



Framing and metaphor in the discourse of Sumatran orangutans' conservation: Ecolinguistics study

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ABSTRACT

This study attempts to reveal how language is being used in the conservation of orangutan in Bukit Lawang, North Sumatra, Indonesia. The researchers focus on investigating the framing and metaphor as the reflection of how language is being used to represent the ideology of the policy makers, conservationist, local communities in communicating the urgency of protecting orangutan. The problem is vivid since there is no attempt before by linguists to discover the role of language in the conservation of orangutan. Hence, the status quo remains unanswered. This research fills the gap of the missing links of the unknown about the language used in orangutan' conservation. This research applied qualitative research in which the data gathered in the form of discourses from various sources like infographic, reports and interview. At the same time, this study embraced Stibbe's approach in ecolinguistics. Some results are quite alarming because the type of the framing about orangutan is negative such as Human-wildlife conflict frame or destructive metaphor such as 'orangutan is the pest' and 'the kidnapper'. There are also ambivalent framing and metaphor which put endangered animal in a vague situation.



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Orangutan as one of the legally protected species in Indonesia is facing a looming threat of extinction. Despite legal protections, orangutans are still sometimes hunted for their meat or for the illegal pet trade. This direct threat, along with habitat degradation, has caused their populations to be dangerously shrinking. This environmental status quo has triggered the linguists to establish the role of language for giving contributions and

solutions, and ecolinguistics seems fit to fill the role. The applications of ecolinguistics are pervasive in environmental communication, such as conservation campaigns, policies, education and media, as well raising human eco-literacy (Chau & Jacobs, 2022). By doing so, ecolinguistics can reveal the underlying assumptions, ideologies and discourses that influence how people understand and relate to nature, and how they can be challenged or changed to support more positive and respectful interactions.

In this study, the focus is on the language used in orangutan conservation, which is a critical issue for the survival of this endangered species and its habitat. This study aims to investigate how different stakeholders use language to construct their views and positions on orangutan conservation, and how their language affects or reflects their attitudes and behaviours towards orangutans and their forests. Some of the studies about Orangutan like Hardus et al., (2012; Meijaard et al., (2012); Wich et al., (2019); and Purwoko et al., (2022) highlight only the current situation of orangutan in terms of their existence in the conservation, how to protect them from the ecology wise, and their external and internal treats as endangered animals. None of the studies aforementioned investigate the case from discourse used or language perspective. Therefore, this study suggests ways to seek the description of the language use in orangutans conservation, by applying the principles and methods of ecolinguistics, such as framing and metaphor analysis. The researcher expects that this study can contribute to the advancement of ecolinguistics as a field of research and practice, and to the enhancement of orangutans conservation as a social and ecological endeavour.

In orangutan conservation, the language of conservation refers to the communication strategies, and messaging used to raise awareness, educating the public, and engaging stakeholders in efforts to protect and preserve orangutans and their natural habitat. Effective communication is pivotal in conservation efforts as it encourages people to build support, mobilize resources, and inspire action to address the threats facing orangutans. The language of conservation could be in the text, discourses, visuals, or in any other circulated forms. This specific type of language conservation implies ideologies Yuniawan et al., (2018, 2023), and Stibbe (2015) also argues that ideology in the ecolinguistics study is the core knowledge people need to consider to talk about environment and language. In this study, the researcher focuses on investigating language circulated in the conservation context of Orangutan. According to Katz et al (2018), language conservation can be traced and forced through the use of suggestive and assertive language, but this research focuses on the language conservation of orangutan which comprises of public awareness campaigns, education and outreach, community engagement, and advocacy and policy.

The language conservation of orangutans within the community engagement has provided the locals with the knowledge and wisdoms embedded in the language. Working with local communities living near orangutan habitats and using language that is culturally sensitive and relevant to promote conservation practices and sustainable livelihoods (Stibbe, 2014, 2015a). Nilsson et al., (2016) believes that the language that fills with motivation is paramount for Orangutan conservation in the community. This is in line with the advocacy and policy in Orangutan conservation. Language used in advocacy and policy discussions related to orangutan conservation is crucial for effectively conveying the importance of protecting orangutans and their habitats, influencing decision-makers, and mobilizing public support. This language should be informed, persuasive, and emotionally resonant to capture the urgency of the issue (Susilawati et al., 2020).

