

Disaster Journalism and Media Responsibility: Coverage of Flood Disasters in Lampung

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Abstract

Local media in Lampung demonstrated varied disaster journalism implementation during the 2024 flood coverage. Despite possessing strengths in early warning systems and ethical reporting, weaknesses persisted: coverage limited to chronological events without in-depth analysis, inadequate preparedness of educational content, and weak post-disaster rehabilitation reporting. This study examines the implementation of disaster journalism principles in flood coverage by three major Lampung online media outlets: Lampungpost.co, Radarlampung.co.id, and Tribunlampung.co.id during 2024. Using a qualitative descriptive approach with a social responsibility theory framework, data were collected through content analysis of 72 news articles regarding flood (January to May 2024), in-depth interviews with editors-in-chief and coverage managers, and document review of coverage processes. The findings reveal suboptimal disaster journalism implementation across all disaster phases. The pre-disaster phase lacked comprehensive educational content. During disasters, though ethical standards were maintained, focus remained limited to chronological events. The post-disaster phase showed significant weaknesses in rehabilitation coverage and government accountability. The absence of specialized disaster journalism training emerged as a critical limiting factor. The study recommends specialist training programs, collaborative frameworks between media and disaster management agencies, and comprehensive coverage guidelines

Keywords: disaster journalism; flood 2024; flood disaster phase; local media; online media

Abstrak

Media lokal di Lampung menunjukkan implementasi jurnalisme bencana yang beragam selama liputan banjir 2024. Meski memiliki kekuatan dalam sistem peringatan dini dan pelaporan etis, terdapat kelemahan: liputan terbatas pada kronologi peristiwa tanpa analisis mendalam, konten edukatif kesiapsiagaan yang tidak memadai, dan lemahnya liputan rehabilitasi pasca-bencana. Penelitian ini mengkaji penerapan prinsip-prinsip jurnalisme bencana dalam liputan banjir oleh tiga media online utama di Lampung: Lampungpost.co, Radarlampung.co.id, dan Tribunlampung.co.id selama 2024. Menggunakan pendekatan deskriptif kualitatif dengan kerangka teori tanggung jawab sosial, data dikumpulkan melalui analisis konten 72 artikel berita banjir (Januari-Mei 2024), wawancara mendalam dengan pemimpin redaksi dan manajer liputan, serta tinjauan dokumen proses liputan. Temuan mengungkapkan implementasi jurnalisme bencana yang suboptimal di seluruh fase bencana. Fase pra-bencana kurang konten edukatif komprehensif. Selama bencana, standar etis dipertahankan namun fokus terbatas pada peristiwa kronologis. Fase pasca-bencana menunjukkan kelemahan signifikan dalam liputan rehabilitasi dan akuntabilitas pemerintah. Ketidadaan pelatihan jurnalisme bencana khusus menjadi faktor pembatas kritis. Penelitian merekomendasikan program pelatihan spesialis, kerangka kolaboratif, dan pedoman liputan komprehensif.

Kata kunci: banjir 2024; fase bencana banjir; jurnalisme bencana; local media; media online

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INTRODUCTION

Disaster journalism often faces challenges within its implementation, which affect its effectiveness in supporting community preparedness in response to disasters. A study by Antunes et al. (2022) revealed that disaster journalism frequently contributes to the naturalization of disasters by focusing primarily on relief actions while ignoring social issues, vulnerability, and population resilience. Pinto et al. (2022) demonstrated that hurricane flood coverage varies significantly between local and national media regarding threat messaging and flood framing, potentially influencing audiences' preparedness behaviors, evacuation decisions, and recovery efforts. However, insensitive or inaccurate coverage can create panic, spread misinformation, and worsen disaster situations. The existence of media that can provide fast, accurate, and reliable data helps individuals make informed decisions and minimize the adverse effects of disasters. These challenges become evident in disaster-prone regions like Indonesia, where hydrometeorological disasters such as floods, landslides, high waves, strong winds, and storms occur frequently (Nugraheni et al., 2022). Floods, one of the most common natural disasters, often occur annually in Indonesia, especially in Bandar Lampung. Therefore, effective disaster journalism practices are required.

