

CRISIS COMMUNICATION IN REPORTING ON THE SUMATRA FLOOD DISASTER: REPUTATION MANAGEMENT AND POLICY LEGITIMACY

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Abstrak

Penelitian ini bertujuan untuk mengetahui strategi komunikasi krisis pemerintah dalam pemberitaan banjir Sumatera. Meskipun upaya pemulihan telah dilakukan, krisis legitimasi yang muncul dari komunikasi publik pada saat bencana. Metodologi menggunakan pendekatan kualitatif dengan dengan teknik analisis isi berita media online. Teknik analisis data dimulai dari pengumpulan berita daring terkait pemulihan banjir Sumatera di Media Kompas.com, Detik.com, Tempo.co, dan Tirto.id. Kemudian direduksi data dengan kategori pemulihan banjir dan teks berita kemudian dianalisis untuk menarik kesimpulan dengan menggunakan Situational Crisis Communication Theory (SCCT) untuk membedah strategi narasi komunikasi pemerintah. Temuan menunjukkan media dengan narasi lebih panjang cenderung memberikan ruang strategi komunikasi menyeluruh. Media online digunakan untuk mempertahankan legitimasi, penguatan reputasi, membangun kepercayaan publik dan kebijakan pemulihan yang akan dilakukan. Informasi instruksional dengan narasi teknis mekanisme bantuan dan pembangunan hunian. Informasi penyesuaian dinarasikan dengan menekankan skala kerusakan infrastruktur dan tantangan keterbatasan sumber daya di lapangan. Manajemen reputasi diimplementasikan yang sangat bergantung pada strategi bolstering dan deal. Melalui pemberitaan memunculkan hubungan antara pembingkaihan struktural, dan kedalaman narasi berita dengan strategi komunikasi krisis dan respons krisis. Penelitian ini berkontribusi secara signifikan pada manajemen krisis dengan narasi media daring berfungsi sebagai alat strategis pemulihan legitimasi. Kedepan disarankan adanya analisis komparatif antara narasi media massa dan respons audiens.

Kata Kunci: Banjir Sumatera, Komunikasi Krisis, Manajemen Reputasi, Media online, SCCT

Abstract

This study aims to determine the government's crisis communication strategy in reporting on the Sumatra floods. Although recovery efforts have been made, a crisis of legitimacy has arisen from public communication during the disaster. The methodology uses a qualitative approach with online media news content analysis techniques. Data analysis techniques begin with collecting bold news related to Sumatra flood recovery in the media Kompas.com, Detik.com, Tempo.co, and Tirto.id. Then, the data is reduced by categories of flood recovery, and news texts are then analyzed to draw conclusions using Situational Crisis Communication Theory (SCCT) to dissect the government's communication narrative strategy. The findings show that media with longer narratives tend to provide space for comprehensive communication strategies. Online media is used to maintain legitimacy, strengthen reputation, build public trust, and communicate recovery policies. Instructional information with technical narratives on assistance mechanisms and housing construction, adjustment information was narrated by emphasizing the scale of infrastructure damage and the challenges of limited resources in the field. Reputation management was implemented, which was highly dependent on bolstering and deal strategies. Through reporting, a relationship emerges between structural framing and the depth of news narratives with crisis communication strategies and crisis response. This research contributes significantly to crisis management, with online media narratives serving as a strategic tool for restoring legitimacy. Future research suggests a comparative analysis between mass media narratives and audience responses.

Keywords: Crisis Communication, SCCT, Sumatra Floods , Online Media, Reputation Management,

1. INTRODUCTION

The Sumatra floods that occurred in Aceh, North Sumatra, and West Sumatra caused a serious humanitarian crisis with more than 1,200 fatalities and massive infrastructure damage in 53 districts/cities (BNPB, 2026). In

such a crisis situation, crisis communication plays a crucial role as an information bridge to minimize uncertainty and coordinate rescue actions amidst the emergency situation. This condition depends on the strategic role of the mass media. The effectiveness of disaster

management depends greatly on the speed and accuracy of information conveyed through the mass media as a bridge between the government and the public (Danielewicz, 2014; Jethwaney, 2023).