The study about language used in orangutan conservation needs to be conducted because language is an important aspect of the traditional knowledge systems of the local people who live in and around the orangutan habitats. Language reflects the perceptions, beliefs, norms and values of the people who use it, and it influences their actions and interactions with the environment. By understanding the language used by the local people, conservationists can gain insights into their informal institutions, such as framing, metaphor, taboos, customs and practices, that may support or hinder the protection of orangutans and their forests. Language used in conservation can also be used as a tool for communication, education and awareness-raising among the local people and other stakeholders, to promote the conservation of orangutans and their ecosystems. Language can help bridge the gap between scientific knowledge and local wisdom and foster a sense of respect, responsibility and stewardship for the Orangutans and their habitats.

There are only a few studies concerned with the language used in conservation, such as researches conducted by [\[10\]](#), and none of these researches emphasizes the language used in orangutan conservation. Connolly (2023) investigated the co-occurrence of biological and linguistic diversity offers valuable insights into the intricate relationship between humans and their natural surroundings. By utilizing updated datasets, the research has gained a deeper understanding of the distribution and interconnectedness of these two forms of diversity. The development of the Biocultural Index further enhances our ability to prioritize conservation efforts and safeguard both biological and linguistic resources. Meanwhile Negret et al., (2022) highlights the importance of conservation for birds by using various languages. This research improves bird conservation, with the premise that conservationists must overcome language barriers to increase bird conservation. Scientists may have to collaborate and establish policies among people with diverse

linguistic and cultural backgrounds in order to successfully conserve this species.

Katz et al., (2018) conducted experimental research involved 1500 households' participation to encourage residential water conservation by using assertive and suggestive language. Both aggressive and suggestive forms of language resulted in lower consumption levels as compared to a control group using simply a very basic message; however, the suggestive messages were more effective in terms of impact size and duration. This is consistent with a large portion of earlier literature about the language used in water conservation.

Mogambi-moinani (2023) attempted to present the real situation in Mau forest by amplifying conservation discourse in Kenya. The study examined 50 statements made by influential political figures on the Mau Forest conservation program. These statements were taken from the nation's primary electronic media. The relationship between language and forest protection will be clarified by studying pronominal reference as a tool of inclusion and exclusion (othering). By making this relationship public, the government, lawmakers, and other stakeholders will be better equipped to decide how best to save the nation's forests. As a result, they will act appropriately in regards to forest protection issues for the benefit of everyone.

The result of aforementioned research is necessarily aligned with this research where the government, lawmakers, NGO, local community and any other stakeholders are expected to recognize more effective languages to be utilized in the conservation. Other researches discuss about language used in conservation conducted by Yuniawan, (2017); Yuniawan, Rokhman, & Bakti Mardikantoro, (2018); Yuniawan, et al., (2018); Yuniawan et al., (2023) that compiled and analysed data through conservation texts in mass media. According to data analysis, basic terms, derivative words, phrases, and expressions from the eco-lexicon can be found in the conservation news content. There are two categories of referents for the eco-lexicon forms present in the conservation news text: biotic references (flora/fauna) and abiotic references. The findings of this study have theoretical and applied implications for linguistics, language acquisition, journalism, and public policy.

Apparently aforementioned researches mainly discussed conservation texts in the level of micro linguistics in order to describe certain terms are frequently used and what kinds of lexicons or references mostly applied in the conservation text. A research conducted by Lindø & Bundsgaard, (2000), claimed that three dimensions—ideological, social, and biological dimensions—have an impact on the dynamics and changes that take place at the lexicon level. Simply said, in order to enrich the text genre and promote

the value of respect for the environment, academicians in language learning or other must use conservation news text as teaching material.

