



Eco-Lexicons in Conservation News Text in Mass Media: Ecolinguistics Study

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Abstract

This study is aimed at describing eco-lexicons in conservation news text in mass media. Conservation news texts contain the expression of language on conservation events or issues based on arguments about conservation vision of Universitas Negeri Semarang. Conservation is an important and sensitive issue for the community. This is because it is commonly associated with institutional policy or ideology. The purpose of this study is to describe the form of eco-lexicon in conservation text in mass media. The theoretical framework used is ecolinguistics. The data are conservation news texts containing eco-lexicons. The data sources are mass media at www.unnes.ac.id containing a large number of conservation texts so that the data will be varied. Method of data the collections is listening method, literature study method, and documentation method. Furthermore, the data were analyzed by the eco-linguistic study. Based on data analysis, it is found that eco-lexicon forms are found in the conservation news text, i.e., basic words, derivative words, phrases, and expressions. The eco-lexicon forms found in the conservation news text can be classified into two types of referents, i.e. biotic references (flora/fauna) and abiotic referents. The results of this study can contribute theoretically and practically in the field of linguistics, language learning, journalism, and public policy.

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INTRODUCTION

Today, the theme of the environment and its problems become one of the issues that are always warmly discussed by many parties. If pressure on the environment occurs, then some other social aspects are also affected. This implies that climate change on earth will also affect social change of society. In line with this, Salim (2007, p. xii) states that human relationships with nature both socially, ideologically and organizationally need to get attention to be developed in developing natural resource management strategies. UNNES as a college which is one of the nation's strengths along with the power of other nations have the responsibility and obligation to overcome the crisis. As a conservation university, UNNES is obliged to fulfill its mandate and responsibility by upholding conservation as an identity (Regulation UNNES Number 22 the Year 2009). Then, this conservation spirit is supported by three pillars: (1) values and characters, (2) art and culture, and (3) natural resources and environment. In addition, the spirit of conservation is also spelled out in eight values based on belief in God Almighty, namely: inspirational, humanist, caring, innovative, creative, sportsmanship, honesty, and justice (Rector of Universitas Negeri Semarang No.27 /2012 Rector Regulation of Universitas Negeri Semarang Number 6 the Year 2017). Conservation values, one of which is always reflected and manifested through environmental discourse in the preaching of conservation universities in the mass media. Rokhman and Surahmat (2016, p.243) assert that the reality of news is created from the journalist's understanding of the actual events that occur and is spoken back through oral or written.

Since UNNES has established itself as a conservation university, there have been policies and efforts to socialize, disseminate, and attract the members of campus and people in realizing the vision of conservation through utilization of language in conservation news texts in mass media. Rustono (1999, p.21) argues that

discourse is a linguistic unit of a complete element composed of sentence or sentences, both oral and written, forming a harmonious and unified understanding. Environmental discourse with all its manifestations (oral text, written text, images and the internet) is called green discourse or green text (green speak or green grammatical). Thus, conservation news text is a text telling the essence of Conservation University. The university declaring itself as a conservation university is Universitas Negeri Semarang (UNNES). This shows that there is a relationship between language and environment in conservation news text in mass media.

At this time, there is an interdisciplinary study that sees the link between ecology (environment) and linguistics (linguistics), namely ecolinguistics. Ecolinguistic studies are first introduced by Einar Haugen in his article entitled Ecology of Language in 1972. Haugen prefers the term language ecology from other terms that are met with this study. The selection is due to the wide coverage therein, the linguists may work together with other kinds of social sciences in understanding the interaction of Haugen language (in Fill & Mühlhäusler 2001, p.57).

In the ecolinguistic perspective, the language and community of its speakers are viewed as organisms that live in a systematic way of life with other organisms (Mbeti 2009, p.2). This implies that within the scope of ecolinguistic studies, the language is used to describe, represent, depict, and represent the symbolic-verbal reality in the environment, both the physical environment and the socio-cultural environment. According to Mackey (in Fill and Mühlhäusler 2001, p.43), ecolinguistics basically integrates environment, conservation, interaction, and system in the language. For this reason, related news about the next environment called conservation news which later in this research called conservation university news. This news is constructed for certain purposes

and purposes. For that, this research is interesting to do.

