

ANALISIS LIPUTAN MEDIA

PASIR GUDANG DILENGKAPI SISTEM AMARAN AWAL PANTAU

PENCEMARAN ALAM SEKITAR

1. OBJEKTIF ANALISIS

Analisis ini bertujuan mengukur tahap liputan yang diberikan oleh media terhadap program Lawatan YB Puan Yeo Bee Yin, Menteri Tenaga, Sains, Teknologi, Alam Sekitar dan Perubahan Iklim (MESTECC) untuk meninjau Sistem Pencemaran Awal Pencemaran Udara di Pasir Gudang, Johor.

Laporan ini juga bertujuan melihat sejauh mana sambutan pihak media terhadap program ini dan adakah sasaran MESTECC menerusi Jabatan Alam Sekitar (JAS) untuk menguar-uarkan mengenai kemudahan sistem amaran awal itu dapat disampaikan kepada orang ramai.

2. LATAR BELAKANG DAN TUJUAN SIDANG MEDIA

Lawatan YB Menteri ke Pasir Gudang, Johor diadakan pada **23 Februari 2020 (Ahad)** melibatkan kunjungan beliau ke pejabat JAS Cawangan Pasir Gudang di Menara Aqabah, Majlis Perbandaran Pasir Gudang (MPPG); lawatan ke stesen Photo Ionization Detector (PID) di Stadium MPPG dan meninjau dua (2) unit bergerak iaitu Gas Chromatography – Mass Spectrometry (GCMS) dan Gas Chromatography – Flame Ionization Detector (GCFID) di hadapan Perpustakaan MPPG.

Sidang akhbar yang diadakan ini bertujuan menyampaikan maklumat kepada media bahawa Pasir Gudang menjadi **bandar industri pertama dilengkapi dengan sistem pengawasan yang akan memantau kualiti udara secara nyata** (real time) bagi memberi amaran awal sekiranya berlaku sebarang insiden pencemaran.

Selain itu, YB Menteri turut memaklumkan **MESTECC tidak akan bertolak ansur dengan penjenayah kelestarian alam sekitar** dan meminta media untuk membuat liputan pendakwaan terhadap suspek yang dituduh dalam kes pencemaran Sungai Kim Kim pada 10, 11 dan 12 Mac 2020.

Sidang media diadakan pada pukul 11.20 pagi di Pejabat JAS Cawangan Pasir Gudang oleh YB Menteri dan turut dihadiri YB Tuan Tan Chen Choon, Pengerusi Jawatankuasa Kerajaan Tempatan, Kesejahteraan Bandar dan Alam Sekitar Negeri Johor; YBrs. Dr. Nagulendran Kangayatkarasu, Timbalan Ketua Setiausaha (Alam Sekitar dan Perubahan Iklim) dan Puan Norlin Ja'afar, Ketua Pengarah JAS.

3. KEHADIRAN MEDIA ARUS PERDANA

Daripada kesemua media tempatan yang dijemput, **13** buah agensi media telah menghadiri majlis ini. Berikut merupakan maklumat terperinci senarai kehadiran media program lawatan tersebut:

BIL	MEDIA
1	BERNAMA
2	RTM
3	BERNAMA TV
4	Johor Kini
5	Sin Chew Daily
6	CNA (Singapore)
7	Astro Awani
8	TV3
9	Berita Harian
10	Sinar Harian
11	Oriental Daily News
12	The Star
13	China Press

Kehadiran media pada program ini sangat memuaskan apabila hampir kesemua agensi media di negeri Johor menghantar wakilnya. NSTP kebiasaannya akan menghantar seorang wakil iaitu dari Berita Harian untuk dikongsi bersama media syarikat itu iaitu Harian Metro dan NST.

