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The social interpretation on relation of religion and environment on internet

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Abstract

Vast internet adaptation and usage by society in almost whole the world has implied the dynamic of people behavior, including in Indonesia that [is] noted as the largest Muslim country in the world. Nowadays people can learn anything by accessing internet, including about how to interpret relation of religion and environment. So that, individuals can seek and acquire explanation of it by click mouse or pad on their gadgets. They no need to attend to scholar of religion (preacher(s) or *ustadz/ustadzah*) to know about the interpretation and explanation of many issues, cases, etc. Based on this reason I formulate the aims of this research are (1) how the interpretation of relation of religion and environment have presented by authors or writers on internet, (2) How various the interpretations of it? (3) And how they display their logic on this topic?. By using text analysis, predominantly based on rhetoric theory this research is taken place. The judgmental-convenient sample technique used to select the source of internet as the research data source. Conclusively, this research find that the interpretation on relation of religion and environment based on the similar verses and hadith, even the examination and explanation more various, and based on personal perspective which may be traced from the reference of traditional or previous religion scholar. The famous conclusion or interpretation about it is that environment as GOD creatures also react and behave naturally, and the damage or calamity that have happened because of human creation.

Keywords: *Social Interpretation; Religion; Environment; Internet.*

1. Introduction

Rapid adaption of current communication and information technology, namely internet, has penetrated widely social life, global and also Indonesia that according to some survey is including the highest users. It comes into private and public space. Some authors have reminded and described us about how this technology influences and impacts on many aspects, social, politic, economic, education, etc. Some researches show us these huge implications on personal, interpersonal, organizational, mass, even global level. This phenomenon, conclusively bring us many changes, opportunities, advantages, drawbacks, obstacles and others. Briefly, internet provides us negative or positive chance. Many people have tried to optimize this invention that usually embedded in smartphone which is on almost all people in the world nowadays in business, economy, political movement, education, and others. We can find anything through internet, which take visual, audio, video format. Primary it uses language-based system to operate it. This technology has made the free-global market that provides us easiness to find and gratify our needs and wants just through texting and clicking mouse on the technology.

Internet undoubtedly may be considered as the global and giant gate of the world to find and get anything, particularly information and knowledge. One of the main changes in academic or scientific field is appearing new concept to represent audience, user-generated content, or the active audience which is convincing control the activity. Simultaneously, audience exist in two positions or polar of agents, as the creator or communicator and receiver of message(s).

According to de Beaugrande and Desserl a text as communicative event that define under seven criteria: 1. cohesion (1. recurrence: repetition of lexical elements; anaphora and cataphora; ellipsis; conjunction (the signal relations or connection); 2. Coherence or textual semantic; 3. Intentionality; 4. Acceptability; 5. Informativity; 6. Situationality; 7. Intertextuality (narrative text, argumentative text, descriptive text, instructive text. Differ with them, Titscher et. al. believe that these criteria concern different textual dimensions and should therefore not be considered to be of equal importance. To understand the meaning of or interpret text need to cotext and context as relationship to the social, political or other context. A linguistic text analysis incorporates

syntactic, semantic and pragmatic levels (See Titscher., et.al., 2000). And based on Burke's statement that text which almost forms take language use need to analyzed rhetorically (Craig & Miller, 2007:104).

Very various sources in internet, which is potentials to be read, reviewed, evaluated, commented, even selected, adopted, held, interpreted by the audience(s) are trying to attract them to access, at least. The information flood today is a re-historical event in human daily life, Kovach and Rosenstiel remind this phenomenon (2012). In this context the author(s) have to create and display their works (information) interestingly, which could be fulfilled by rhetoric theory. Many assume that rhetoric same with communication persuasion (Littlejohn, Foss, Oetzel, 2017). There are three main tenets of rhetoric are ethos, pathos, and logos (Griffin, et.al, 2015:281-302). According to this case, works or texts in internet consist about religion, environment including the relation of both, and are in some kinds of texts. The works (texts) are in internet refer to Berger and Luckmann, even it in substantially manner, take as social representation or construction in this paper consider as social interpretation. The phase of social construction comprise interrelate of internalization, objectivation, and externalization between the individual and social around (Berger & Luckmann, 1967).

