

# Management\_Strategies\_in\_Media\_Framing\_During\_the\_Covid-19

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## Hotspot management strategies in 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 was to provide an overview of "Hotspot Management Strategies in Media Framing 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 was media played an important role in helping outreach and shaping information related to strategies undertaken in hotspot handling. The conditions of the Covid-19 pandemic limited people from interacting outside the home, with the mass media as a solution. The limitations of the research were limiting the online media under study, namely online media channels in South Kalimantan; kassel.antaranews.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 showed the role of the media in framing news related to hotspot handling strategies in the Covid-19 disaster conditions. The media was very helpful in optimizing information in disaster mitigation. The synergy of media and society was also very important in the process of information distribution in maximizing fire handling efforts.

### 1. Introduction

Covid-19 (Coronavirus Disease 2019) is a pandemic that has hit almost the entire world. Symptoms of Covid-19 are symptoms that resemble a great flu, with a dissertation of fever, runny nose, dry cough, sore throat and headache [1]. The Covid-19 virus is very dangerous because the virus spreads rapidly by infecting the respiratory system and is deadly [2]. December 2019, an outbreak of local pneumonia with unknown causes was first detected in Wuhan (Hubei, China), and quickly caused by the new coronavirus [3]. Not only Indonesia, the countries affected by the virus include China, Japan, the United States, Singapore, Korea and dozens of countries [4]. The Corona virus or more familiarly known as COVID-19 (Corona Virus Disease 2019) was first discovered in Wuhan City, China at the end of December 2019 [5].

The Covid-19 disaster that occurred in the world has a very broad impact on health and economic conditions [6]. The COVID-19 pandemic is the first health crisis to hit the whole world [7]. Many people have lost their livelihoods, and many entrepreneurs have closed their business activities [8].



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community itself, <sup>5</sup> there are still many who do not fully know about the dangers of Covid-19. The limited information received by the public is a major contributing factor. Seeing this, it is necessary to have accurate information through the media.

Climate change during the Covid-19 pandemic continues to occur. Climate change can sometimes lead to disaster. Disasters are unpredictable and threaten the world [9]. Disasters can take lives and have a very complex impact [10]. Disasters become a national and international problem, both in cities and in villages, including fire disasters.

Fire is a type of disaster that occurs due to climate change. Mitigation carried out <sup>13</sup> in the context of tackling climate change is one of the strategies for dealing with fires in the future [11]. Communities, scientific institutions, political institutions on an international and local scale have begun to discuss the existing strategies [12-16]. The synergy between policies, strategies and steps in mitigation is increasingly important to be carried out scientifically and practically [17-20]. More and more research on climate mitigation, plans and strategies will greatly assist in mitigating disasters that occur in the future [21-23].

Indonesia is a developing country that is prone to various types of disasters including fires [24]. The frequency of fire disasters increases every year so that it requires more serious handling. Fire disasters usually occur every dry season. Fire disasters also occur frequently in South Kalimantan. South Kalimantan is an area prone to peatland fires [25]. The problem that often arises is that each region is not ready to face disasters that occur in its region [26]. Each region does not yet have good disaster mitigation and management. Communication problems in disaster management are very vital, including in fire disasters.

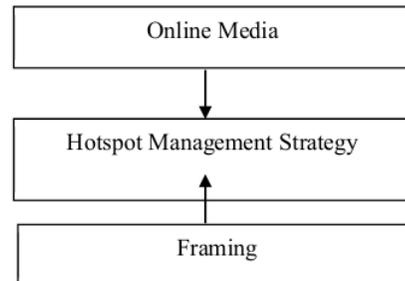
Good communication will be successful and effective when there is clarity, accuracy of message content, the media used is easily understood and captured by the recipient [27]. Today, communication is very much needed to support the success of the Covid-19 disaster mitigation process. It is hoped that the existence of communication through the mass media will find it easier for the public to obtain information. Sharing information and knowledge related to disasters and mitigation is very important. Introduction to disasters or information about disasters is needed to minimize the impact after a disaster [28]. Lack of communication and coordination in disaster management has an impact on rehabilitation and reconstruction. Disaster communication studies especially during the emergency response to speed up the construction and rehabilitation process are very important [29]. So a variety of innovations are needed in disaster mitigation activities, especially in communicating to the public regarding the information needed in disaster mitigation [30].

The Covid-19 pandemic is a major challenge for the Indonesian state in dealing with forest and land fires. The communication process in implementing <sup>4</sup> hotspot handling strategy is a very important element. One way to communicate is the <sup>8</sup> mass media. <sup>8</sup> Mass media is one form of public communication that exists. The current condition is that the role of the mass media is very large, such as early warning systems and education for the public. Through the existing mass media, the public can easily receive existing information. The more the public gets information about fire hotspot management strategies, it is hoped that the community will be more careful. Seeing this, it is necessary to conduct research with the aim of providing an overview of "Hotspot Management Strategies in the Media Frame during the Covid-19 Period".