4. PENYIARAN BERITA DAN LAPORAN OLEH MEDIA CETAK DAN MEDIA ELEKTRONIK

Sehingga jam 3.00 petang, 2 Mac 2020, pemantauan dalam tempoh tujuh hari selepas program tersebut, sebanyak 83 berita telah disiarkan dalam media cetak dan elektronik. Hampir kesemua berita yang disiarkan menggunakan dua tajuk utama iaitu “**Pasir Gudang perintis sistem amaran awal pencemaran udara**” dan “**Wujud akta baharu jika akta**

kualiti alam sekeliling banyak pindaan”, iaitu antara perkara yang diperkatakan semasa sidang media. Nilai PR bagi kesemua berita yang diterbitkan ialah **RM2,302,185.90**.

Bersama-sama ini disertakan pautan berita mengenai sidang media tersebut:

BIL	TAJUK BERITA	AGENCI BERITA	PAUTAN
1.	Environmental quality act 1974 still under review	Bernama News @Bernama TV-1800	http://www.mediaportal.com/Osk1633423954
2.	Environmental quality act 1974 still under review	Mandarin News @Bernama TV-1830	http://www.mediaportal.com/0wz1633423956
3.	Malaysia's first early warning system for air pollution	Berita Wilayah-1700 TV1	http://www.mediaportal.com/0dp1633423958
4.	Malaysia's first early warning system for air pollution	News @ 2-1900 TV2	http://www.mediaportal.com/0if1633423960
5.	Malaysia's first early warning system for air pollution	Berita Tamil-1930 TV2	http://www.mediaportal.com/0dc1633423962
6.	Pasir Gudang pioneers Malaysia's first early warning	7 Edition-2000 NTV7	http://www.mediaportal.com/0tk1633423964
7.	Malaysia's first early warning system for air pollution	Berita Nasional-2000 TV1	http://www.mediaportal.com/0ks1633423966

8.	Pasir Gudang pioneers Malaysia's first early warning	Buletin Utama-2000 TV3	http://www.mediaportal.com/0oi1633423968
9.	Pasir Gudang pioneers Malaysia's first early warning	Berita Al-Hijrah-2000	http://www.mediaportal.com/0jf1633423970
10.	Pasir Gudang pioneers Malaysia's first early warning	Berita TV9-2000	http://www.mediaportal.com/0an1633423972
11.	Environmental quality act 1974 still under review	Mandarin News @Bernama TV-2200	http://www.mediaportal.com/0rv1633423974
12.	Malaysia's first early warning system for air pollution	Bernama News @Bernama TV-2230	http://www.mediaportal.com/0vl1633423976
13.	Pasir Gudang pioneers Malaysia's first early warning	Mandarin 7-1700 NTV7	http://www.mediaportal.com/0qi1633423978
14.	Malaysia's first early warning system for air pollution	Berita @Bernama TV-2300	http://www.mediaportal.com/0qq1633423980
15.	Malaysia's first early warning system for air pollution	Berita Nasional-0000 TV1	http://www.mediaportal.com/0bo1633423982
16.	Pasir Gudang pioneers Malaysia's first early warning	Nightline-0000 TV3	http://www.mediaportal.com/0sw1633423984
17.	Pasir Gudang first to get sophisticated air quality detector	The Sun	http://www.mediaportal.com/0nt1633423986
18.	Real-time air quality monitoring	The Star	http://www.mediaportal.com/0eb1633423990