This research is an immediate response toward the burgeoning problems that remains unaddressed, particularly amongst conservationist and linguistics. There were no attempts by the linguists or conservationist to give clear description about how's the language been used in the conservation of orangutan and how orangutan is being narrated within the framework of ecolinguistics. It is very obvious that the role of language is very vivid and impactful toward the efforts of protecting the nature. Therefore, the research problems of this research are attempting to reveal the right use of language through navigating the appropriate framing for orangutan conservation and figure out specific metaphors embedded in orangutans

Examining how language influences and reflects the views, beliefs, and behaviours of various stakeholders toward nature and environmental challenges is known as framing in ecolinguistics. By using a narrative from one area of life to frame the way another area of life is conceptualized (the target domain), this technique is known as framing. For instance, depending on the source frame that is used, climate change might be framed as a challenge, a threat and a problem for orangutan. As temperatures rise and forests dry, orangutans lose access to food and water, pushing them to the brink of extinction. Studies show a direct link between deforestation and rising temperatures, a vicious cycle fueled by our unsustainable practices. Saving orangutans requires tackling climate change, protecting their rainforests, and embracing a greener future (Carne et al., 2012).

Framing within the context of ecolinguistics is popularized by Stibbe (2015a). The postulation of framing deciphers that framing may provide light on the underlying presumptions, ideologies, and discourses that shape how people perceive and interact with the natural world, as well as how they might be contested or altered to promote more respectful and constructive relationships. Additionally, framing in ecolinguistics refers to the way language and discourse create our comprehension with the nature surrounds us. The task of framing in ecolinguistics, is to employ and promote awareness in protecting the nature as well as to promote understanding of their ecological and cultural value (Alexander & Stibbe, 2014; Ma & Stibbe, 2022; Stibbe, 2014, 2015a, 2015b).

Some researches about framing have elaborated cognitively about how people think of their environment (Hulme et al., 2018; Zeniakin, 2022). Meanwhile some researches focus to talk about framing in ecolinguistics (Ain et al., 2021; Hameed, 2021; Riaz et al., 2022). The outcomes of Riaz's show the importance of acts and events highlighted in the text. The chosen poem's language explicitly emphasizes the existence of and qualities of nature in contrast to humans, and it does so in a way that is location-specific. These

location-specific factors have important cultural connotations, which aid in giving the work its environmentally conscious position and placing it in Pakistan, a particular cultural setting. The poem expresses the double framing of nature as both energizing and ruling. Ain's research is distinctive in a way that it integrates the fields of ecolinguistics to frame advertisement language. It reveals how language discourses in marketing frame are used in commercials to tell stories instead of using natural items. The linguistic discourses are employed as a tool for business, but the real goal is to present the product to customers as a superior natural outcome source. It is observed that food production businesses create a variety of short, subtly implied stories that readers may find unremarkable, but which, by virtue of language, ingrain particular notions in the brains of readers and control their daily purchasing decisions.

Hameed's investigation on how animals are framed linguistically in religious discourse is also interesting and the most relatable one with the present study. The Quran, the sacred text for Muslims, is used for the aim of analyzing the framing strategy employed to depict animals in relation to specific words or phrases. The ecological viewpoint is used to better characterize the discovered frameworks. The target words that are subsequently utilized to identify frames are found using the content analysis approach. The results show that animals are most prominently portrayed in four key contexts: as entities, as benefactors, as decorations, and as heavenly signals. These frames also show how animals are portrayed in a variety of contexts, such as as food supplies, priceless possessions, war equipment, and divine indications. The positive tale of animals depicted in the Quran presents a pivotal understanding of their duties in the ecosystem

Hulme et al., (2018) found in their research that US media frame climate change as a riddle to be comprehended, meanwhile UK media put the frame about climate change as a very urgent problem that requires to be solved by the policymakers. This research applied content analysis approach to reveal the framings and collected the data through the corpus. Zeniakin, (2022) applied discourse analysis, framing analysis, and multimedia analysis to gather news outlets in British. The article's findings exhibit that people maintain a conservative worldview regardless of how challenging the circumstances are. However, there is a glimmer of hope as certain anthropocentric frameworks pave the way for ecocentrism, a new paradigm of human-nature connections.

According to Stibbe (2015b) framing must be identified through the words, phrases, or expressions that are used to construct and convey the framing, such as metaphors, analogies, comparisons, or narratives. The relations are the connections or associations that are established between the elements of the source and target domains, such as similarity, contrast, cause,

effect, or responsibility. For example, if orangutan is framed as an endangered creature some, triggered words or elements appeared must be 'extinction', 'threatened', 'smuggled', or 'protect' and some of the relations are opposition, conflict, action, or outcome. Frames can guide metaphorical understanding because the existing frames can influence how we interpret metaphors. Seeing nature as a resource might lead us to interpret "orangutan is the guardian of the forest" metaphor as acceptable resource extraction. Together, they shape attitudes and behaviours: The synergy between framing and metaphor influences our ecological values, environmental policies, and ultimately, our actions towards the natural world.