Communication is also seen as a process of giving signals by communicators to communicants according to certain rules [31]. Signal words in the form of verbal and nonverbal have certain rules [32]. Communication is a science related to how to achieve effective communication in human interaction to obtain existing information [33]. The communication referred to in this study is the one used in the mass media in order to inform the public about hotspot management strategies for fire disaster mitigation.

Communication can be successful if there is mutual understanding, between the two parties, between the sender and recipient of the information can understand [33, 34]. The recipient here is the public, while the sender is the existing mass media. The mass media in this study is the mass media that informs the news.

Communication through media in the digital era is currently very necessary to facilitate access to information circulation. Communication carried out by online media consists of information related to fire host management strategies within the media frame (see Figure 1). Communication media as a means of support in disaster information systems have an important role in community preparedness and early warning efforts [29].



**Figure 1.** Strategy for handling hotspots in the media frame during the Covid-19 period.

## 2. Methods

This type of research uses a qualitative and descriptive approach. Qualitative research methods, namely understanding the phenomenon that is happening, which is being experienced by research subjects, both in terms of attitude, behavior, motivation, action [4, 35-37]. What is important for the development of this work is the selection of a number of websites to be researched, the sample list used is representative of the main website which contains content regarding communication issues related to hotspot handling strategies during the Covid-19 pandemic [38]. Collecting data through documentation study by collecting news texts purposively. The author describes the phenomenon of hotspot handling strategies in the media frame by analyzing any information through print, electronic and online media, linked to the theoretical basis of public communication.

The unit of analysis is the reporting of strategies in dealing with forest fires during a pandemic. Determination of criteria in selecting news samples, namely news in the South Kalimantan era that has entered the new normal era, namely July 2020 (see Table 1). The reason for choosing the media is based on the highest rating and the highest number of readers. In addition, the news in the online media has good reporting standards according to journalistic principles.

**Table 1.** Research variable.

Aim	Variables	Data collection
Online Media Framing, a strategy for handling hotspots during the Covid-19 pandemic	Kalsel.antaraneews.com	secondary data
	infobanua.co.id	secondary data
	metro7.co.id	secondary data
	kanalkalimantan.com	secondary data

Source: [39, 40]

The framing analysis technique used in this study is the Robert M. Entman analysis model. Framing analysis seeks to reveal the strategies used in handling hotspots then constructed by online media. The concept of framing to describe the news framing selection process related to the Covid-19 disaster constructed by the mass media [41, 42]. This study refers to the use of the credibility element where the results of observations made in various studies are based on references from previous books and research that are guaranteed to be credible to be used as references [42]. Researchers chose the Robert Entman

framing device because the Entman framing device was able to help researchers describe framing news related to strategies in hotspot handling carried out by online media. Framing is seen as placing information in a more specific context so that the issues discussed get a bigger portion than the other issues (see Table 2).

**Table 2.** Framing analysis.

<i>Define Problems</i>	First element as master framing. Here, we can see how an event is understood. Whether the news is positive or negative.
<i>Diagnose causes</i>	Find and estimate the source of the problem. This dimension seeks or seeks to know how the event is understood, occurs and what or who is the source of the cause.
<i>Make moral judgement</i>	An assessment of the moral values used to legitimize or argue for an action or idea being made
<i>Treatment recommendation</i>	What efforts or solutions are offered and done to resolve the problem? This settlement depends on the issue and who caused the problem (the first element)

Source: [41]

### 3. Results and discussion

This study focuses on examining how online media framing news about hotspot handling strategies during the Covid-19 pandemic. The mass media studied is the focus on online media, because of the condition of people's needs for actual and factual news, the presence of online media as the main alternative answers the desires of people who really need information quickly, precisely and accurately. The research was conducted on news published by five selected South Kalimantan online media in July 2020 because on that date it can be assessed how responsive the parties involved are in disseminating information to the public through the media to answer various curiosity and curiosity of the community regarding the efforts made in preventing and handle hotspots during the Covid-19 pandemic. The role of the media here is very important in presenting news and education on how society should behave in facing this outbreak. The role of the media here is in the news frame regarding strategies for handling hotspots during a pandemic (see Table 3).

Based on the results of framing on the news published by the online media infobanua.co.id entitled "Wakil Bupati HSS Tim Karhutla Terapkan Protokol Kesehatan" it shows that the news presented here focuses on the description described by the deputy head of HSS regarding the efforts made by PT. AGM in anticipating forest and land fires in the vicinity of the company. This information, although the emphasis is related to the anticipation made by private companies, but because it is conveyed by the stakeholder, in this case the deputy regent, will greatly affect the community.