In disaster situations, the experiences of the community often contrast with government claims. Drone Emprit's findings show an anomaly: online media discussions are dominated by positive sentiment (69.4%), while public sentiment on social media is actually negative (57.3%). This data indicates a legitimacy crisis due to government communication patterns that are considered inconsistent, lacking empathy, and defensive (Rahayu, K. Y., & Susilo, 2025), (Fahmi, 2025). Public communication delivered by the government during disaster management is considered to show insensitivity, there are problems in disaster management governance, and does not show sympathetic, empathetic, present, honest, and open public communication needed during the handling of flash flood and landslide victims in Aceh, North Sumatra, and West Sumatra (Harto, 2025), (Salam, 2025), (Bbc.com, 2025) (Nurhidayat, 2025). The media can shape public perception by highlighting certain events over others (agenda setting) and framing narratives in certain ways (Koerber, 2020).

Communication readiness is fundamental in dealing with crisis phases. During a disaster, the focus of crisis communication shifts to delivering messages that are fast, concise, and accurate in order to minimize confusion and reduce the spread of misinformation (Beggs, 2018) (Roy et al., 2020), (Balraj et al., 2025). Meanwhile, in the pre-disaster phase, the mass media plays an important role in building community preparedness through the dissemination of risk information and shaping public perceptions of potential threats. Effective communication at this stage is able to present balanced, data-driven, and non-sensational information (Jethwaney, 2023a) (Jethwaney, 2023b).

Mass media plays a role in crisis communication, increasing the effectiveness of crisis responses and strengthening community social resilience (Danielewicz, 2014; Feng & Umaier, 2023). However, failure to deliver accurate and timely information often triggers

public perceptions and exacerbates post-disaster social impacts. This condition is crucial in examining the government's public communication narrative, constructed through digital media reporting, given that online media is a source of information. Analyzing the government's communication response to the multi-sectoral disaster in Sumatra during the 2025-2026 transition period, with online media reporting as a source of information, is crucial. Although numerous studies on disaster communication have been conducted, this study focuses on online media reporting using the Situational Crisis Communication Theory (SCCT) approach, considering the selection of post-disaster news as the post-crisis phase is the most crucial stage in shaping public perceptions of policy responsibility and legitimacy. According to SCCT theory, the Sumatran flood disaster is a type of natural disaster crisis. SCCT states that all stakeholders will view a crisis in the same way, and not all stakeholders will respond to crisis interventions (crisis responses) in the same way (W. Timothy Coombs, 2004) (W. T. Coombs, 2022). Situational Crisis Communication Theory (SCCT) is based on the situational influence on what will be the optimal crisis response, namely a response that maximizes benefits for stakeholders and organizations experiencing a crisis (Claeys & Coombs, 2020) (W. T. Coombs, 2022). Previous research has shown that government crisis communication management depends not only on "what is said," but also on how that information is implemented (Sanjev, Neerja, and Santosh 2021). Crisis communication strategies can influence trust in local leaders, and messages that overly emphasize the capabilities of the government or institutions can increase feelings of responsibility (Hirschfeld & Thielsch, 2022; Johnston et al., 2020). Effective government crisis communication requires principles of timeliness, transparency, coordination, accuracy/consistency, and trust/empathy, which are then processed into actionable recommendations (Savoia et al., 2023). The media tends to emphasize framing designed to determine the government agenda, such as fragile governance and official communication strategies (Wu & Choy, 2018), (Khawaja et al., 2025) (Raza et al., 2025) (Hayek, 2024). Based

on this statement, strategies implemented by the government almost always go through online media processes, namely being cut, summarized, given special titles, given special quotes, and arranged in a specific narrative. Therefore, this study does not only focus on the strategies adopted by the government, but also how online media provides (or limits) the narrative possibilities for these strategies. Through SCCT analysis, this is not only related to the choice of strategy, but the media also provides a narrative space that influences public opinion. This research contributes to establishing the relationship between online media, government response strategies, and narrative framing, with analysis through SCCT can add a new dimension to crisis communication. The media is not merely a conduit of information, but also an actor that shapes the news narrative. Practically, this study offers strategic recommendations for government public communicators in managing news narratives to strengthen social resilience amidst a national-scale disaster.