These challenges become acute in Bandar Lampung, where recurring flood events create complex reporting demands. Studies on disaster journalism implementation in Indonesia's disaster-prone regions reveal significant research gaps, with most academic attention focused on major metropolitan areas, and secondary cities with high disaster vulnerability remain understudied, despite facing challenges in effective disaster communication. Bandar Lampung presents a compelling case for disaster journalism analysis due to several distinctive characteristics: its documented history of recurring flood events, the presence of three major online media outlets offering comparative analysis opportunities within a single geographic context, and its representation of mid-tier Indonesian cities, where disaster journalism practices, may differ from national standards yet directly impact substantial populations. The city's vulnerability stems from both natural and anthropogenic factors. According to Lampung University Hydrologist, Prof. Dyah Indriana Kusumastuti, there are three reasons why Tapis Berseri City is a flood-prone area: drainage problems, minimal water catchment areas, and widespread land conversion (Haulan, 2024). For this reason, disaster mitigation efforts need to be optimized, and the public must be educated about disasters and their prevention.

As a disaster-prone area, disaster information is a valuable reference for the community. News about flood disasters often becomes the main focus in the media because of their broad impact and the frequent threat they pose to society's safety and security (Englund et al., 2023). However, it is also essential to ensure that the news report meets the need for information and provides an accurate and comprehensive understanding of the disaster situation. Therefore, news cannot be separated from journalists; the primary goal of journalists is to provide information that people need to make the best life decisions (Na, 2021, p. 1729).

The media can influence people's perceptions and responses to disasters. With effective coverage, it can increase public awareness about disaster risks. Disaster communication guidelines emphasize that journalists need to understand the disasters in the past and draw lessons from covering the events (United Nations Office for Disaster Risk Reduction (UNDRR), 2015) to be well-prepared and encourage solidarity and assistance from various parties. In this case, the media play a crucial role in developing disaster and historical risk research paradigms over time. In this way, the press and journalism function as archives of collective memory for the disaster. On the other hand, insensitive or inaccurate media coverage can incite public panic, spread misinformation, and exacerbate the situation. The study of disaster

journalism is also closely related to early warning systems. Fitriawan (2017) explains that the media strategically conveys scientific information related to early disaster warnings to the public. Science journalism's role in disasters extends beyond reporting events to educating the public about disaster mitigation based on scientific knowledge. This constitutes an important component in the practice of socially responsible disaster journalism.

The existing disaster journalism studies predominantly examine technical reporting practices, yet this research employs social responsibility theory as an analytical framework to evaluate media performance across all disaster phases—a theoretical application that remains underexplored in Indonesian disaster journalism scholarship. Social responsibility theory proves particularly relevant for analyzing Lampung's disaster journalism because it provides comprehensive evaluation criteria for media obligations during a crisis. This study contributes to Indonesian disaster journalism studies by demonstrating how social responsibility theory can identify specific implementation gaps across disaster phases. It is expected to offer a replicable analytical framework for evaluating regional media performance in disaster management contexts and propose an integrated model that synthesizes complementary strengths from multiple local media approaches.

Research on disaster communities revealed the importance of combining local and global perspectives. The framework shows how media and journalism can create new interrelations for disaster communities (Matthews & Thorsen, 2022). This framework is highly relevant for Bandar Lampung flood news coverage, where media must link local impacts with broad environmental issues. In disaster situations, mass media function as both an information conveyor and a public opinion shaper, with responsibilities extending beyond news delivery to ethics, empathy, and education. Journalists are crucial in the disaster communication ecosystem, disseminating warnings and facilitating public action, though they can also potentially distort events. Research on transformative journalism shows new practices that are committed to “contributing to the social-ecological transformation of societies by doing journalism” (Brüggemann et al., 2022).

Disaster journalism represents a specialized journalistic practice that requires distinct methodological approaches and professional competencies beyond conventional reporting. This field emerged from recognition that traditional news coverage often failed to address the complex needs of disaster-affected communities (Houston et al., 2019). Effective disaster journalism integrates scientific knowledge with storytelling techniques. It requires journalists to interpret meteorological data, understand risk assessment methodologies, and translate technical information into accessible public communication. The practice also demands cultural competency, as disasters disproportionately affect marginalized communities whose voices are often underrepresented in mainstream media coverage. Additionally, disaster journalism involves long-term investigative reporting that examines systemic vulnerabilities, policy failures, and institutional responses that contribute to disaster impacts, moving beyond episodic coverage to provide contextual understanding of disaster causation and prevention strategies. This article examines the disaster journalism reporting process in Bandar Lampung City through the lens of social responsibility theory.