Meanwhile, ecolinguistic theory existed since the 1970s when Haugen (1972) proposed a theoretical conceptual framework with a number of linguists, compiled in *The Ecology of Language*. According to Haugen (in Fill and Muhlhausler 2001, p.57), language ecology is the study of existing inter-language interactions with their environment. Furthermore, Fill (in Fill and Muhlhausler 2001, p.51) explains that ecolinguistics as a broader study of its scope in the study of syntax, semantics, and pragmatics, and hence the need for some innovative and new theory to investigate these ideas empirically. Haugen (in Mbete 2009, pp.11-12), states that ecolinguistics has links to ten study spaces, namely: (1) comparative historical linguistics; (2) demographic linguistics; (3) sociolinguistics; (4) day-linguistics; (5) dialectology; (6) philology; (7) prescriptive linguistics; (8) gloto-politics; (9) ethnolinguistics, anthropological linguistics or cultural linguistics (cultural linguistics); (10) the typology of languages in an environment. Within the scope of ecolinguistic studies, the living and used language describes, represents, depicts (represents symbolically-verbally) the reality of the environment, both the physical and the man-made environment (socio-cultural environment).

The ecolinguistic study examines texts concerning the environment. Those texts are written by mass media so they express language about the environment. According to Saphir (in Fill and Muhlhausler 2001, p.2), in ecolinguistic perspective, the relation between language and environment is on the level of the lexicon. Lexicons are the stocks of words which are conceptualized as the wealth of the language users. Moreover, lexicons are conceptualized as the word lists of the dictionary containing information (Kirdalaksana 1989, p.114). Lexicons are also related to word concept. According to Taylor (in Gibbons 2002, pp.134-135), words are the place to classify things into word classes. According to Chaer (2007, p.2), eco-lexicons are defined as the term to

accommodate the concept of the lex-em collection of a certain language, whether it is the collection of whole lexicons or it is just a part.

In the level of eco-lexicon, the change of language is influenced by three dimensions (Lindø and Bundegaard 2000, pp.10-11), (a) ideological dimension, which represents the ideology or people's vision, for instance capitalism ideology which is also supported by the market ideology so that it results in activity upon the natural resources. Therefore, we can find the term exploitation of the natural resources; (b) sociological dimension which represents the presence of discourse activity, dialogue, and social discussion in order to realize the ideology. In this dimension, language has become the meaningful social practice; (c) biological dimension which is related to the presence of the diversity of lake organism (or ocean, or land) in an ecosystem, with various degree of vitality and surviving ability of the species so there has been the phenomenon of food chain. Biological dimension is verbally recorded in the form of eco-lexicons in word storage in every language so that those entities are signed and understood.

Then, there are some previous studies that need to be reviewed to determine the dynamics of the analysis associated with the ecolinguistic study, as follows. Alexander (2003) in a study entitled 'Resisting Imposed Metaphors of Value: Vandana Shiva's Role in Supporting Third World Agriculture: The Online Journal Metaphorik de'. He examines how language is used in expressing opinions and how Shiva actively focuses on this topic. The study suggests that language can be used as a means of communicating messages and influencing the community in order to preserve the environment. He uses his analytical skills to unravel the meaning of machines during the occupation of global companies and the destruction of agriculture in the third world. The research has similarities with this research in terms of environmental theme and data aspect, i.e. language, as a research material.

Keulartz, J. (2007) discovered that there were four types of metaphor which are usually used in forming ecological restoration: metaphor in mechanical and cyber field, art and esthetic, medicines and health maintenance, and geography. From the four types of metaphors, all types are limited by distance and relevance and they should adopt the double perspective upon metaphor. The utilization of metaphor is aimed at giving honor and certain context. Keulartz study has similarities with this present study. The similarities are in terms of the focus of the study. Keulartz's study focuses on the use of metaphor which is related to the environment while the present study examines the forms of eco-lexicons in conservation news text in mass media.

