

Hotspot Management Strategis in the Media Framing during the Covid-19 Period

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Abstract. Fires and Covid-19 are disasters that occur in developing and developed countries. Indonesia is a developing country that has a high potential for fire disasters and is struggling to resolve Covid-19. The Covid-19 pandemic is a major challenge for Indonesia in dealing with forest and land fires. The communication process in implementing a hotspot handling strategy is a very important element. One way to communicate is the mass media. The mass media has an important role as an early warning system for the community. The purpose of this study is to provide an overview of "Hotspot Management Strategies in the Media Frame during the Covid-19 Period". The research method uses literature studies and text analysis of framing in mass media regarding news of fire disasters in online media. Selection of cases on fire news by several mass media. The findings from the research are that media plays an important role in helping outreach and shaping information related to strategies undertaken in hotspot handling. The conditions of the Covid-19 pandemic limit people from interacting outside the home, with the mass media as a solution. The limitations of the research are limiting the online media under study, namely online media channels in South Kalimantan; kassel.antarane.ws.com, infobanua.co.id, metro7.co.id, and kanalkalimantan.com, during July 2020. The choice of media was due to the focus of research to see the framing of the Kalimantan media related to hotspot handling strategies. The results of the study show the role of the media in framing news related to hotspot handling strategies in the Covid-19 disaster conditions. The media is very helpful in optimizing information in disaster mitigation. The synergy of media and society is also very important in the process of information distribution in maximizing fire handling efforts.

Keywords: Strategy, Hotspot Management, Disaster, Covid-19