Studies related to disaster journalism have been widely discussed and form the foundation of this article. Houston et al. (2019), concluded that effective disaster journalism serves as an important instrument in disaster planning and recovery, while Perreault (2021) found that some media prioritize sensationalism over empathetic journalism in disaster coverage. In the Indonesian context, Rasyid et al. (2024) analyzed agenda-setting and sentiment in disaster reporting by national online media, revealing that disaster events are often treated as commodities to attract audience attention, with coverage presenting diverse sentiments across media portals.

Sukmono and Junaedi (2018) examined disaster-sensitive journalism in newsroom information management, emphasizing the need for sensitive approaches, while Panuju (2018) investigated journalistic ethics in disaster reporting through Mount Agung coverage analysis.

Regional studies reveal similar patterns, with Molla et al. (2016) examining information dissemination effectiveness during Thailand's 2011 floods, finding that proper information significantly impacts public disaster awareness. Rezaldi et al. (2020) conducted a comparative analysis of disaster information media across ASEAN countries. They reveal diverse approaches to disaster communication. Alfarabi and Adhrianti (2021) observed that journalists covering disasters tend to focus on informative roles rather than analysis. Recent comparative research by Prawira and Mahamed (2024) on citizen journalism in Indonesia, Malaysia, and the Philippines demonstrates regional challenges in disaster communication, with political pressures significantly affecting journalism practices across Southeast Asia. Furthermore, the integration of local media in disaster management requires comprehensive approaches that balance information dissemination with community engagement, particularly in understanding how local journalists navigate their dual roles as information providers and community stakeholders during crisis. Tandoc and Takahashi (2016) revealed that journalists covering disasters can become victims themselves. They could experience psychological impacts while maintaining professional responsibilities. Recent research has also examined emotional dimensions in disaster reporting (Su, 2020) and journalists' experiences under extreme conditions of coverage (Englund et al., 2023). Mainstream media tends to focus on immediate impacts rather than analyzing the root causes of disasters. Research by Muhammed and Mathew (2022) on disaster misinformation reveals that media coverage often lacks analysis of systemic factors, which leads to public misunderstanding of underlying causes and structural vulnerabilities.

RESEARCH METHOD

This research uses a qualitative approach to describe the phenomena. A qualitative research method is deemed to be ideal because it allows the researchers to identify problems in the field (Denzin & Lincoln, 2024). The subjects of this research are three online media: Lampungpost.co, tribunlampung.co.id, and radarlampung.co.id, selected based on several strategic considerations: first, they represent the most established and widely-accessed online news platforms in Lampung Province with substantial readership and regional influence; second, all three outlets are part of national media networks operating in Lampung, providing representation of how national media standards are implemented at the regional level; third, they maintain active coverage of local disaster events with regular flood reporting; fourth, they offer diverse editorial approaches and organizational structures that enable comparative analysis within a single geographic context; and fifth, their accessibility for research purposes, including willingness of editorial leadership to participate in in-depth interviews about disaster journalism practices.

Meanwhile, the research object is flood-related news published from January to May 2024, along with the application of disaster journalism in news reporting. Data collection employed three primary techniques: document analysis, in-depth interviews, and literature review. Document analysis was conducted on 72 flood news articles (32 articles from Radarlampung.co.id, 22 articles from Lampungpost.co, and 18 articles from Tribunlampung.co.id) published from January to May 2024, as supporting data to understand disaster journalism implementation patterns. The primary data source consisted of in-depth interviews with three key informants: the Chief Editor of Lampungpost.co, the Editor-in-Chief of Radarlampung.co.id, and the Coverage Manager of Tribunlampung.co.id. The interview was semi-structured, focusing on

disaster journalism practices, editorial policies, and coverage strategies across all disaster phases. Researchers also collected supporting documents: coverage process documentation, relevant policy documents, and statistical data from BMKG and BPBD.