Ecolinguists analyse how framing and metaphors operate in various contexts, such as media, policy documents, or everyday conversations. Understanding these mechanisms allows us to deconstruct biased views, promote more sustainable narratives, and foster positive human-nature relationships. In this study, metaphors are frequently employed in the language of conservation to emphasize the significance, worth, and distinctiveness of orangutans as well as the dangers and difficulties they confront. Metaphor, is a pivotal structure or scheme of mind that permits people to utilize what we comprehend about our physical and social experience to provide understanding of countless other subjects (Lakoff & Johnsen, 1980). In ecolinguistics, metaphor plays a crucial role in investigating the story we live by. This has been popularized by Stibbe, (2015a) which highlights there are destructive, ambivalent or beneficial metaphors. These three types of metaphors in ecolinguistics highlight that people create metaphor not only to create a vivid and effective way of expressing an idea or concept by comparing it to something else that is more familiar or concrete but also to show that there are cognitive layers to comprehend.

Metaphors can help the reader or listener to understand something better, to appreciate its beauty or significance, or to discover new meanings and perspectives. Metaphors are also a powerful tool for persuasion, as they can appeal to the emotions and imagination of the audience. A thesis provides a wide range of metaphors in ecology issues is presented by (Skinnemoen, 2009). He applied several theories to analyse metaphor including cognitive linguistics, cognitive semantics, and conceptual metaphor theory. He figured out metaphors like *environmentalism is war*, *environmentalism is a game*, and *environmentalism is a personal relationship* are pervasive in climate change discourse. Chukwu et al (2022) investigated the conceptual metaphors of environmental degradation discourses in selected Nigerian poems. The results expose that *Niger Delta Oil Wealth as Death*, and *Niger Delta Oil Exploration Activities as War*. Lin & Cao (2022) research' focus is investigating the metaphor in ecological discourse written in UN report and discovered that

metaphor of conflict, metaphor of journey, and metaphor of living organism are prevalent in Chinese and English ecological discourse.

The aforementioned studies mark that metaphors are really pervasive in human's life but they are lacking in incorporating the results of the study with the ecosophy which is a central function in ecolinguistics study. Therefore, based on the problems above, the research questions are:

1. What are the framings of orangutan circulated in the conservation area?
2. How the metaphor of orangutan applied in the language of orangutan' conservation?

METHOD

This research applies qualitative method since it is started by the observation of the existing problems. Qualitative research is applicable to ecolinguistics research because it can help to explore the complex and dynamic interactions between language and ecology in various contexts and perspectives. The researchers initiated the research by observing the status quo of orangutan conservation. As an ecolinguist, the researchers discovered that language usage in the conservation area doesn't promote the beneficial communication about orangutan. Therefore, researchers interviewed some stakeholders such as the local communities and conservationist around Bukit Lawang Orangutan Conservation and collected the data in the form of interview, infographics, pamphlet, and yearly report from orangutan' NGO. The researchers embraced the discourse analysis approach by using Stibbe's framing and metaphor approach.

Data Analysis Procedures

To analyze the framing in ecolinguistics, (Stibbe, 2015a)—suggests the following steps:

First, the researchers selecting the target domain to be framed, in this case the target domain is orangutans. Next, the researchers determining the source domain—such as a game, illness, travel, or war—that is utilized to frame the target domain. Repeated source domains for orangutans include "endangered," "threatened," "kinship," etc. After mapping the words or components onto the objective in preserving orangutans. Mapping the target source include "endangered animal" and "delicate beast." The next mapping is understanding the behaviour of the target domain, including accountability, desired, feasible, and ethical aspects. The last step is dividing the frame into positive or negative categories.

Examples

(1) Sumatran orangutans are critically endangered. There are less than 7000 Sumatran orangutans left in the wild, and the population is shrinking every year.