Umiyati (2011) concludes that in Bima language spokesman, the resilience of lingual treasures in the agricultural realm is still well preserved, marked by the emergence of a number of the distinctive lexicon of agriculture in a number of metaphors and phrases born from local wisdom. In an ecolinguistic view, the green grammar view serves as an ideal structure to align the sentence/clause that exists in this speech with nature. Research that has the same study object with this research was also conducted by al-Sharabi et al. (2011) entitled 'Representation of Early Marriage Phenomenon in Yemen Community: an Analysis of Critical Discourse from the English Yemen newspaper'. Al-Sharabi identified the texts of the newspaper to find out the representation of early marriage in Yemen society. Al-Sharabi uses critical discourse analysis from Fairclough and also a multimodal-based critical discourse analysis from Kress and van Leeuwen.

Then, Baru (2012) examines the level of knowledge and understanding of Karoon Speech Community upon the lexicon that deals with the natural environment and the factors that influence the dynamics of the development of the natural lexicon of Karoon language. Furthermore, in relation to environmentally-themed studies, Garrard (2012) in ecocriticism studies reveals that environmental issues require

cultural analysis as the problem which is the result of the interaction between ecological knowledge and cultural inflection. Garrard also pointed out that eco-critic describes the literary and cultural theory, philosophy, psychology and environmental history (ecology). Ecocriticism is the ability to criticize existing discourses, cultural artifacts, forms and styles and others. In addition, ecocriticism is also recorded as a powerful self-criticism work.

Another researcher investigating news was conducted by Vo (2013). He investigated reports on how governments, central banks, and people are presented in English and Vietnamese hard news, business reports. This study employed Critical Discourse Analysis and the transitivity system in Systemic Functional Linguistics (SFL). The analysis shows that the government and its central bank in the Vietnamese reports are portrayed as more powerful than those in the English reports, and people in Vietnamese are presented as passive and absent while those in English are presented as active, performing various roles in an experiential world of business. The present study has novelty in terms of the research instrument used to analyze the news. The present study employed ecolinguistics to investigate the eco-lexicons found in mass media.

Steffensen & Fill (2014) suggest that this study looks at four specific ways in which the language ecology has been conceptualized as symbolic ecology (this approach investigates the existence of a language or system Symbols in a particular area), natural ecology (this approach investigates how languages are linked to the biology and ecosystems surrounding topographical, climatic, flora, fauna, etc.) sociocultural ecology (this approach investigates how languages are linked to social and cultural), and cognitive ecology (this approach investigates how language arises from the dynamic relationship between biological organisms and its environment that focuses on cognitive capacities that enhance the flexibility of organisms and adaptive behaviors. Steffensen and Fill underline that ecolinguistics as an

inspiring science to understand the complexity of language and attempts to achieve scientific community by raising awareness of the interdependence between discursive practices and destruction. In addition, Bolte and Keong (2014), also analyzed the news text in the newspaper in the network (online). Their research entitled *Refugee Exchange Transactions in Text News in Network* (online): Ideology and Representation. News texts are taken from three English-language Malaysian newspapers: *The Star*, *The New Straits Times* (NST), and *Malaysiakini*. This study uses critical discourse analysis from Fairclough to know the representation of ideology and context in shaping the discourse. We can conclude that the news text can be analyzed with various analytical blades as well as critical discourse analysis and systemic functional linguistics. This research analyzed conservation news text in mass media with knife analysis in the form of ecolinguistic.

The Steffensen & Fill emphasized that the dissemination of conservation-based universities in the mass media can be analyzed in four ways: symbolic ecology (this approach investigates the existence of a language or symbol system within a particular area), natural ecology (this approach investigates how language is linked to biology and ecosystems), sociocultural ecology (this approach investigates how languages are related to social and cultural), as well as cognitive ecology (this approach investigates how language arises from the relationship between biological organisms and its environment). This is in line with ecolinguistic as the research studies used.