This study develops a disaster journalism analysis framework that synthesizes social responsibility theory principles with insights from disaster communication research. While acknowledging Li et al. (2022) finding that disaster complexity creates significant challenges in public knowledge acquisition and requires clear information representation to bridge communication gaps, this framework specifically addresses journalism practices through a social responsibility lens. The analytical framework encompasses four key dimensions: (1) Information Quality Assessment - evaluating accuracy, completeness, timeliness, and source credibility; (2) Disaster Phase Coverage - analyzing pre-disaster preparedness education, during-disaster response reporting, and post-disaster recovery and accountability coverage; (3) Social Responsibility Implementation - examining media's role in public education, community empowerment, and institutional accountability; and (4) Communication Effectiveness - assessing accessibility, cultural sensitivity, and solution-oriented reporting. The analysis process followed five systematic steps: content categorization by disaster phase and coverage focus, framework application to each article and interview transcript, cross-media comparison to identify patterns and gaps, social responsibility evaluation against theoretical expectations, and synthesis to develop recommendations for improved disaster journalism practices in regional media contexts.

RESULTS AND DISCUSSION

The media plays a vital role during disasters. Disaster journalism emerged in response to media criticism of reporting disasters that failed to consider the humanitarian aspect. In Indonesia, the development of disaster journalism has been significantly influenced by major natural disasters, which highlighted the need for more sensitive and comprehensive disaster reporting practices. People can easily find information through the mass media when a disaster occurs. Disaster journalism is a relatively new genre of journalism that focuses on reporting disaster news (Wahyuni et al., 2022).

In particular, disaster journalism not only conveys news about disasters accurately and precisely but also provides the information disaster victims need and helps them obtain their rights (Englund et al., 2022). The role of the media can attract public attention, raise funds, and raise public awareness to avoid disasters (Velivela et al., 2022). Implementation in the field could experience difficulties and various problems.

In practice, disaster journalism plays a role in educating the public about disasters (Houston et al., 2019). However, journalists face a complex moral dilemma between the demands of professionalism, which requires providing accurate and timely information to the public, and their concern and empathy for disaster victims. Recent discussions on disaster journalism ethics emphasize the need for a humanitarian approach that addresses the complexities of gathering news in disaster zones while considering the physical safety and health of journalists and the trauma experienced by disaster victims (Mishra, 2023). In facing this dilemma, journalists must adhere to fundamental ethical principles, including truth, balance, justice, and humanity, while developing disaster-sensitive methodologies for conducting interviews with empathy and understanding of victims' trauma, loss, and pain.

Online media disseminates information very quickly today (Wahyudi & Sujoko, 2024). When floods occur, all online media, including the three largest local media outlets in Lampung, report on flood disasters: Lampung Post.co, Radarlampung.co.id, and Tribunlampung.co.id.

These three are the online news media most frequently visited by the people of Lampung.

Disaster journalism is not only related to reporting when a disaster occurs, but it is also important to provide coverage before a disaster occurs (pre-disaster) and during the recovery or post-disaster period (Aryal, 2022). At the pre-disaster stage, disaster journalism can help increase public awareness of potential disasters that could occur in their area, as well as provide information about mitigation steps that can be taken to reduce disaster risk. This includes information about evacuation plans, emergency response preparations, and other preventive measures that communities and local governments can take. During the recovery or post-disaster period, disaster journalism can help show recovery efforts undertaken by governments, humanitarian agencies, and local communities (Houston et al., 2019). This includes coverage of aid distribution, rebuilding damaged infrastructure, rehabilitation of affected communities, and psychological recovery efforts for disaster victims.

Local online media is essential in this context because they have direct access to information and resources at the local level and play a key role in connecting communities with local governments and other relevant institutions. Through comprehensive and reliable coverage, local media can provide local communities with a better understanding of disaster situations and promote active participation in mitigation and recovery efforts.

The Reporting Process of Flood Disaster Journalism in Bandar Lampung: A Social Responsibility Perspective

Mass media is a means of disseminating information to the public; every piece of existing information requires a forum to channel it to the intended recipients. The existence of online media in the development of mass media has significantly influenced the world of journalism. Lampungpost.co is an online media outlet that frequently provides information about disasters in Bandar Lampung, including flood-related incidents.