Here in data (1) the Sumatran orangutan is the source target. The orangutan is projected to be the target as the endangered creature; therefore 'endangered creature' is the source domain. The one who is responsible to protect this issue is the conservationist, policy makers, local communities, environmentalist. The desired action is to call out everyone to look into these issues and take action to protect this species. There is possibility that orangutan will extinct if immediate action is delayed to take, but also there is possibility that orangutan population will thrive again if the objective of the conservation is achieved'.

(2) Orangutans are the best forest regeneration agents who can spread forest fruit seeds through their feces, but they continue to lose their homes due to infrastructure development, mining and illegal logging.

Data 2 shows that orangutan is mapped as the best agents for forest regeneration. The best agent is the source domain. Responsibilities of this issue are borne on the government, companies, local communities, and the environmentalist. This framing indicates that even though orangutan is the animal that is beneficial but people seem ignoring their role in protecting the forest. The possibility of this issue is very clear that orangutan is being abandoned because their losing their habitat. It can cause another framing that orangutan is the trespasser because they breach people' property since they no longer have home. The desired action is eventually spreading the awareness that orangutan needs an enclaved and protected area as their home.



Figure 1. Language used in Bukit Lawang Orangutan Conservation area.



Figure 2. Researchers conducted interview with local communities and conservationist.

The participants of the interview consist of 5 Orangutan rangers that conduct regular patrols in orangutan habitats to monitor illegal activities such as poaching, logging and deforestation. Their roles in the interview were to answer some specific questions regarding the research such as: What's their opinion about the current status of Orangutan in their own habitats?, How they narrate the story about Orangutan to the outsiders? What are the possible threats faced by the Orangutan?. These open questions are obviously unstructured and open. The researchers gathered some significant phrases they used during their explanation about the given set of questions. The researchers then elicited the phrases and classified them into the triggering words.

FINDINGS

The research of framing and metaphor of orangutan conservation is a topic that explores how language shapes and reflects human perceptions, values and actions towards orangutans and their habitat. Framing and metaphor are linguistic devices that can emphasize different aspects, and implication of orangutan conservation, and can appeal to different audiences or groups. The researchers applied the combination of Pan & Kosicki (1993) Semetko & Valkenburg (2000) method in analysing the framing

Tabel 1. Pan and Kosicki Framing Analysis: Endangered species

Syntactical Structure	Script Structure	Thematic structure	Rhetorical Structures
Headline: "Sumatran Orangutan are critically endangered"	What?:Orangutan is in danger	Estimated that fewer than 10,000	Sanctuary, iconic, vital

Syntactical Structure	Script Structure	Thematic structure	Rhetorical Structures
Lead: The Sumatran orangutan, distinguished by its fiery auburn fur and gentle demeanor, is one of the two species of orangutans found in the world. However, their existence is under siege due to rampant deforestation, poaching, and human-wildlife conflict.	Who? Orangutan, conservation organizations, local communities, government Where?: Taman Gunung Leuser Why?: rampant deforestation, poaching, and human – wildlife conflict When?currently/status quo How?: unwavering dedication and concerted action	Orangutan remain in the wild A sprawling national spanning over 7,297 square kilometers	refuge, multifaceted, A race against time,
Sentence Structure: Simple sentence, compound sentence.			
Background: Taman Gunung Leuseur			
Reference: No reference in this discourse			

The framing about Orangutan as an endangered species is reflected in table 1 that applies (Pan & Kosicki, 1993) which streams the analysis structure into four types. The syntactical structure is eventually divided into headlines which captures the composed narration and can influence readers' interpretation about the discourse or content. In this case, readers are aware of the headline which describes that Orangutan is in the brink of extinction. The second part of the structure is the lead paragraph. Here, the lead paragraph provides an information about the status quo that Orangutan status is in danger. This introduces the key elements that frame the issue. The third structure constitutes the sentence structures. There are two types of sentence found in the discourse: simple sentence, compound sentence. Sentence structure can influence the tone and the emphasis of the piece

(3) furthermore, poaching poses a significant threat to the survival of these primates

Data (3) is a simple sentence constitutes a subject "poaching" and a predicate "poses"

(4) The situation is dire, and urgent action is needed to ensure the survival of this critically endangered species

Data (4) is a compound sentence consists of first independent clause “the situation is dire, joined by conjunction “and”, followed by another independent clause “urgent action is needed”

The last type of syntactical structure is reference where the data found in this research doesn’t use any references or quotation.