Furthermore, it is not only ecolinguistic and eco-chemical, but there is also an ecosystem of studies, as expressed by Sedlaczek (2016) in a study entitled 'Representation of Climate Change in Documentary Television: Integrating an Ecolinguistic and Ecosemiotic Perspective into a Multimodal Critical Discourse'. Sedlaczek argues that this study was made to investigate the media on climate change in the context of television documentaries. This study illustrates

the two integrity concepts of ecolinguistics and eco-semiotics into the framework of research. This research framework is presented in the analysis of television documentary programs published as part of the prevention of extreme climate change in television channels in Austria. The conclusions of this study are that critical and ecolinguistic discourse analysis is two interdisciplinary research paradigms in critical orientation and the impact of the use of language and other semiotic sources in the construction of meaning and ideology. In general, Sedlaczek's research and research to be carried out together examine language-related interactions with the environment. His research uses ecolinguistic and ecosystem-based theoretical studies, a study that will be conducted using ecolinguistic theory. The real difference lies in the linguistic data.

Based on the exposure, regardless of the scope of the pros and cons, agreement or disagreement over the conservation policy, the issues that need to be noticed is that conservation news text is a lingual phenomenon. This is because the conservation news text suspected that there is a lexicon about the environment or called eco-lexicon that can be analyzed from aspects of form, type of meaning, and function. The focus of the formulation of this research problem is how the form of eco-lexicon in conservation news text based on pillars of values and character, art, and culture, as well as natural resources and an environment in the mass media.

METHODS

This research uses qualitative research approach. The qualitative research is related to research data in the form of quality of eco-lexicon form in conservation news text in mass media. This research also uses descriptive approach. This is related to the purpose achieved in this study, which is to describe the form of eco-lexicon in conservation news text. This research uses ecolinguistic design. Fill (2001, p.126) in Lindo & Bundsgaard (2000) stated that

ecolinguistics is an umbrella against all approaches of language study in combination with the environment (ecology).

Eco-lexicon in news text in the mass media is a lingual phenomenon. The focus of this research is to describe the form of eco-lexicon in conservation news text based on pillars of values and character, art, and culture, as well as natural resources and an environment in mass media. This research data are in the form of conservation news text which is taken from www.unnes.ac.id. The source of data used is news about conservation-oriented universities from the www.unnes.ac.id page from 2010 to 2017. Selection of conservation-based university news on www.unnes.ac.id page is based on the following considerations: (1) mass media, www.unnes.ac.id page contains the news of conservation universities in Indonesian language, (2) mass media, page www.unnes.ac.id is assumed to be an eco-lexicon in Indonesian conservation news text, (3) mass media, page www.unnes.ac.id is an information medium (4) mass media, www.unnes.ac.id has a very wide news coverage, and (5) the mass media, www.unnes.ac.id page is assumed to have an enormous coverage of news readers. The validity of the data in this study is pursued through the following steps: (1) discussions, (2) re-checking, and (3) consultations, both with promotor, co-promotor, promoters or conservationists or peers associated with the field of ecolinguistics.

Furthermore, identification methods are used in this sorting activity. Identification means the determination or identification of the data collected in the data corpus. In addition to the method, the data sorting activities also used classification method. The classification in this study means the classification of data based on similarities and differences in data identity. With this method, the already identified data will be classified. Then, the data sorting activity is the research stage which is done after the data collection. In this activity, criteria will be used as the basis for sorting. Methods of data collection conducted in this research are listening method,

literature study method, and documentation method (Sudaryanto 1993, p.133; Mahsun 2005, p.133; Kesuma 2007, p.43).

Then the data has been collected and analyzed in accordance with the formulation of the problem and research objectives. In this study, the form of eco-lexicon in the conservation news text in the mass media was analyzed by an ecolinguistic study. Analysis of the ecolinguistic theory (Sudaryanto 1993, p.13; Mahsun 2005, p.112; Kesuma 2007, p.47).

The collected data are analyzed based on the formulation and the goal of problems. In this study, the ecolexicons found in conservation news text are analyzed by using ecolinguistics study. The analysis is carried out by using padan and agih. According to Sudaryanto (in Kesuma, 2007:54), agih is the knife of analysis which comes from the language itself. Another word for agih is distributional method. Agih is the research method which comes from outside the language and it is not the part of the language (Sudaryanto 1993, p.13; Mahsun 2005, p.112; Kesuma 2007, p.47).