The interviews with informants revealed that the implementation of disaster journalism by the three major media outlets in Lampung during the 2024 flood coverage showed mixed results. The key findings included: (1) absence of specialized disaster journalism training across all outlets, (2) strong performance in accurate and ethical disaster-phase reporting, (3) suboptimal pre-disaster educational coverage, and (4) incomplete post-disaster rehabilitation reporting that focused mainly on recovery while neglecting comprehensive rehabilitation aspects and government accountability monitoring. In the context of press theory, the theory of social responsibility emphasizes that press freedom must be accompanied by accountability to society. McQuail highlighted that this theory emerged from a growing awareness that media freedom must be balanced with responsibility to the public, particularly when media organizations hold significant power and influence in society. The theory asserts that the media should not only enjoy freedom but also carry out their role ethically and responsibly. This theoretical framework provides a basis for evaluating how media outlets fulfill their social obligations in various contexts, including disaster reporting (Khan et al., 2020; Lovari & Bowen, 2019). Social responsibility press theory can be used to evaluate how mass media, especially online media, fulfil their social responsibilities in covering disaster phases, including the pre-disaster preparation phase, the response phase when a disaster occurs, and the post-disaster phase (Kovach & Rosenstiel, 2021).

In the pre-disaster phase, social responsibility press theory emphasizes the media's crucial role in providing accurate initial information and educating the public about preparatory steps. Journalists in disaster mitigation can save lives by reporting on weather patterns, environmental conditions, risk levels, and government preparedness efforts.

In practice, the three media showed variations in their approaches. The Chief Editor of

Lampungpost.co reported proactive efforts in providing early warnings. As the rainy season, Lampungpost.co always alerts readers to flooding, logistics, and EWS readiness. Regarding flooding, it has already occurred before the event. This early warning system enables communities to prepare for potential flooding and mitigate risk through timely information.

The Editor-in-Chief of Radarlampung.co.id also demonstrated awareness of the importance of pre-disaster reporting: “before an incident, always coordinate with BMKG to review weather forecasts and educate the public as a mitigation measure. 1) Monitor weather developments; 2) Assign journalists to vulnerable areas to educate the public; and 3) map disaster-prone areas” (Editor-in-Chief of Radarlampung.co.id, personal communication, May 27, 2024).

This systematic approach demonstrates how media can collaborate with meteorological agencies to enhance disaster preparedness through accurate forecasting and effective public education. The structured methodology of monitoring, field assignment, and area mapping draws a comprehensive pre-disaster journalism strategy that goes beyond reactive reporting to proactive community protection. Such collaborative frameworks establish a foundation for evidence-based disaster communication that can significantly reduce community vulnerability and enhance resilience.

Meanwhile, Tribunlampung.co.id’s Coverage Manager also made similar preparations. “Typically, before the rainy season begins, journalists are tasked with conducting field coverage on river conditions, drainage, and appeals from agencies urging public vigilance in the face of flood disasters” (Coverage Manager of Tribunlampung.co.id, personal communication, June 07, 2024). This field coverage approach presents firsthand information about infrastructure vulnerabilities that could lead to flooding. Such on-ground assessment enables the media to provide evidence-based early warnings and helps communities understand specific risks in their local environment.

However, this research also found that the three media outlets had never held special disaster journalism training for their journalists. Journalists only carry out their duties based on the company’s SOP. The Coverage Manager of The Tribunlampung.co.id. admitted that there has been no training on disasters for reporters at Tribun Lampung to date. This is the area where the media can enhance its capacity to fulfil social responsibilities. With disaster journalism training, journalists can be more effective agents of change in disseminating information and supporting disaster risk reduction efforts. This is important, given the vital role of journalists in disaster mitigation. Special training would help them understand both the scientific aspects of disasters and the ethical considerations in reporting on vulnerable populations.

Despite this, some positive efforts have been made. Before entering the field, Lampungpost.co journalists made safety and equipment preparations, from physical and mental preparation to equipment such as cameras, cellphones, tripods, lenses, power banks, waterproof cellphones, coats, and jackets. The Bandarlampung Province BPBD also collaborates with Lampungpost, an online media Outlet, to provide disaster information via a WhatsApp group. This collaboration demonstrates an understanding of the importance of coordinated information sharing between disaster management agencies and the media.