Researches about rhetoric are so many done by authors and researchers around the world (Littlejohn, 2002; Littlejohn & Foss, 2009; Littlejohn, et.al, 2017). Poulakos stated how the rhetoric studies have been examining in interdisciplinary, multi perspectives, traditions within which its development can intersect with social and economic factors as exploration in or as a craft (Poulakos, 1993), encountering or talking about the rhetoric which is one of the focus is the play of language or culture across time. Even some resumed that the studies involved into three big main concerns, though the most emphasis on *rhetor* or communicator and *logos* or logic of the message (Littlejohn, et.al, 2017; Griffin, et.al., 2015; 2012). According to Poulakos that rhetorical understood in two ways both in the sense of figuration and in the sense of persuasion. We can caught the crucial attention relevant with our condition today how internet position in our society as the media that take the heart of social life, as the sources of information also teach individuals how to interpret the social problems, matters, etc. in this kinds of spheres. Internet enable us to search, find, and get knowledge including about how religion perspectives on environment which is at least in two decades has attracted and got attention global considerations and notices. All people enable to convey their ideas, opinion, perspectives, interpretation and meanings about everything, it may be considered as social interpretation. They [or we] are in one very hug marketplace where the genuine knowledge can appear in it, the uniformity also very high emerges in kind of situation in texts [on internet].

Referring to Shava (in Stevenson, et.al. 2013) the interpretation and representation of knowledge incorporate some aspects as people, context (place and time), culture, language, knowledge and practices, and dynamism. The local knowledge appears or has constructed uniformly on one side, and in another sides heterogeneity or plural epistemologies may also present within in particular about environment. Based on this background this paper formulate the aims are how the interpretation of relation of religion and environment that have presented by authors or writers on internet. How various the interpretations of it? And how they display their logic on this topic?

Some or many previous researches and publications show us that technology have invented and adopted by people to aid their activities. Preachers, teachers, scholars, guru, and others have used and functioned the technology to support their duty in educate and transform information and knowledge to people, in order to be the guidance and stance of point in encountering and behaving daily. Beside we may be confused to recognized which are the preachers professionally or general people. Seems, all people can be a preacher to explain about religion perspective on internet. Each individual can produce the message as article (popular or scientific, pseudo-science) (Neuman, 2003; 2011; 2014) or others then distribute largely through internet that easily accessed by wide society in the world. We find that we are now surrounded by many information come and are provided by many sources, individuals, organizations, and/or social. This situation give us the portrayal that communicator simultaneously can be deliberated as audience(s), user(s), agent(s). This paper tries to find and describe on social interpretation about religion and environment as one package information and knowledge that we face on internet, in such kind of texts.

Some authors consider conclusively that rhetoric as persuasive communication, a kind of art study, and also as artistic communication (the art of persuasive discourse). Besides, it can be thought as strategic and tools of communication to enhance the properties of discourse (Downing, 2006; Craig & Miller, 2007). Other studies

about rhetoric, specifically the Roman empire, for example Bryant and Biron said that Cicero promoted and established five canon of rhetoric or subdisciplines are invention, arrangement/organization, style, memory, and delivery (Whaley & Samter, 2007:403-427; Poulakos, 1993; Littlejohn, 2002; Littlejohn, et.al., 2017). Cicero proposed three duties/goals of oratory – to prove, to delight, and to stir- and theorized on the three corresponding style: the plain style (clear and moderate, similar to the Attic School style), the middle style and grand style (very ornamental, similar to the Asiatic School style). Bryant and Biron elucidated the rhetoric from classic until current period, including the related-theories. Craig & Miller (2007:103-160) have illuminate rhetoric from tradition until the project theorizing, which bring us to some perspective in taking rhetoric in our discipline, theorizing and practicing. Based on all previous description, this research tries to answers follows questions: (1) how the interpretation of relation of religion and environment have presented by authors or writers on internet that consider as the representation of social interpretation?, (2) How various the interpretations of it? (3) And how they display their logic on this topic?.