2. RESEARCH METHODS

This research method uses a qualitative method with a qualitative approach to news text analysis. A qualitative approach is a method for exploring and understanding the meanings obtained by a number of individuals/groups of people who are considered to originate from social problems (Creswell & Creswell, 2017). The data sources in this study on post-disaster recovery news coverage were selected with a view to comprehensively observing the government's crisis response strategies. The post-disaster or recovery phase provides space for the media to construct narratives about the causes of the crisis and evaluate the government's performance. The selection of post-disaster news is based on the Situational Crisis Communication Theory (SCCT) framework, which places the post-crisis phase as a key period in the formation of public attribution of responsibility to institutional actors (Coombs, 2007). At this stage, communication is no longer operational but oriented towards policy justification, reputation management, and legitimacy reconstruction. The data sources were taken from four online media outlets in Indonesia, Kompas.com,

Detik.com, Tempo.co, and Tirto.id, which were considered to focus on disaster reporting, report with different narrative characteristics, and be the most accessed media. Three news articles that best represented the handling of the Sumatra floods were taken from each media outlet.

The first step of the research began with searching the four media outlets using the keyword "Banjir Sumatera" (Sumatra Floods). The news period was from January 1-19, 2026. Next, the most relevant news items were selected based on news sources from the government and disaster recovery efforts. Second, the news items obtained were categorized according to the issues that developed. Then, the data in this stage used Situational Crisis Communication Theory (SCCT) as the basis for determining the response strategy narrative with four strategies, including: Denial, Diminish, Deal, and Bolstering. Third, the news was analyzed by looking at the government's strategy in managing the crisis based on the perspective of Situational Crisis Communication theory.

3. RESULTS AND DISCUSSION

The research data covers articles from four major online media outlets (Tirto.id, Tempo.co, Detiknews, and Kompas.com) with varying lengths of narrative. The distribution of news into three categories shows that the first category, consisting of 6-9 paragraphs, accounts for 30% of the news, which is dominated by news from Detiknews.com (see figure 1). This condition reinforces the nature of the media as a provider of fast news while still providing space for in-depth reviews on certain issues. The second category of 10-15 paragraphs accounts for 41%, with Tirto.id dominating the news by presenting consistent depth of information with all articles having a length of 10 paragraphs. Tempo.co shows a similar trend, with an average of 11 to 13 paragraphs per news item.

Third, the 16-23 paragraph news category appeared 21% of the time. One news item from Kompas.com recorded the most extensive and comprehensive data distribution, reaching 23 paragraphs, which was the highest narrative volume, and one news item from Detiknews had 16 paragraphs. This condition reinforces the

idea that news with long paragraphs provides opportunities for the government to insert detailed bolstering strategies or mitigation instructions, while media with shorter narratives tend to focus more on reactive crisis response statements and key points.

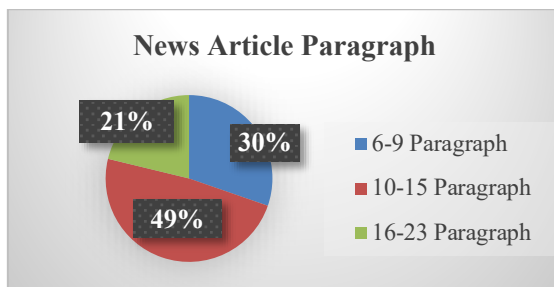


Figure 1 News Paragraph Length

Reputation Management: How to Develop a Crisis Response Strategy

The news text data shows that calculations indicate that the Bolstering strategy is the most dominant crisis communication response strategy used by the government, at 44%, with each news item reaching 100% (see table 1 and table 2). This means that the media narrative highlights the credibility of the authorities through efforts to portray their performance (ingratiation) and emphasize the government's status as a party struggling to cope with difficult conditions (victimage). From an SCCT perspective, the consistent use of ingratiation in communication in every news report may indicate a massive effort by the government to strengthen its "reputational capital." The government strategically uses the media to validate the performance of ministers and cross-sectoral coordination in building public perception that the crisis can be controlled. Refer to the news narrative "...involving the Central Statistics Agency (BPS) and the Directorate General of Population and Civil Registration (Dukcapil)... I ask the BNPB,

