I am always against cruelty to animals," Scolaro said. (paragraph 24)
<i>Tribun Batam</i>	Judge Michael Gledhill, who chaired the hearing, described the defendant named Stephanie Scolaro, a young woman who was "very selfish", who always thought of herself and "did not care about the fate of others". (paragraph 6) "The judge said, I am a selfish person. I am not such a person. I like to help other people ... also I am an animal lover. I cannot even hurt a fly. I am always against cruelty to animals," Scolaro said. (paragraph 30)
<i>Republika Online</i>	...the court in London has handed down a guilty verdict on the English program known as the Rich Kid Instagram... (paragraph 8)
<i>Media Indonesia</i>	"We appreciate the London police for the joint work carried out in combating this wildlife crime. We continue to build cooperation with various parties including Interpol to crack down on transnational crimes like this so that there is a deterrent effect," said Rasio ... (paragraph 4)

Source: Study result, 2019

Table 8 shows the tendency of the UK's media to frame the treatment suggestion. The recommendations came from what happened at the court, which was mainly pointed out to the sanctions Scolaro had to receive as the consequence of her misbehavior.

The recommendation is relatively clear since the news was published after the verdict and sentences were announced. Most of UK's media provided the recommendation in the form of a resume of the court's sentences; those are 160-hour community service and a £20,000 fine. Some of them even mentioned further possible punishment, that is seven years in prison.

Table 8: How UK's Media Suggest Remedies

Outlet's Name	Treatment Recommendation
<i>The Sunday Times</i>	A 160-hour community order to be carried out over the next two years. (paragraph 2) "The maximum penalties on the regulatory offences is five years on each of these offences. And the customs and excise management offence <u>is</u> a maximum of seven years." (paragraph 20)
<i>London Evening Standard</i>	This morning, Judge Michael Gledhill QC spared a sobbing Scolaro a prison sentence as he ordered her to complete 160 hours of community service. (paragraph 4) She will face confiscation proceedings over her snakeskin product profits. (paragraph 10)
<i>Daily Star</i>	...today she was sentenced to 160 hours of community service at Southwark Crown Court... (paragraph 4) In total, police seized 35 hats as well as a number of large <u>bag</u> made of the illicit hides, which she was selling for £2,800 each. (paragraph 16)
<i>Daily Mail Online</i>	Judge Michael Gledhill QC adjourned sentencing until a full probation report can be carried out. He said: 'I still take a very dim view of this case. We are talking about the same category of offending that members of the public will be more readily aware of - it includes ivory from elephants and rhinos.' (paragraph 32-33)
<i>The Independent</i>	Scolaro, who boasts 100,000 followers on Instagram, was previously warned she faced up to seven years in prison for her crimes. (paragraph 18) Scolaro now faces a confiscation proceeding to recover her criminal profits. (paragraph 22)

Source: Study result, 2019

The remedy suggestion in Indonesian media is more detailed than just quoting the court's decision. Most of them focused on the successful collaboration between the Indonesian government and British law enforcement. They also preferred to explain in detail what the community service sanction will be. Table 9 indicates the tendency of Indonesian media in framing their suggestions.

Based on the findings, Indonesian media seems to respect the perpetrator as a human being. *Tribun Batam* decided to mention the judge's opinion that Scolaro, in fact, needed guidance to live her life. *Kompas* even wrote the remedy from Scolaro's side, which revealed her plan to become animals' rights defender and her intention to educate other people.

From these statements, it can be figured that Indonesian media did not have the policy to provide the solution only for her proven crime, but moreover, also the solution for fixing her life in the future.