The script structure focuses on the underlying storyline or narrative used to present an issue in the news media. It delves into how the story is packaged and presented, rather than just the formal aspects like headlines and sentence structure. This structure elaborates the central conflict in the issue. In this case the central issue is eventually the shrinking population of Orangutan in their conservation. This structure also elaborates the reasons and the probable consequences. Basically, this structure composes the 5W + 1H questions to be filled by the discourse.

The thematic structure in the table above provides the values and perspective embedded in the discourse trough the details, facts, and arguments. In this case, the data shows that currently there are less than 10.000 Orangutang in Taman Gunung Leuser which faces a looming threat of extinction. The last structure is rhetorical which serves the emphasize of language choices and persuasive techniques. In the data above, phrases and **words like: “Sanctuary”, “iconic”, “vital refuge”, “multifaceted”, “A race against time”, contains metaphorical expressions.**

Table 2. Framing of Orangutan in the Conservation Area based on Semetko & Valkenburg (2000) approach.

Framing	Phrases	Triggering Words	Types
Crisis Frame	Habitat loss, Illegal hunting, agricultural expansion, path of destruction	Lost, destruction, extinct, failure, threatened	Conflict
Charismatic Megafauna Frame	Intelligent and endearing creatures	Smart, unique, rare, charismatic, attractive	Moral
Ecosystem Services Frame	Seed dispersers, forest maintainers	Livelihood, income, opportunities, beneficial	Economic Consequences
		Wild, unruly, beast, thief	Human Interest

Human	
Wildlife	
Conflict Frame	Orangutan trespass

Based on the research conducted by Semetko & Valkenburg (2000), Framing analysis approach is classified into: Attribution of Responsibility Frame, Conflict Frame, Moral Frame, Economic Consequences Frame, and Human Interest Frame. From the data above, only attribution of responsibility frame which is not detected. Conflict frame presents an issue or a clash between opposing sides. Obviously, the issue of conflicting ideas here is Orangutan in the conservation is still facing some challenges like poaching, deforestation, land clearing, and etc. This concept is identified in the phrases like "Habitat loss", "Illegal hunting", "Agricultural expansion", an "path of destruction". There are also linguistics expressions like "Lost", "destruction", "extinct", "failure", "threatened". The aforementioned words explain the crisis stage within the Orangutan conservation

The moral framing type considers the good and bad of a framed story. It is very much related with the ethical values. For example, from the data above, Orangutan is depicted as something "smart", "unique", "rare", "charismatic", "attractive" which lead to judgement that Orangutan deserves to be protected. Meanwhile the framing of economic consequences elaborates the economic wise caused by the status quo. As the entity that has many roles in the jungle, Orangutan benefits not only the surrounding but also the local people. Orangutan conservation has become a tourist destination in Bukit Lawang Ecotourism area and this has created economic ripple in the area.

The last type of framing is the human-interest frame. This explains about personal stories of people affected by the issue. Orangutan is described as something unruly, wild by the locals. They believe that Orangutan sometimes do the trespassing and crossed to their farms for food. It turns out that Orangutan trespasses because their habitat is shrinking.

Table 3. Metaphor of Orangutan in the Conservation Area

Metaphor	Meaning	Ecosophy Types
The Gentle Giant	The word "gentle" signifies that orangutan is peaceful and friendly and non- harm. "Giant" refers to large posture and strength which juxtaposes with their gentle personality.	Beneficial
Guardians of the forest	The word "guardian" means the protector echoing the famous movie of the "guardian of	Beneficial

Metaphor	Meaning	Ecosophy Types
	the galaxy". This reference amplifies orangutans' role in balancing and maintaining the forest.	
Vanishing Treasure	Orangutan is considered as a treasure to indicate the sheer value it attaches to the environment. Therefore, with only a few left in the jungle, orangutan is eventually vanishing and -the urgency to protect them from extinction is high	Ambivalent
Forest's single fighter	Due to their nature, orangutan is a very individualistic creature. Single fighter is used to give justice to their role as solely jungle warrior.	Ambivalent
Kidnapper of the jungle	Local people in Bukit Lawang area used this metaphor to scare their kids roaming around the jungle, even though there were never report orangutan kidnapped the children	Destructive
The Pest	Local people in Bukit Lawang area believe that there are times when orangutan destroyed their crops since orangutan can no longer find foods in their habitat due to the deforestation	Destructive