which has been validated, to pay immediately...", "...is committed to strengthening coordination with relevant ministries and institutions, local governments, the TNI, Polri, volunteers... in ensuring effective handling...". These narratives tend to use ingratiation reputation. Meanwhile, the news narrative "...the main challenge after nearly two months post-disaster is cleaning up the hardened mud...", "...Aceh itself is the province with the highest number of damaged houses at 208,693 units... requiring a budget of approximately Rp 59.25 trillion...", tends to lean towards Victimage.

Then, the Deal strategy followed with an almost equivalent figure of 41%, appearing in 92% of news reports. This means that the narrative of the news reports placed the government as using accommodative communication in its response to the crisis. After the Sumatra floods, the government emphasized physical forms of assistance in the form of infrastructure development and financial assistance by providing housing aid and budgeting for repairs. This condition was different from the previous period, which tended to look for the causes of flooding and connections between regions. Quoting the news, "...the government will provide compensation of Rp60 million. ...automatically, he will be given the index cost if he builds it himself, Rp 60 million will be given", "Rp15 million for minor damage, Rp30 million for moderate damage. ...funds to purchase furniture amounting to Rp3 million, and an economic stimulus of Rp5 million..." The Deal strategy reflects the government's understanding of the significant responsibility attributed to the community post-disaster. Narratives, compensation (housing compensation, temporary shelters, and logistical assistance) serve as a countermeasure to the negative impacts of the crisis.

Table 1 Crisis Response Strategy in the news

Response Strategy	Sub-strategy	Frequency (n)	Presentation of appearance in each news item	Percentage (%)	Interpretation
Denial	Denial	1	8 %	4 %	Not declaring a national disaster Minimizing the perception of responsibility by framing the event as a natural anomaly.
Diminish	Excuse	3	25 %	11 %	
Deal	Compensation	11	92 %	41 %	Recovery through aid and reconstruction
Bolstering	Ingratiation and Victimage	12	100 %	44 %	Improvement efforts with various challenges in recovery
Number		27		100 %	

Furthermore, there is a tendency for the government to avoid the Denial strategy, which only appears 4% in one news narrative that questions the administrative context (rejection of national disaster status) to limit the escalation of central budget responsibilities. The news article titled “BNPB: 60 Percent of Disaster Areas in Sumatra Enter Recovery Phase” with the narrative “The government did not declare the floods and landslides in Sumatra as a national disaster.” The rejection of the aspiration for “National Disaster” status was intended to limit the scale of the crisis so that it would not escalate into a national legitimacy crisis. Meanwhile, the Diminish response strategy appeared 11% of the time, or in 3 news articles. This strategy was used to shift blame from human failure to natural phenomena (extreme weather). The low numbers in both

categories indicate that the government avoided public debate about the crisis and preferred a solution-oriented narrative. This is mentioned in news articles titled “*Government Plans to Use Sumatra Flood Mud as a Dike, BNPB: 60 Percent of Disaster Areas in Sumatra Enter Recovery Phase and Sumatra Flood Recovery Accelerated, Local Economy Begins to Move*”. The narrative that reinforces this strategy is “*triggered by Tropical Cyclone Senyar at the end of November 2025.*” “*Mentioning specific weather anomalies as causes beyond control, heavy rains on November 25, 2025 triggered a hydrometeorological disaster..*”. The above news narrative reinforces natural factors and rainfall as the source of the disaster (see table 2)