19.	Pantau kualiti udara kawasan industri	Sinar Harian	http://www.mediaportal.com/0yz1633423994
20.	Akta baharu jika banyak pindaan, kata Bee Yin	Sinar Harian	http://www.mediaportal.com/0do1633423996
21.	Pasir Gudang lokasi pertama	Harian Metro	http://www.mediaportal.com/0do1633423998
22.	Gubal undang-undang baru	Harian Metro	http://www.mediaportal.com/0ke1633424000
23.	Pasir Gudang rintis sistem amaran awal pencemaran udara	Berita Harian	http://www.mediaportal.com/0ke1633424002
24.	Air Pollution alarm system install at Pasir Gudang	See Hua Daily News	http://www.mediaportal.com/0ou1633424004
25.	New environmental law to be formulated if existing law requires too many amendments	Borneo Post Kuching	http://www.mediaportal.com/0jr1633424008
26.	Malaysia`s first early warning system for air pollution in Pasir Gudang	Borneo Post Kuching	http://www.mediaportal.com/0jr1633424010
27.	Wujud akta baharu jika akta kualiti alam sekeliling banyak pindaan	Utusan Borneo Sarawak	http://www.mediaportal.com/0rh1633424014
28.	M` sias first early warning system for air pollution	Borneo Post KK	http://www.mediaportal.com/0vx1633424018
29.	New environmental law to be formulated if existing law requires too many amendments	Borneo Post KK	http://www.mediaportal.com/0vx1633424020

30.	New environmental law to be formulated if current law needs many	The Malaysian Reserve	http://www.mediaportal.com/0qu1633424026
31.	Wujud akta baharu jika akta kualiti alam sekeliling banyak pindaan	Utusan Borneo Sabah	http://www.mediaportal.com/0gc1633424028
32.	Pasir Gudang bandar industri pertama miliki sistem amaran awal pencemaran udara	Utusan Borneo Sabah	http://www.mediaportal.com/0xk1633424030
33.	Pasir Gudang gets first early warning system for air pollution	The Edge Financial Daily	http://www.mediaportal.com/0bz1633424032
34.	Yeo: New law if EQA needs substantial changes	The Edge Financial Daily	http://www.mediaportal.com/0bz1633424034
35.	Malaysia's first early warning system for air pollution in Pasir Gudang	Bernama	https://content.isentia.io/?url=https://www.bernama.com/en/news.php?id=1815943&key=1e18180f6459da0bc357bdb4086d7796&ver=1&mid=572039632&uid=140110
36.	Pasir Gudang pioneers Malaysia's first early warning system for ammendments	Malay Mail	https://content.isentia.io/?url=https://www.malaymail.com/news/malaysia/2020/02/23/pasir-gudang-pioneers-malaysias-first-early-warning-system-for-air-pollutio/1840048&key=813d7ec050c5477c72af8242641127ec&ver=1&mid=572014059&uid=140110
37.	Pasir Gudang bandar industri pertama miliki sistem awal pencemaran	The Malaysian Insight	https://content.isentia.io/?url=https://www.themalaysianinsight.com/bahasa/s/221032&key=5b1d64871f142fdbf633deccc5d9df28&ver=1&mid=572014058&uid=140110
38.	Pasir Gudang: Bandar industri pertama dilengkapi Sistem Amaran Awal Pencemaran Udara	Berita RTM	https://content.isentia.io/?url=http://berita.rtm.gov.my/index.php/semasa/15807-pasir-gudang-bandar-industri-pertama-dilengkapi-sistem-amaran-awal-pencemaran-udara&key=4e697a0ed2de3cc65ef7b73058950243&ver=1&mid=572035851&uid=140110
39.	Pasir Gudang gets nation's first early	The Malaysian Insight ENG	https://content.isentia.io/?url=https://www.themalaysianinsight.com/s/221079&key=1b5acdd7338cfc