The metaphor of "Orangutan is the gentle giant" reflects the gentle nature and the vulnerability of their sanctuary. In critical metaphor theory, the target domain is the Orangutan and gentle giant the source domain. The "gentle giant" is more familiar concept that elaborates the characteristics used to depict the creature. This highlights the concept of immense size and surprising gentleness. By contrasting Orangutan to gentle giant, the more common concept is applied to understand the less familiar one (Orangutan). This evokes feelings of wonder, respect, and perhaps a touch of sympathy for these magnificent creatures facing threats to their survival

Ecosophy wise, this metaphor is *beneficial* in type because it emphasizes the ecological wisdom, offers a valuable framework for promoting Orangutan conservation. This ecosophy encourages a deeper reflection on humans to move away from a narrative of Orangutans as cute and cuddly towards recognizing them as intelligent and irreplaceable members of a complex ecosystem.

Another result of metaphor "Orangutan is the pest" exemplifies the *destructive ecosophy* because it doesn't promote the beneficial things about orangutan. The destructive ecosophy can be harmful to orangutan and doesn't promote ecological harmony. The target domain is orangutan and the source domain is pest. This metaphor is used in the situations where humans

and orangutan are in conflict, due to the competition of the resources. The word "pest" is a term for unwanted creature interferes with human activities or causes damages.

The metaphor of "orangutan is the vanishing treasure" gives an explanation that the target domain is the specific being of orangutan and the source domain is the vanishing treasure. The source domain highlights the value and the importance of orangutan. This also tells that orangutan as the treasure can be lost or become extinct which emphasizes the endangered status of this creatures. This elaborates a wider context that orangutan is precious and valuable not only to the environment but potentially to human as well.

The ecosophy type of this metaphor reflects its *ambivalent* nature because the meaning is multifaceted. While it offers the description of orangutan as something valuable like a treasure, it gives an impression of potential pitfalls of over exploitation.

DISCUSSION

Crisis Framing

Crisis framing is a way of using language to emphasize the urgency, severity and responsibility of a situation, and to motivate and influence the audience to take action or support a solution. In environmental communication, such as conservation campaigns, policy, education, and media, crisis framing is frequently employed to increase awareness and concern about the threats and difficulties facing nature and species. The research conducted by Li & Su (2018) Murray (2020), McHugh et al., (2021) have all the same messages that crisis framing issues particularly in climate change have surged recently but didn't bring any specific area to which context the crisis framing impacts on. This research differs the aforementioned researches in the department of the object. While climate change really is the hot topic for researchers, no one touches and discusses about a specific fauna. The position of orangutan as the creature puts crisis framing into a niche context. The language employed in orangutan conservation is one instance of crisis framing in environmental communication. The only great ape native to Asia is the orangutan, and due to habitat loss, illicit hunting, and wildfires, they are in grave danger.

The text about Orangutan prevailed in the conservation area heightens the words like "crisis", "systematic failure", "extinction", "irreversible decline", and "alarming" to highlight the seriousness and urgency of the situation. It also uses statistics and evidence to show the extent and impact of habitat destruction and population decline. It also calls on the president and his administration to act immediately and adopt a comprehensive strategy for orangutan conservation.

Charismatic Megafauna Frame

Charismatic megafauna framing is a way of using language to emphasize the attractiveness, uniqueness and importance of large and iconic animals, such as orangutans, and to appeal to the emotions and values of the audience. A research conducted by Wroe et al. (2013) investigated the extinction process of megafauna in Sahul by using framing analysis. The result believes that some species have been extinct due to the climate change. The difference with this research lies on the fauna and the theory. Moleón et al., (2020) discusses the very basic comprehension of how the term of megafauna is used and defined. There's still ongoing research on the definition of megafauna, but it ensures that "megafauna" terminology is based on the sheer size and the contribution to the nature. Meanwhile, the framing of orangutan as megafauna in this research is relatively well kept and protected due to the framing that these creatures bring a lot of benefits to the surrounding. Therefore, this framing is often used in conservation to raise public awareness and support for endangered species. This type of framing is also useful and effective to garner attention and resources. Usually, this framing utilizes words and phrases like "intelligence", "social behaviours", "striking appearance".