Table 2 Examples of news narratives that support response strategies

Response Strategy	Sub-Strategy	Example of Narrative in News
Denial	Denial	"The government did not declare the floods and landslides in Sumatra a national disaster. ...yes, we don't need to declare a national disaster..." (Abdurrahman, 2026)
Diminish	Excuse	".. triggered by Tropical Cyclone Senyar in late November 2025.." (Abdurrahman, 2026) "..Heavy rain on November 25, 2025 triggered a hydrometeorological disaster..." (Safitri, K., & Ika, 2026)
Deal	Compensation	"...the government will provide compensation of Rp60 million. ...automatically, he will be given the index cost if he builds it himself, Rp 60 million will be given..." (Syuhada, 2026). "..Rp 15 million for minor damage, IDR 30 million for moderate damage. ...Rp 3 million to purchase furniture, and IDR 5 million in economic stimulus.a..." (Majid, 2026)
Bolstering	Ingratiation	".. melibatkan Badan Pusat Statistik (BPS) dan Direktorat Jenderal Kependudukan dan Pencatatan Sipil (Dukcapil)... Saya meminta agar BNPB yang telah diverifikasi dibayarkan segera..." (Majid, 2026) ".. committed to strengthening coordination with relevant ministries and institutions, local governments, the Indonesian National Armed Forces, the Indonesian National

Response Strategy	Sub-Strategy	Example of Narrative in News
		Police, volunteers... in ensuring effective handling .." (Wiryono, S., & Rusiana, 2026)
	Victimage	".. The main challenge after nearly two months following the disaster is to clean up the hardened mud..." (Fika, 2026) ".. Aceh itself became the province with the highest number of damaged houses, with 208,693 units... requiring a budget of approximately Rp 59.25 trillion...." (Al Farisi, B., & Akbar, 2026)

Of the 12 news items, two were found to contain more than three crisis response strategies. These were the news items entitled “Government Plans to Turn Sumatra Flood Mud into Embankments” and “BNPB: 60 Percent of Disaster Areas in Sumatra Enter Recovery Phase.” This situation shows that response strategies are very important in shaping public perception. Meanwhile, the other ten news articles featured two response strategies (see table 2).

Perspective on Disaster Reporting

The titles of twelve news stories focusing on recovery did not show any clickbait, question, or feature-type headlines, but rather straight headlines that were informative and factual (see figure 2). The nature of the news headlines showed differences in framing, ranging from policy news focusing on plans and regulations (50%) to news focusing on achievements (50%). Meanwhile, 50% of the headlines highlight achievements that focus on the results of what has been done. In addition, 42% of the headlines highlight data, and 58% of the headlines display attributions that highlight government institutions and actions.

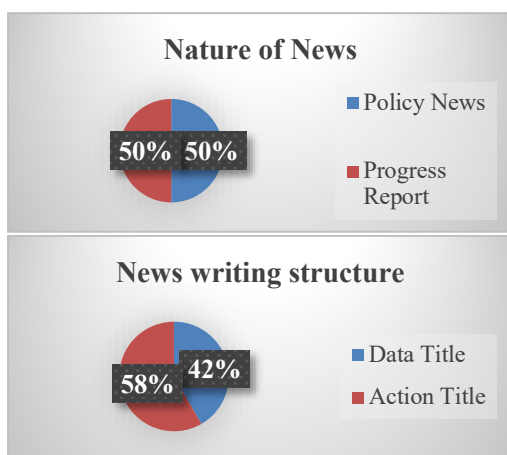


Figure 2 Nature of News and News Writing Structure

Meanwhile, in the dominant issue, news coverage of flood recovery in Sumatra was dominated by issues of infrastructure, connectivity, and settlement recovery (50%) (see table 3). The framing shifted from narratives of victims to recovery, signaling the post-disaster reconstruction phase. The media consistently presented narratives of temporary housing construction, road and bridge repairs, and the restoration of basic services. Second, the issue of governance and environmental policy (25%) or 3 news items emerged as the state's structural response to the causes of the disaster, such as a moratorium on logging and the use of flood mud. This framing served to build legitimacy for structural policies in response to criticism related to environmental damage.