	warning air pollution system		f94c95f52bc557a072&ver=1&mid=572037851&uid=140110
40.	Wujud akta baharu jika akta kualiti alam sekeliling banyak pindaan	The Malaysian Insight	https://content.isentia.io/?url=https://www.themalayinsight.com/bahasa/s/221091&key=1b49db8959899c8bb00b00ed60ecd7c&ver=1&mid=572061727&uid=140110
41.	Malaysia's first early warning system for air pollution	Buletin 24-1500 Radio 24FM	http://www.mediaportal.com/0nf1633424038
42.	Malaysia's first early warning system for air pollution	Buletin 24-1600 Radio 24FM	http://www.mediaportal.com/0en1633424040
43.	New environmental law to be formulated if existing law	Buletin 24-1700 Radio 24FM	http://www.mediaportal.com/0ic1633424042
44.	Malaysia's first early warning system for air pollution	Buletin 24-2000 Radio 24FM	http://www.mediaportal.com/0zk1633424044
45.	New environmental law to be formulated if existing law	Buletin 24-2000 Radio 24FM	http://www.mediaportal.com/0da1633424046
46.	Gathers opinion to amend environment ruling	Sin Chew Daily	http://www.mediaportal.com/0ti1633424048
47.	Real-time monitor air pollution	China Press	http://www.mediaportal.com/0kq1633424050
48.	RM6.9mil spent to install monitoring system to detect air quality	Oriental Daily News	http://www.mediaportal.com/0of1633424052
49.	Yeo: Govt hopes to amend Environmental Quality Act by this year	Oriental Daily News	http://www.mediaportal.com/0fn1633424054

50.	Air Pollution alarm system install at Pasir Gudang	See Hua Daily	http://www.mediaportal.com/0nr1633424062
51.	Yeo : Ministry compile opinions from all parties	Kwong Wah Yit Poh	http://www.mediaportal.com/0io1633424064
52.	Malaysia first early warning system for air pollution in Pasir Gudang	Kwong Wah Yit Poh	http://www.mediaportal.com/0dm1633424066
53.	Air Pollution alarm system install at Pasir Gudang	Guang Ming Daily	http://www.mediaportal.com/0kc1633424068
54.	Collecting opinions to revise environmental statutes	Guang Ming Daily	http://www.mediaportal.com/0or1633424070
55.	Malaysia first early warning system for air pollution in Pasir Gudang	United Daily News (Kuching)	http://www.mediaportal.com/0jp1633424072
56.	Instant alarm system with monitor of air pollution	Nanyang Siang Pau	http://www.mediaportal.com/0ax1633424074
57.	New environmental law to be formulated if existing law requires too many amendments	Bernama News	https://content.isentia.io/?url=https://www.bernama.com/en/news.php?id=1815933&key=589cdaf35f3bdf99aa8b31bee3ac6083&ver=1&mid=572028624&uid=140110
58.	Pasir Gudang rintis sistem amaran awal pencemaran udara	Berita Harian Online	https://content.isentia.io/?url=https://www.bharian.com.my/berita/nasional/2020/02/658266/pasir-gudang-rintis-sistem-amaran-awal-pencemaran-udara&key=c6e6795e5e6504a68d2a44b19e648829&ver=1&mid=572009841&uid=140110
59.	Pasir Gudang perintis sistem amaran awal pencemaran udara	Sinar Harian Online	https://content.isentia.io/?url=https://www.sinarharian.com.my/article/71172/EDISI/Johor/Pasir-Gudang-perintis-sistem-amaran-awal-pencemaran-udara&key=945642a32ef6564fa18bba1d3f2de92d&ver=1&mid=572018096&uid=140110