RESULTS AND DISCUSSION

The text of conservation news in the mass media is a lingual phenomenon. In its form as text, conservation news is not just a linguistic phenomenon (lingual structure), but also as a mind building (cognitive structure) as well as action building (action structure). The opinion of the media institution revealed in the news must be influenced or determined by the media institution and its social context. There are three strategic considerations that underlie eco-lexicology research on conservation news text such as (1) lingual phenomenon which is relatively new, because it is not much studied from ecolinguistic analysis; (2) eco-lexicon phenomena of conservation news text resembles the relationship between language and environment; And (3) eco-lexicon phenomena of the conservation news text hanging out with the relationship between language and ideology. Ecolexicon is a language component that

contains a wealth of words that contain information about the meaning of the language unit that describes the environment. Ecolexicon in a society is a set of terms in the environment that reflects the personal character, the character of the natural environment, as well as the socio-cultural environment.

The eco-lexicon form in the conservation news text is examined into three forms, the eco-lexicon in the form of (a) the word, (b) the derivative, (c) the phrase, and (d) the expression. The eco-lexicon form is identified in three pillars, the pillar's eco-lexicon forms: values and

character, art and culture, and natural and environmental resources.

Eco-lexicon Form of Pillar of Value and Character

The eco-lexicon of the pillars of values and characters is the eco-lexicon associated with conservation values related to the embodiment of values, personality traits, and self-development of all members of UNNES. Here are the eco-lexicon forms of pillars of values and characters found in the conservation news text.

Table 1. Form of Eco-lexicon in the Form of Words

Eco-lexicon	Category	Meaning	Referent	
			Biotic	Abiotic
Humanis	Nominal	People who crave and strive for a better life, based on the principle of humanity.	-	Abiotic
Integritas	Nominal	Quality of nature, or circumstances that show unity intact so as to have the potential and ability that radiate prudence	-	Abiotic
Inovatif	Adjective	Introducing something new; renewal (new creations).	-	Abiotic
Inspiratif	Adjective	Something that can give the influence of the spirit and the power to do something.	-	Abiotic

Table 2. Eco-lexicon Form of Derivation

Root	Affixes	Derivation	Category	Meaning
Keadilan	ke ... + ...an	keadilan	Adjective	Placing something in the middle which is not biased, in other words puts something in place.
Kejujuran	ke ... + ...an	kejujuran	Adjective	The part of the self-esteem that must be maintained because of high value.
Kesantunan	ke ... + ...an	kesantunan	Adjective	Rules or behaviors established and mutually agreed upon by a society.

Table 3. Eco-lexicon Form of Phrase

Eco-lexicon	Category	Core	Meaning	Referent	
				Biotic	Abiotic
pilar konservasi	Nominal Phrase	pilar	The basis for forming a good thing is tangible or intangible.	-	Abiotic
prinsip konservasi	Nominal Phrase	prinsip	Protection, preservation, and sustainable use, like conservation of natural resources, environment, art and culture.	-	Abiotic
tugu konservasi	Nominal Phrase	tugu	Large and high poles made of stone, bricks, and so on as a symbol of conservation awareness of Semarang State University	-	Abiotic
konservasi etika	Verbal Phrase	konservasi	Maintain and preserve the knowledge of what is good and what is bad about moral rights and duties.	-	Abiotic
konservasi nilai	Verbal Phrase	konservasi	Maintain and preserve those traits that are important or useful for humanity.	-	Abiotic
salam konservasi	Verbal Phrase	salam	Declaration of respect is used as a jargon of conservation at the State University of Semarang known as the University of conservation.	-	Abiotic
ramah lingkungan	Adjective Phrase	Lingkungan	Safe or not harm the environment.	-	Abiotic

Eco-lexicon Form of Art and Culture Pillar

Eco-lexicon of art and culture is an eco-lexicon related to conservation value that focuses on the preservation of art and culture,

especially the culture of Central Java, and the whole of Indonesia in general. Here are the eco-lexicon forms of the art and cultural pillars found in the conservation news text.