2. Method

This research based on post-positive paradigm that assumes reality or world can be coverage objectively by using combination of quantitative and qualitative data and approaches (Guba, 1990; Hidayat, 1999 & 2006; Patton, 2002), it is between or middle position between continuum of scientific and interpretive tradition or paradigm (Griffin, et.al., 2015). In this research context, reality or social interpretation about relation of religion and environment can be viewed on authors or creator content, particularly in this research are texts accessible on internet. The text can be scientific forms, popular, or other kinds of publication forms that published on internet as the channel who has been accessing by most of people in the world, including Indonesian. By using keywords “*agama dan lingkungan*”, “*Lingkungan dan agama*” or such as these words which is texted on search engine, google search, researcher views and select the proper texts with the focus of this research. Assume that most of user(s) not have the excellence or high literacy of internet usage this research take that simple keywords [will] as the first general phase in order to search and find the source about religion and environment specially relation of them. The texts are pondered as one of public or users source to understanding about the topic in one hand. In another hand it can be put as the form of social interpretation on relation and environment, particularly present and at least represent kind of preachers or religion people. This research take the 3rd layer of search engine results as the data considerably as the most probable texts access and read by users. Briefly, the researcher collected data by using the judgmental-convenient sample technique.

Accordingly, this research take rhetoric analysis method to find how social interpretation on texts that are potential accessed widely on internet as the current media platform that regarding on some data published as the media that has achieved very high penetration to social in the world, also in Indonesia. The analysis are broken to some element of rhetoric, emphasis on message, verbal and nonverbal communication that appeared by *rhetor* or persuader or creator on their texts of messages. Commence from *rhetor* description and explanation to *logos* or kind of argument(s) provided and found in the texts this research tries to describe the social interpretation on relation of religion and environment. Still same as most researchers this research also not contemplate *pathos*, because it will be not relevant to give the explanation about audience(s) or reader of the texts by this research design which is the data only based on texts that are accessed and read on internet. We usually emphasize the social context because the meaning of a social action, event, or statement greatly depends on the context in which it appears (Neuman, 2014:177). The text is anything written, visual, or spoken that serves as a medium for communication. It includes books, newspaper or magazine articles, advertisements, speeches, official documents, films or videotapes, musical lyrics, photographs, articles of clothing, Web sites, or works of art (Neuman, 2014:371; Titscher., et.al., 2000). So that the article or such writings on internet that consists of relation of religion and environment that proper and relevant within.

Result and discussion

Hold the assumption that most internet users, even it may be accessed widely by society, though the users also may be various-skills of access the internet including when they (individuals) try to find such as information, relation of religion and environment. It is kind of literacy of internet usage, as media or information

literacy technology-based, from the lowest skills until the highest or well-skill in using or searching information by using search engine. This research put the lowest skill as the representation of position when this research data was collected, by texting words “*agama dan lingkungan*” and vice-versa. And the results as figure 1:

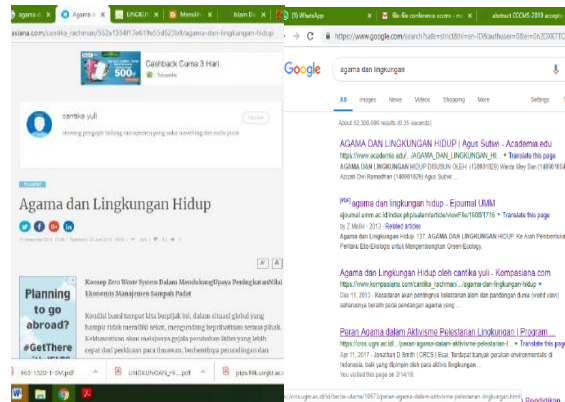


Figure 1. Result of search writings on “*agama dan lingkungan*” and the an example.