60.	Yeo: Govt hopes to amend Environmental Quality Act by this year	The Star Online	https://content.isentia.io/?url=https://www.thestar.com.my/news/nation/2020/02/23/yeo-govt-hopes-to-amend-environmental-quality-act-by-this-year&key=08a8a897c86ac812821e5c7a96c371b1&ver=1&mid=572018097&uid=140110
61.	New environmental law to be formulated if existing law requires too many amendments	The Sun Daily Online	https://content.isentia.io/?url=https://www.thesundaily.my/local/new-environmental-law-to-be-formulated-if-existing-law-requires-too-many-amendments-CD2036712&key=e62ccbff7fb36c2a21c28e3672f9fffd&ver=1&mid=572028687&uid=140110
62.	Akta Kualiti Alam Sekeliling 1974 diteliti semula	Berita Harian Online	https://content.isentia.io/?url=https://www.bharian.com.my/berita/nasional/2020/02/658326/akta-kualiti-alam-sekeliling-1974-diteliti-semula&key=e54f84a9a4d04c46e27cf8a8d4ec0519&ver=1&mid=572029406&uid=140110
63.	Yeo: K'jaan mungkin gubal akta alam sekitar baru	MalaysiaKini Online	https://content.isentia.io/?url=https://www.malaysiakini.com/news/511929&key=59df1703072bfb45c2e4ac683989ec50&ver=1&mid=572031154&uid=140110
64.	New environmental law if existing requires too many amendments	New Sarawak Tribune Online	https://content.isentia.io/?url=https://www.newsarawaktribune.com.my/new-environmental-law-if-existing-requires-too-many-amendments/&key=978ababa68e682e56de9029e3feeca50&ver=1&mid=572049479&uid=140110
65.	Wujud akta baharu jika Akta Kualiti Alam Sekeliling banyak pindaan	Sinar Harian Online	https://content.isentia.io/?url=https://www.sinarharian.com.my/article/71184/BERITA/Nasional/Wujud-akta-baharu-jika-Akta-Kualiti-Alam-Sekeliling-banyak-pindaan&key=d6b5882d63bd4264383d269bfa59d493&ver=1&mid=572060100&uid=140110
66.	Govt to enact new environmental law if present one needs too many amendments	The Malaysian Insight ENG	https://content.isentia.io/?url=https://www.themalaysianinsight.com/s/221057&key=a4e336e846b338087632b2da5f64fba5&ver=1&mid=572029410&uid=140110
67.	Pasir Gudang pioneers Malaysia's first early warning	Berita Nasional-0700	http://www.mediaportal.com/0au1633609237

68.	Yeo: Govt hopes to amend Environmental Quality Act by this year	See Hua Daily News	http://www.mediaportal.com/0mz1633609246
69.	First early warning system for air pollution	New Sarawak Tribune	http://www.mediaportal.com/0mz1633609250
70.	New law if too many amendments	New Sarawak Tribune	http://www.mediaportal.com/0ch1633609254
71.	M`sia`s first early warning system for air pollution in Pasir Gudang	Daily Express (KK)	http://www.mediaportal.com/0hx1633609259
72.	Malaysia`s first early warning system for air pollution in Pasir Gudang	Tamil Malar	http://www.mediaportal.com/0xf1633609264
73.	Wujud akta baharu jika Akta Kualiti Alam Sekeliling banyak pinda	New Sabah Times Bahasa (KK)	http://www.mediaportal.com/0on1633609266
74.	New environmental law to be formulated if existing law requires too many amendments	New Sabah Times English (KK)	http://www.mediaportal.com/0sc1633609268
75.	New environmental law to be formulated if existing	Traxx FM	http://www.mediaportal.com/0na1633609277
76.	Govt hopes to amend Environmental Quality Act by this year	Traxx FM	http://www.mediaportal.com/0ei1633609282

77.	Pasir Gudang pioneers Malaysia's first early warning system	Traxx FM	http://www.mediaportal.com/0up1633609287
78.	Malaysia's first early warning system for air pollution	Radio BFM	http://www.mediaportal.com/0zf1633609292
79.	New environmental law to be formulated if existing law	Klasik Nasional	http://www.mediaportal.com/0kl1633609307
80.	New environmental law to be formulated if current law needs many ammendments	Malaysian Reserve	https://content.isentia.io/?url=https://themalaysianreserve.com/2020/02/24/new-environmental-law-to-be-formulated-if-current-law-needs-many-changes/&key=87735dae6c855ca04044a5a87a0f75a2&ver=1&mid=572238535&uid=140110
81.	M'sia's first early warning system for air pollution in Pasir Gudang	Daily Express	https://content.isentia.io/?url=http://www.dailyexpress.com.my/news/147702/m-sia-s-first-early-warning-system-for-air-pollution-in-pasir-gudang/&key=fcb29b7ccf2418d35eefabe80255c820&ver=1&mid=572242573&uid=140110
82.	Pasir Gudang pioneers Malaysia's first early warning system for a	Malaysia Nanban	http://www.mediaportal.com/0kg1634338693
83.	Pasir Gudang pioneers Malaysia's first early warning system for air pollution	Makkal Osai	http://www.mediaportal.com/0fe1634338697