Table 4. Eco-lexicon Form of Words

Eco-lexicon	Category	Meaning	Referent	
			Biotic	Abiotic
batik	Nominal	The picture fabrics are specially made by wearing the night on the cloth.	-	Abiotic
langgam	Nominal	The rhythm form of a song	-	Abiotic
seni	Nominal	Works created with extraordinary expertise	-	Abiotic
wayang	Nominal	Artificial puppets made of bark sculptures and so on that can be exploited to wear characters in traditional drama performances.	-	Abiotic

Table 5. Eco-lexicon Form of Derivation

Root	Affixes	Derivation	Category	Meaning
budaya	ke ... + ...an	kebudayaan	Nominal	The result of human activity and creation (mind) such as belief, art, and custom.
pesisir	... + ... an	pesisiran	Nominal	Knowledge possessed and imbued by the Coastal community, whose contents are tools of knowledge models that can selectively be used to understand and interpret the environment at hand, to encourage, and to create the actions it needs.
dalang	pe... + ...an	pedalangan	Nominal	Anything or knowledge relating to story telling or puppet shows

Table 6. Eco-lexicon Form of Phrase

Eco-lexicon	Category	Core	Meaning	Referent	
				Biotic	Abiotic
arak-arakan budaya	Nominal Phrase	arak-arakan	Convoys of people and so on who walk or move together (parade) that is the rampant of customs	-	Abiotic
budaya luhur	Nominal Phrase	budaya	Mind, reason, customs of high value and noble	-	Abiotic
sanggar tari	Nominal Phrase	sanggar	Means, containers for creativity and familiar with traditional dances, from various regions, complicated and modified to better master and get to know more about traditional dances	-	Abiotic
tari sekaringrat	Nominal Phrase	tari	One of UNNES innovations in the form of dance that symbolizes conservation in every movement	-	Abiotic
gending konservasi	Nominal Phrase	gending	Instruments or songs expressed by conservation-themed tones.	-	Abiotic
selasa legen	Nominal Phrase	selasa	Day with the market according to Javanese	-	Abiotic

custom

Table 7.Form of Eco-lexicon in the Form of Expression

Eco-lexicon	Category	Meaning	Referent
arum luhuring pawiyatan ing astha nira	Nominal Phrase	The fragrance and sublime of a place is in our hands	Abiotic
Mikul dhuwur mendhem jero	Nominal Phrase	Uphold the honor of parents	Abiotic
upakarti artheswara adhikarana	Nominal Phrase	Award for excellence and excellence in the field of state finance.	Abiotic
upakarti reksa manggala budaya	Nominal Phrase	Award for excellence and excellence in the field of culture.	Abiotic
upakarti reksa bhinneka adhikarana	Nominal Phrase	An appreciation of the virtues and excellence in the field of national pluralism.	Abiotic

Based on the findings and data analysis, ecolexicon in the form of expression is mostly categorized as nominal phrase. In the table above there is no phrases categorized as verbal phrase and adjective phrase.

Pillar of natural resources and environment is the value of conservation related to environmental ecosystem balance. Here are the eco-lexicon forms of the pillars of natural and environmental resources found in the conservation news text.

Eco-lexicon Form of Natural Sources and Environment Pillars

Table 8. Eco-lexicon Form of Words

Eco-lexicon	Category	Meaning	Referent	
			Biotic	Abiotic
kompos	Nomina	Mixed fertilizers consisting of organic materials (such as decaying leaves and straw) and animal waste	-	Abiotic
biopori	Nomina	Absorbent absorption holes, with predetermined specified sizes that are covered with organic waste that serves as a water absorber to the ground and make natural compost.	-	Abiotic
konservasi	Nomina	Maintenance and protection of something regularly to prevent damage and destruction by preservation, maintenance, and preservation	-	Abiotic
durian	Nomina	Name of one type of tree and its fruit	Biotik	Abiotic

(flora)				
eduwisata	Nomina	Tour to deepen or better understand an object to add insight and knowledge	-	Abiotic
trembesi	Nomina	Large and fast-growing trees, the crown of leaves resemble umbrellas and widths, widely planted for shade, the wood is not very durable, the leaves are used as animal feed, the fruit is thick and fleshy pods; Wood ambon; Munggur; <i>Enterolobium saman</i>	Biotic	Abiotic
asri	Adjective	Beautiful and eye-catching	-	Abiotic
herbal	Adjective	Things related to herbs-plants which leave, flowers, or roots can be used for food seasonings, medicines, or perfumes.	-	Abiotic
organik	Adjective	With regard to substances derived from living things (animals or plants, such as oil and coal)	-	Abiotic
anorganik	Adjective	With regard to or characterized by the absence of living organisms	-	Abiotic