Ecosystem Service Frame

In orangutan conservation, the term "ecosystem service frame" is used to underline the advantages and services that orangutans and their habitats offer to both people and the natural world. The direct and indirect benefits that ecosystems provide to people's well-being include things like food, water, climate regulation, pollination, recreation, and cultural values. The ecosystem service framework in orangutan conservation can serve to increase understanding of the value of orangutans and their forests from an ecological and economic standpoint, as well as to provide justification for and inspiration for their conservation and revamp.

Human - Wildlife Conflict Frame

This framing is apparently vital for orangutan conservation because it delivers and showcases the problems between human and orangutan. The conflict is paramount to emphasize that orangutan can venture to humans' residents to seek for food if their habitat is disturbed. This framing always highlights that orangutan can destroy crops and prone to the safety of human beings. However, there's also facts that human threats and also devastates orangutan habitat.

Welden (2017) did extensive research about human wildlife conflict in the newspapers which results that newspapers audiences are prone to the exposure of negative framing about nature. Many people are unaware of this

conflict due to the ignorance or lack of participation in environmental issues. The difference between the later research with this research is that there is no specification context of which wildlife is being framed and narrated. Obviously, the framing about orangutan in the conservation fills the gap of the novelty about human – wildlife conflict frame research.

Metaphor

In an ecolinguistics study, using language to compare and explain orangutans' morphological and behavioural traits is known as the "orangutan metaphor." A study conducted by Rose (1995) explains that orangutan is a "metaphor for humanity" saying that in some ways orangutan teaches human values of protection for the habitat. This situation echoes in the result of this research that orangutan is the guardian of the forest for their role in protecting and preserving the forests. Minarchek (2018) also highlights the animal metaphor addressed to "orangutans as mega fauna" in his research about orangutan crisis in Indonesia signifying the existence of orangutan is as pivotal as other great mammals such as elephants, lions, etc. In his study, he also mentioned that the sheer number of experiments conducted on orangutan highlights the metaphor of "orangutan is a lab rat".

Besides metaphors explained above about orangutan, there are plenty of metaphors elaborate orangutan such as: "orphans of the forest," "gardener of the forest", "people of the forest", "innocent victims", "red apes of the rainforest", "ambassador of the rainforest", "guardians of biodiversity", "ecosystem engineers", "voiceless wonders". The way that various stakeholders, including conservationists, politicians, researchers, local people, or the media, utilize words, phrases, or expressions to convey their opinions, beliefs, and activities in support of orangutan conservation is known as language used in orangutan conservation. Language may impact how people view, comprehend, and react to orangutans and their environment, as well as how they might persuade others to support or take part in efforts to save them. Language may influence orangutan conservation results and impacts through influencing public perception, opinions, and behavior.

CONCLUSION

Framing can be used in ecolinguistics study to examine how language affects our perception and attitude toward environmental concerns, such as the preservation of orangutans. The jungles of Borneo and Sumatra are home to the endangered orangutan, a primate that is threatened by human activities including illegal trade, poaching, and deforestation. When language is used to emphasize the worth, significance, and distinctiveness of orangutans and to inspire people to conserve them and their habitat, this is known as

positively framing orangutans. Examples of how metaphors are used to favourably frame orangutans include: Orangutans are our closest living relatives, according to some ecolinguistics specialists. This analogy emphasizes the biological and behavioural resemblances between people and orangutans, as well as the moral responsibility to safeguard them.

When orangutans are negatively framed, it justifies the exploitation, torture, or eradication of these animals by portraying them as ferocious, savage, or inferior beings. Some ecolinguistics academics, for instance, have looked at how narratives are used to frame orangutans unfavourably, portraying them as a hindrance or annoyance to human advancement. The advertising glorifies palm oil plantations as a representation of economic development and modernity while omitting the terrible effects on local wildlife, culture, and livelihoods, particularly orangutans. The commercials convey the idea that orangutans are not as significant as economic development. Framing can have significant effects on how people perceive and respond to ecological problems and solutions. Therefore, ecolinguistics can help to reveal and critique the frames that shape our stories about our environment.

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