5. PERINCIAN PEMERHATIAN SIDANG MEDIA

YB Menteri memulakan sidang media di pejabat JAS Cawangan Pasir Gudang selepas selesai melawat stesen PID di Stadium MPPG dan meninjau dua unit bergerak iaitu GCMS dan GCFID di hadapan Perpustakaan MPPG.

Sebelum sidang media, tayangan video mengenai sistem amaran awal itu turut ditayangkan kepada petugas media bagi memberi maklumat yang lebih mendalam kepada mereka.

YB Menteri memaklumkan bahawa Pasir Gudang merupakan **bandar industri pertama dilengkapi sistem pengawasan yang akan memantau kualiti udara secara nyata.**

Menurut beliau, sistem amaran awal bernilai RM6.9 juta itu turut dilengkapi alat penggera untuk pengesanan bahan pencemar berbahaya dalam udara.

Sistem itu mampu memaklumkan pegawai penguat kuasa JAS secara automatik sekiranya berlaku pencemaran udara bagi membolehkan tindakan penguatkuasaan diambil segera terhadap punca insiden.

Selain itu, YB Menteri turut memaklumkan **MESTECC tidak akan bertolak ansur dengan penjenayah kelestarian alam sekitar** dan meminta media untuk membuat liputan pendakwaan terhadap suspek yang dituduh dalam kes pencemaran Sungai Kim Kim pada 10, 11 dan 12 Mac 2020.

YB Menteri memaklumkan, JAS Johor turut melipatgandakan aktiviti penguatkuasaan terhadap kilang dan premis di sekitar Pasir Gudang bagi memastikan Akta Kualiti Alam Sekeliling 1974 dipatuhi sepenuhnya.

Sebanyak 664 pemeriksaan dijalankan, tahun lalu, meningkat 44 peratus berbanding 460 pada 2018. Selain itu, sebanyak 769 tindakan notis, kompaun, sitaan dan pendakwaan di mahkamah dilaksanakan, tahun lalu,

meningkat 692 peratus berbanding hanya 97 tindakan berkenaan diambil pada 2018.

7. KESIMPULAN

Sidang media yang diadakan ini dilihat berjaya mencapai sasaran kerana hampir kesemua media melaporkan mengenai usaha MESTECC memulihara kelestarian alam sekitar dengan menjadikan Pasir Gudang sebagai lokasi pertama penempatan sistem amaran awal bagi mengesan pencemaran alam sekitar.

Kesan daripada sidang media ini juga, bacaan kualiti udara di 25 lokasi PID terbabit akan disiarkan kepada umum melalui laman web JAS mulai April depan bagi rujukan masyarakat.

8. LAPORAN MEDIA SOSIAL

Melalui media sosial MESTECC, laporan untuk lawatan kerja YB Menteri ke Pasir Gudang adalah seperti berikut:

Posting lawatan:

<i>Reach</i>	21,127
<i>Engagement</i>	2,373
<i>Share</i>	37
<i>Komen</i>	5

FB Live

<i>Reach</i>	40,009
<i>Engagement</i>	3,035
<i>Share</i>	54
<i>View</i>	13k

TAMAT

Disediakan oleh:

SUFFIAN BIN ABU BAKAR
UNIT KOMUNIKASI KORPORAT
Kementerian Tenaga, Sains, Teknologi, Alam Sekitar dan Perubahan Iklim
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