Table 3 Dominant Issues in the News

Dominant Issues	Narrative	Num of News	%
Infrastructure, connectivity, and settlement recovery	Repair of roads, bridges, public facilities, basic services, and housing for disaster victims	6	50%
Government governance and coordination	Task force, inter-ministerial meetings, Environment, forestry policy, Logging moratorium, and utilization of flood mud	3	25%
Budget and financing for recovery	Cost estimates, rehabilitation	1	8%

Dominant Issues	Narrative	Num of News	%
Impact on Victims	funding requirements	2	17%
	Fatalities, refugees, lost villages		

Third, the issue of budget and financing (8%) or 1 news item related to the news “Government Estimates Post-Disaster Infrastructure Repair in Sumatra at Rp 51.8 Trillion,” shows that the media tends to emphasize the implementation of the program rather than the budget. Fourth, the issue of the impact on victims with 17% or two news items. The news appeared with a framing of relocation and compensation schemes for the affected communities, with the news being informative and statistical in nature, rather than narratives emphasizing the victims' experiences in depth.

The news lead is important in understanding the content of the news (see figure 3). Of the 12 news items, most used a summary lead style that could not be separated from the nature of the news. Summary leads are characterized by providing facts directly about who and what happened. The summary lead style was used in 75% of the news items. The dominant elements of the news were “what, who and when,” and the narrative content of the lead featured figures, data and policies. Then, the Contrast Lead type is characterized by comparing the period when the disaster occurred with the current conditions, which is used 17% of the time. Meanwhile, the Quotation Lead type is used by including direct statements from sources, which is used 8% of the time.

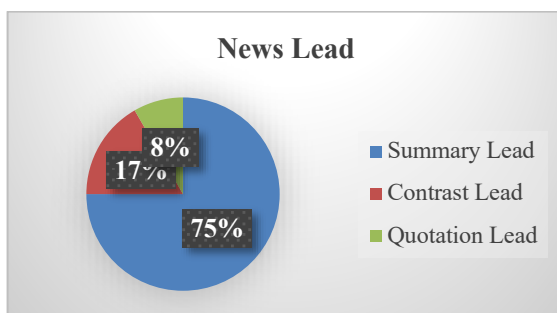


Figure 3 News Lead

News sources can determine the issues covered in news reports because they serve as sources of legitimate information, perspective, and opinion formation (see figure 4). The

conditions show that single and combined sources greatly determine the perspective of the message conveyed. Data from 12 news reports show that 58% used narratives from single sources and 42% from combined sources. There were 8 sources that appeared as sources of legitimate information. The source from the Minister of Home Affairs (Mendagri) Muhammad Tito Karnavian was very dominant, appearing in 7 news reports. This appearance was inseparable from his position as minister and Chair of the Task Force for the Acceleration of Rehabilitation and Reconstruction after the Sumatra Disaster. Then President Prabowo Subianto, Coordinating Minister for Infrastructure and Regional Development Agus Harimurti Yudhoyono, Cabinet Secretary Teddy Indra Wijaya, Head of the BNPB Disaster Data, Information and Communication Center Abdul Muhari, each appeared twice in the news. Meanwhile, Minister of Forestry Raja Juli Antoni, Corporate Secretary of PTPP Joko Raharjo, and Head of the Aceh Flood and Landslide Command Post M. Nasir Syamaun each appeared once in the news as sources.

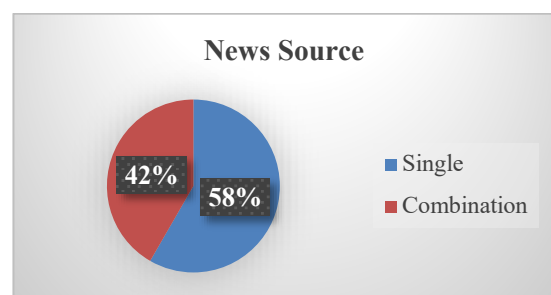


Figure 4 News Source

The dominant single source indicates that reporting tends to be constructed from one main perspective, tending towards straight news that prioritizes direct information over depth. Meanwhile, the use of combined sources in 42% of news items indicates the media's efforts to present balance and depth of perspective.