We can also find something similar how the online media kalsel.antaranews.com did the news on its news entitled "Di tengah terjadinya pandemi, PT Tri Buana Mas tidak lengah antisipasi Karhutla". In this news, the online media kalsel.antaranews.com made a moral judgment which provides an overview of how PT. Tri Buana is not careless in anticipating forest and land fires even though in the midst of a Covid-19 pandemic condition by monitoring hotspots regularly, and also mapping areas that are prone to fires so that it is an initial anticipatory step in preventing the emergence of hotspots around the company which will later will be the forerunner of forest and land fires.

Framing analysis conducted by the media kanalkalimantan.com with the news entitled "Hadapi Karhutla BPBD Banjarbaru Siap Gandeng BPK Swasta" which based on the framing in the media informs that the strategy prepared by BPBD Banjarbaru in handling Karhutla is to conduct massive socialization, prepare a fleet team. and facilities that will be used to carry out fire extinguishers at any time. The approach taken by the media according to element in Robert Etnman's framing is treatment recommendation, which focuses on solutions and efforts made to get out of the problems that occur.

Similar things were also done by online media metro7.co.id "KLHK Susun Solusi Permanen Cegah Karhutla di Indonesia". With the same elements as the media kanalkalimantan.com, namely focusing

on treatment recommendation in framing the news, the angle taken by the media focuses on the solution offered by the Ministry of Environment and Forestry in preventing the emergence of hotspots that cause forest and land fires, a solution described in the news are permanent solutions such as the formation of a task force, implementing integrated operations, involving MPA, building field posts, and law enforcement are not sufficient to control forest and land fires, other elements such as climate analysis, weather and technology modification must be added.

**Table 3.** Framing analysis on media.

No	News title	Date	Media	Explanation
1.	Article I. Wakil Bupati HSS Tim Karhutla Terapkan Protokol Kesehatan	17 July 2020	infobanua.co.id	efforts to prevent forest and land fires in the work environment of PT Antang Gunung Meratus, as well as simulation of forest and land fire preparedness by the company's Karhutla Disaster Response Team
2.	Hadapi Karhutla BPBD Banjarbaru Siap Gandeng BPK Swasta	25 July 2020	Kanalkalimantan.com	The strategy prepared by BPBD Banjarbaru in handling forest and land fires is to carry out massive socialization, prepare a team of fleets and facilities that will function to carry out blackouts.
3.	Article II. KLHK Susun Solusi Permanen Cegah Karhutla di Indonesia	3 July 2020	metro7.co.id	Permanent solutions such as the formation of a task force, implementing integrated operations, involving MPA, building field posts, and law enforcement are not sufficient to control forest and land fires, other elements should be added.
4.	Article III. Di tengah terjadinya pandemi, PT Tri Buana Mas tidak lengahantisipasi Karhutla	7 July 2020	Kalsel.antaranews.com	By utilizing drone technology, PT TBM is able to periodically monitor hotspots, and map areas prone to fire.

Source: Secondary Data, 2020.

The framing results of several media used as research samples emphasize the role of the government and the private sector to anticipate and prevent hotspots from occurring during the Covid-19 pandemic. Hotspots that cause fires and land. The fires that occurred resulted in the community experiencing losses in both material, safety and health. Emphasizing important values on several existing media are:

- Infobanua.co.id coverage explains the efforts made by private companies to prevent fires through government messages;
- Kalsel.antaranews.com explained that related parties were not careless in anticipating forest and land fires even though they were in a state of the Covid-19 pandemic by periodically monitoring hotspots;
- kanalkalimantan.com explained that taking action to anticipate the emergence of hotspots by conducting massive socialization, preparing a fleet team and facilities that will function to extinguish at any time if a fire occurs;
- The online media metro7.co.id focuses on framing news by taking an angle from the government's side.

Photos in the online media kalsel.antaraneews.com emphasize information that there are efforts made by the related team in order to prevent the spread of hotspots in land and forests that are the forerunners of larger forest fires (Figure 2). But other media do not include pictures that support information strengthening in online media coverage



**Figure 2.** Fire extinguishing simulation from PT Tri Buana Mas, Tapin's rapid reaction team.

### 3 Conclusions

- a. Online media which was the object of research becomes a bridge between the government and the private sector as information intermediaries,
- b. The framing emphasis on each of them almost had,
- c. Publication was very much needed by the community as a means of information to determine the extent of the strategies of related parties in anticipating forest and land fires through monitoring the spread of hotspots.

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