This research found that the writings or works, that appear on search engine (google search), can be categorize or classify into at least 4 categories even, as follows:

Table 1. Kind of writing/works on internet about religion and environment

No	Kind of writings/works	Frequency	Percent
1	Scientific paper	17	33
2	Popular: News, Blog (Individual, Organizational)	29	56,8
3	Advertisement product with description about religion and environment books	2	3,9
4	Advertisement without description	1	1,9
5	Un-accessible	2	3,9
Total		51	100

Rhetoric theory taught us that in persuade audience or public *rhetor*, in this instance is authors or writers or creators have to prepare at least three proof or elements, are thinking about *rhetor* or quality *rhetor* which is comprised two aspects: intrinsic and extrinsic. Let’s see to each of kind of writings that appear after texting keywords “*agama dan lingkungan*” or vice-versa. In scientific paper, we can find usually name, organization or institution affiliation of the author(s) exist in first page. Reader or audience or public will pose or consider about credibility of author by checking the affiliation of authors, such as university, profession, also the journal or channel that publishes the writing works, that familiar as accredited or non-accredited journal, with the value of journal. Some authors or researcher have taught us about this, *ethos*: Perceived credibility, which comes from the speaker’s intelligence, character, and goodwill toward the audience, as these personal characteristics are revealed through the message (Griffin et.al, 2015; Griffin, 2012). Some designate as extrinsic aspect or factor, and another as intrinsic factor. The inner quality is related very slightly and can be confusing with how the speaker or authors use language or tools or materials to convey the ideas, emotions, others. The extrinsic aspect more easier to identify such previous explanation by looking to the name, checking about the professional level, expertise by which this mean that author have concern about the topic or field. It may be trace and search by using search engine for example one website on internet can we use to know about accredited or indexed journal and others, or scimago h index is one usually used for this interest.

Logos is one of three proof or elements of rhetoric package, it consider as logic of message. How *rhetor* of writing works on internet prepare, manage, arrange the message by using the most proper form or shape such as text, verbal, nonverbal, pictures, or others. Referring to Griffin (2012; Griffin, et.al., 2015) that message logic or logical proof is lines of argument that make sense or plausible for the audience(s). Enthymeme is an incomplete version of a formal deductive syllogism that is created by leaving out a premise already accepted by the audience or by leaving an obvious conclusion unstated. Seyer (2012:45-46) offer and afford some detail relate to texts or message, are word choice; caps, quotations, italics; metaphor; irony, hyperbole,

understatement; organization, repetition. Cicero and other next scholars explicate about five canons of rhetoric, such as invitation, arrangement, style, delivery, and memory (Poulakos, 1993; Griffin, 2012; Griffin, et.al., 2015). In another side, Hills (1889, 1899) remind us that language breaking down into smaller level, as words, sentences, paragraphs should to have clearness, force (euphony, beauty, harmony, smoothness, grace, elegance, ease), unity, kinds of sentences. The number of words is also being part of this (arrangement). He also remind about the composition of message may be descriptive (scientific description, artistic description), narrative (movement), exposition (explanative), argumentative (proposition and proof; deduction and induction; antecedent probability example and sign).