Table 9: How Indonesian Media Suggest Remedies

Outlet's Name	Treatment Recommendation
<i>Kompas.com</i>	On the positive side, Scolaro said, the experience encouraged her to become an animal rights activist. "I now want to be part of an animal rights campaign to educate the public," she said. "People can learn from my mistakes," she continued. (paragraph 21-23)
<i>BBC Indonesia</i>	... sentenced of 160 hours of social work that must be carried out within the next two years. The British government website explains that social work can take the form of cleaning graffiti, cleaning garbage, or decorating in certain places to make it more beautiful. During social work, prisoners must get supervision. The location for doing this social work is usually in the neighbourhood where she lives, and she must wear a bright orange vest. (paragraph 26-29)
<i>Tribun Batam</i>	The judge did not impose a prison sentence but requires Scolaro to do 160 hours of social work. The judge also said Scolaro "needs guidance" in life. (paragraph 10-11)
<i>Republika Online</i>	"As long as there is still a trade quota, an animal species is still safe to trade," said Evy. The problem is just about monitoring the circulation of their animals as commodities. (paragraph 4-5) Detective Sarah on behalf of the London Metro Police expressed his gratitude for the help of CITES Enforcement Authority Indonesia, which has helped handle the case. He mentioned that this is one example of good international cooperation in the law enforcement of eradicating illegal trade in animals, in accordance with the commitments of the two countries ... (paragraph 10)
<i>Media Indonesia</i>	In the case of smuggling, KLHK was asked for written testimony to the London Metro Police to be used as evidence in the local court. KLHK was also asked to examine the authenticity of the animal import licensing document (CITES) which was allegedly falsified by the perpetrators. (paragraph 3) In that case, 24 pieces of python skin were seized along with 100 leather caps, 10 travel bags and 50 cell phone case linings. The goods are imported with a mode of falsifying animal import permit documents. (paragraph 6)

Source: Study result, 2019

This tendency of Indonesian media's suggestion might occur because of the low level of proximity in the context of news values [11]. Scolaro is not an Indonesian citizen. Therefore, there is no proximity to create a negative sentiment. There is also the inclination to emphasize the good relationship between the Indonesian government and British authorities in terms of enforcing the law.

Apart from these findings from the textual elements of the media, there is one thing crucial in terms of exploring the real problem of the incident. None of the media talked about the violation of environmental law in Indonesia within this case. The media were focusing the news to Stephanie Scolaro as the perpetrator. However, the actual criminal was also the seller of python skins. In fact, there was no action of the Indonesian government to arrest or even find the real merchant, which in this case was most probably Indonesian. This fact has not appeared in both Indonesian media or UK's media. The focus of attention was too much directed to Scolaro as a famous Instagram celebrity, and the sentiment towards her attitude and personal behavior.

This study is evidence that the position of environmental journalism in the media industry today is still compressed by sensationalism. As Menezes states [8], to cover environmental issues is complicated because of the mixed interest among science, policy, and personal opinion. Therefore, it is understandable if the news in the Scolaro case has not been constructed comprehensively in terms of environmental discussion because journalists also saw another dimension of the story that might be more readable by the audience.

Furthermore, environmental journalism is supposed to be part of environmental communication, which the final destination is explicitly pointed to environmental sustainability. As Robert Cox points out, journalism as a media that using public channel is an effort of advocacy in environmental communication perspective [5]. From this understanding, environmental journalism needs to be developed not only as a particular beat in the journalism industry. Furthermore, this effort has to be taken to a more philosophical level, that is to support the preservation of the world's environment. This study shows that the journalism industry, both in Indonesia and the UK, has not reached that level yet.

## **V. CONCLUSION**

Based on the discussion, this study has come with several conclusions. First, the media in both the UK and Indonesia only see the case of Stephanie Scolaro as a regular criminal story. The fact that a perpetrator is a famous person has only brought the story into sensationalism. None of the media brought up the incident as a significant environmental case.

Second, most of the media regarded that the value of the news lays on the object's popularity, the financial consequences, and evaluation towards personal behavior. Even though some of the media have tried to raise the case from the perspective of environment and regulation, it has not proven their real attention to environmental issues. The fact that none of them raised the issue about the real actor of illegal snakeskin trade has shown that the media still lack attention to the real environmental problem.

Lastly, it can be concluded that the practice of environmental journalism has not been established well in the journalism industry, especially in Indonesia and the UK. There is a necessity to develop an eagerness to bring journalistic practice up to a higher level in terms of supporting the world's environmental sustainability. Consequently, media managers need to be more aware of environmental journalism in order to create a culture in the newsroom as well as the field that supports environmental communication. As a result, audiences will be appropriately educated about environmental conservation.

## **VI. LIMITATIONS AND STUDY FORWARD**

This study only took media representatives from a small number of online media. There is no perspective taken from other outlets such as newspapers, televisions, or even other online news companies. Moreover, this study was only based on literature or news documentations. As a result, there are no confirmations from the involved actors.

It would be useful to gain information directly from Scolaro as the perpetrator, also from the media editor as the newsmakers. A critical discourse study will reveal more findings that are useful for the development of communication studies, especially in the field of environmental journalism.

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