Discussion

Long-form media provides space for the government to convey a comprehensive recovery message, including technical explanations, inter-agency coordination, and post-disaster structural challenges. Conversely, media with shorter narratives tend to emphasize quick and reactive responses. SCCT identifies three categories of crisis intervention:

instructional information, adjustment information, and reputation management (Coombs, 2020). Instructional information, through news narratives on aid distribution mechanisms, temporary housing construction, and infrastructure recovery stages. Crisis intervention as an effort by the government to reduce public uncertainty after a disaster. Adjusting information in this form of intervention is reflected through narratives that emphasize the magnitude of the recovery challenges, the length of the mud cleanup process, and the scale of damage to homes and infrastructure. Limited resources and challenges in the field are reflected in the narratives. Reputation management interventions through bolstering strategies, particularly the sub-strategies of ingratiation and victimization, are consistently present in every news report. The government uses online media to emphasize institutional capacity through narratives of inter-ministerial coordination and data validation by official institutions. These findings reinforce those of Wu & Choy (2018) and Raza et al. (2025), who found that media coverage tends to be oriented toward responsibility and justification. The role of the media in fragile governance environments is to both reveal and conceal the structural causes of vulnerability.

From the perspective of news issues, informative and factual straight headlines dominated the coverage of the Sumatra flood recovery, which focused on policies and achievements that supported the narrative of stabilization and recovery, rather than conflict. Meanwhile, the dominant news issues tend to frame infrastructure, connectivity, and settlement recovery. Although there is some framing of governance, budgets, and the impact on victims, the dominant use of summary leads confirms the character of the reporting as straight news that emphasizes speed and clarity of information. Meanwhile, the limited use of contrast leads and quotation leads shows that a more interpretive narrative approach is still marginal in disaster reporting. The dominance of single sources confirms the centrality of the discourse of recovery, which strengthens the legitimacy of the message rather than showing the media's efforts to present balanced information. This means that communication

regarding the Sumatra flood crisis is still top-down policy-oriented. The government's crisis communication in the Sumatra flood news emphasizes a strategy of strengthening reputation and recovery in building perceptions of public stability. The government's crisis communication through the mass media demonstrates timeliness, transparency, coordination, accuracy/consistency, and trust/empathy in line with the standard practices found by Savoia et al. (2023).

The mass media and policymakers play interrelated roles in crisis communication. Narratives surrounding disasters include the formation of meaning and political actions that influence public perception (Pantti, 2021). The ability to manage media greatly determines the effectiveness of crisis communication (Pinandhita & Nugroho Saputro, 2024). Crisis communications delivered during the disaster recovery phase tend to emphasize an evidence-based approach rather than an emotional one, as in the case of a natural disaster. Although the straightforward news style remains dominant in disaster recovery reporting, a data-driven news approach and policy planning in recovery are considered capable of addressing the challenges of disaster news, which is vulnerable to misinformation and meaningful data processing. These efforts aim to strengthen government legitimacy. This situation reinforces the tendency of mass media to emphasize framing created to determine the government's official communication strategy (Wu & Choy, 2018), (Khawaja et al., 2025), (Raza et al., 2025), and (Hayek, 2024).

Despite these significant findings, this study has limitations because it focused solely on textual analysis of online media and the dominance of government narratives, without measuring public perceptions or alternative discourses on social media. Future research is recommended to examine audience reception and compare mass media narratives with public discourse on social media to obtain a more comprehensive picture of crisis communication.

4. CONCLUSION AND SUGGESTIONS

The conclusion shows that government communication reported by online media determines reputation and legitimacy. Online media plays a role in reproducing narratives of

recovery that are oriented towards solutions, stabilization, and government reputation. Government crisis communication in reporting on the Sumatra floods, based on Situational Crisis Communication theory, was dominated by bolstering and deal strategies. Meanwhile, the structure of the headlines, lead style, and dominance of single sources show that the reporting is still oriented towards top-down communication supported by straight news. The government implemented a highly accommodative and reputational communication strategy in disaster recovery. These findings confirm that disaster crisis communication is not only related to the content of the message, but also to the media structure and sources that dominate public discourse. In the future, it is important to develop this research by adding more media and news sources to fully represent the diversity of disaster reporting practices.

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