Scientific paper, following the general standard of writing form(s), we can find that the logic of message, outside the *rhetor* (credibility: intrinsic and extrinsic), are presenting in some tactic of writing, that Seyer (2012) said as writing effective by looking to language procedure and rules authors/rhetors also have to consider to the basic of argument. Because scientific paper, beside following the scientific standard of course need to arrange the writing based on two big things, using the most proper language or text elements, and other about how to propose argument: conversation with a goal, takes a stand on an arguable issue, uses reasons and evidence, incorporate values, recognize the topic's complexity. The writings of scientific paper on internet found took at least three shapes, 1. Standard of popular journal, 2. Final writing works (in Indonesia called "skripsi" or such as), 3. As popular or simple paper consists of three part: introduction, result, and conclusion. In this research found Ust. Abu Ihsan al-Atsari's (Islam dan Lingkungan Hidup), Ivan Aditya's (Islam dan Lingkungan Hidup), Hasyim's (Pandangan Islam tentang Menjaga Lingkungan Hidup), Saifuddin's (Lingkungan Hidup dalam Perspektif Islam), and others. Some "skripsi" (undergraduate final project program of university) which are bracket by the search engine also can be accessed, and the form are following the university standard, each university. Other writing as scientific paper but popular, because it is blog in real concept, for example the writing by Andri Noor Ardiansyah, M.Si under the title "Peranan Agama dalam Pelestarian Lingkungan" takes the popular but also adopt scientific journal form, because it display also abstract, introduction, and other sub-titles, before giving conclusion in the end of the writing. This popular approach tries to take scientific form in taking discussion on the subjects or title. It also be viewed in how the author provide the argument support elements by quoting some scientific books or references not only based or refer to Quranic verses (combination of scientific approach and religion as content or sources). It could be practice of pathos, that author/rhetor tries to attract emotional aspects and logical reader or audience.

Based on the some writings that selected in this research, we can find that the most popular argument appears in some writings are about the human role in the world as the manager or popular as *khalifah*. Other, about the damage in the earth because of human corruption while dealing or using natural resources. The famous Quranic verses relate to this is QS.Rum/30:41. Other verses still relate to the obligation or advice to human in keeping and taking care of nature and environment after was corrected or reformation was done that refers to Al-'Araf/7:56, 85; also QS Al Baqarah, 2:60, 205; Al Qashash, 28: 88; Al Syu'ara, 26: 183. The hadits or narration by rasulullah that talking about environment also using often by authors to support the argument deductively, and continue with giving example or contextualization take from daily life, current and pass data. We can find, that combination of resources as reference in explaining about relation of religion and environment used by authors, and also the way of argumentation display scientifically in form, premise, conclusion, and data felt as the most suitable in this case, in relating religion and environment.

The conversation between preacher or rethor that found in this research is other interesting finding, even it is classic, but this can give us the usual and natural data and fact about how *rhetor* still take the conversation as speech form in discussion about relation of religion and environment. These all designate us about the logic proof that taught by rhetoric theory, to consider about audience, message logic, and *rhetor* as one-package. The research find the classic vibrant finding that combination of religion and environment: approach, materials, metaphor, quotations, facts, evidence and others as the most suitable way in convincing or attracting, and making sure the audience that all are incorporate and uncontradictive, even as the most perfect thing to answer the problem of environment. Human specially, Indonesian that famous as the biggest Islamic countries in the world, have to take account religion as part of framework, practice, socialize, and everything in daily life.

3. Conclusion

Finally, this research find that majority or dominant of writing works or texts as the result of google search engine by using keywords "*agama dan lingkungan*" or vice-versa are article scientific forms; even they are combination of performance or shape. The most form are as scientific journal publication which is comprise of title of writings, authors, authors' affiliation of organization or institutions as extrinsic factors, in the first page, beside the index or value of journal as the important thing that may be considered or pondered by reader.

Other scientific paper taken by writers are the simple arrangement that writer or authors display their ideas, argument in flowing of writing, which is supported by attribute or other elements that will bring audience(s) or readers to put the content or message in central position, because they quote Quranic verses and hadith of rasulullah as the foundation of their argument, beside they also explain the reason using deductive and inductive way(s) so that the readers give their attention to the message or the intention of rhetor. Logos is applied by authors simply form that combine or mix the scientific approach, data, way of argument with religion source such as Quranic verses, there are popular verses as QS. Rum/7:56 and such verses as it. Hadits or sunnah that pose significant source after Quran also have to be part of message structure, content, and teaching. Human as the manager instructed and defined by GOD, they have to prevent the earth from the creativity and activity which potent to bring or emerge calamity and damage, such popularize in the kind of writings talking about religion and environment.

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