Table 9. Eco-lexicon Form of Derivations

Root	Affixes	Derivation	Category	Meaning
sejuk	ke- + -an	kesejukan	Nomina	Subject (circumstances and so on) cool
pohon	pe - + -an	pepohonan	Nomina	Trees; many trees
panas	pe- + -an	pemanasan (global)	Nomina	Process, manner, act of heating or heating
tanam	... + an	Tanaman	Nomina	Plants that people usually grow; Yield of planting; Planted

Table 10. Eco-lexicon Form of Phrases

Eco-lexicon	Category	Core	Meaning	Referent	
				Biotic	Abiotic
rimbun pepohonan	Nominal Phrase	pepohonan	Trees	Biotic	-
pemanasan global	Nominal Phrase	pemanasan	The rising temperatures of the Earth's atmosphere are caused by the increase of pollutant gases such as carbon	-	Abiotic

dioxide					
gerakan menanam	Nominal Phrase	menanam	Movement, business, or planting activities as a reforestation / conservation effort	-	Abiotic
nir kertas	Nominal Phrase	kertas	Movement, business, or planting activities as a reforestation / conservation effort	-	Abiotic
kampus konservasi	Nominal Phrase	kampus	Conservation campus is a university that in the implementation of education, research, and community service has a concept that refers to the principles of conservation (protection, preservation, and sustainable use) both conservation of natural resources, environment, art, and culture.	-	Abiotic
senam konservasi	Nominal Phrase	senam	One of gymnastics innovations from UNNES by using musical accompaniment of gending conservation with a combination of gymnastics movement	-	Abiotic
kader konservasi	Nominal Phrase	kader	The expected person will play an important role in the effort to realize the conservation campus	-	Abiotic
wawasan konservasi	Nominal Phrase	konservasi	Have a conception or perspective on the maintenance and protection of something regularly to prevent damage and destruction by preservation,	-	Abiotic

			maintenance, and environmental conservation		
nilai konservasi	Nominal Phrase	konservasi	Price or nature of things that are important or useful for humanity regarding the maintenance and protection of something regularly to prevent damage and destruction by preservation, preservation, and preservation of the environment	-	Abiotic
kampus hijau	Nominal Phrase	kampus	Movement to realize the area of the main building environment of college becomes more beautiful and comfortable place by doing conservation efforts (tree planting, etc.)	-	Abiotic
bendungan mini	Nominal Phrase	bendungan	Retaining buildings or landfills for small irrigation (power plants, etc.).	-	Abiotic
penghijauan kampus	Nominal Phrase	kampus	The process, the way, the act of making the campus environment green by planting trees to keep the air cool and clean.	-	Abiotic
ramah lingkungan	Adjective Phrase	lingkungan	Safe or non-destructive to the environment	-	Abiotic
hemat energi	Adjective Phrase	energi	Being careful in using (and so on), not wasteful, careful about energy	-	Abiotic
indonesia hijau	Adjective Phrase	Indonesia	In connection with the movement, spirit, issues, and so on that aims to reduce the	-	Abiotic

greenhouse effect and
global warming in
Indonesia

Based on the descriptions of the above data, the eco-lexicon form in the conservation news text contains language expressions from messages or information using symbols relating to interpretations and events or conservation issues presented in the light of arguments regarding the vision of conservation-oriented universities. Instead of root, the eco-lexicon in the form of derivation and the phrase in conservation news text can be expressions.

CONCLUSION AND SUGGESTION

Based on data analysis, it was found that eco-lexicon forms were found in the conservation text. The form of the eco-lexicon is composed of words and phrases with categories of nouns, adjectives, and verbs. The eco-lexicon forms found in the conservation news text are classified into two types of referents, i.e. biotic referents and abiotic referents. To that end, the results of this study can contribute theoretically and practically to the fields of linguistics, language learning, journalism, and public policy. For this reason, the study of ecolinguistics in the conservation news text deserves to be given room for movement as a form of prospective linguistic analysis.

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