The online media outlet Lampungpost.co also demonstrates an awareness of its responsibility to the public in presenting accurate and balanced information. It provides early warnings to the public through official information from the BMKG, aiming to keep the public informed about potential disasters that may occur in the future. This relay of authoritative information helps ensure that the public receives reliable data rather than potentially misleading information from unofficial sources.

However, this research also found that educational news or anticipation communicated to the public tends to be lacking. Information regarding disasters in the pre-disaster phase must continue to be provided, especially in disaster-prone areas such as Bandarlampung Province. The information presented by the media during the pre-disaster period is crucial for conveying to the public safety guidelines and preparing them to face flood disasters. More educational content could significantly improve community resilience.

The three media have shown several positive efforts. However, the application of disaster journalism in reporting the 2024 flood news in Lampung during the pre-disaster phase is still suboptimal. Given the vital role of journalists in disaster mitigation, the media must continue to enhance their capacity to provide accurate and educational information that has the potential to save lives. Specific training in disaster journalism, along with an increased focus on educational content, can significantly enhance the effectiveness of the media in fulfilling their social responsibilities and contribute to disaster risk reduction.

During disasters, the media must provide accurate, up-to-date information while helping people respond appropriately to emergencies. This includes adhering to ethical guidelines, avoiding sensationalism, and preventing misinformation—principles crucial for assisting communities to make informed decisions in crises. The Chief Editor of Lampungpost.co explains their approach: “We acted when the incident occurred, when we arrived at the scene to continue to monitor conditions in the field and look for points that were not dangerous when covering” (Chief Editor of Lampungpost.co, personal communication, June 11, 2024).

This approach prioritizes journalist safety while still obtaining firsthand information from the disaster scene. It reflects an understanding of the risks involved in disaster reporting and the importance of sustainable coverage throughout the emergency.

The Editor-in-Chief of Radarlampung.co.id has a specific focus on their disaster coverage: “Focusing on the causes, impacts, and handling, as well as what BPBD and the government must do” (Editor-in-Chief of Radarlampung.co.id, personal communication, May 27, 2024). This approach emphasizes analysis and accountability of the government’s response to the disaster. By examining causes and official responses, this media outlet helps citizens understand both how the disaster occurred and how effectively authorities are managing the crisis.

The Editor-in-Chief of Radarlampung.co.id also emphasized: “The importance of data accuracy in presenting the report has to be cross-checked again. You have to confirm multiple times, in real-time” (Editor-in-Chief of Radarlampung.co.id, personal communication, May 27, 2024). This verification process is crucial in preventing the spread of misinformation during disasters when rumors can easily circulate and potentially cause panic or misdirected responses. The emphasis on multiple confirmations demonstrates a commitment to journalistic integrity even under the pressure of breaking news situations.

Tribunlampung.co.id’s Coverage Manager explains their comprehensive approach to disaster coverage: “The editorial focuses on victims, disaster mitigation, impacts, and solutions that should be taken after a flood to prevent it from happening again” (Coverage Manager of Tribunlampung.co.id, personal communication, June 07, 2024). This solution-oriented approach goes beyond merely reporting the event to examining preventive measures for the future, demonstrating a more holistic view of disaster journalism that spans all phases of the disaster cycle. By highlighting potential solutions, the media plays a constructive role in community resilience.

In terms of technical coverage, Tribunlampung.co.id Coverage Manager added: “The technical coverage is that one journalist will be sent closest to the location when a disaster occurs. More than one journalist will be sent if the disaster is big” (Coverage Manager of

Tribunlampung.co.id, personal communication, June 07, 2024). This resource allocation strategy reflects an understanding of the scale and complexity of various disaster events, enabling an appropriate depth of coverage tailored to the severity of the situation. It also demonstrates editorial decision-making that balances comprehensive coverage with available resources.

Journalists in technical reporting obtain reliable and verified information regarding disaster conditions from relevant institutions, such as BPBD, as well as other parties, including *RT*, *RW*, Village Heads, or victims who have experienced disasters. This ensures that the information presented is accurate and reliable. The diversification of sources helps create a more complete picture of the disaster situation by incorporating both official assessments and firsthand accounts from those directly affected.

These three media also show sensitivity in their coverage. The Chief Editor of Lampungpost.co explained: “Lampungpost.co journalists also, when reporting, taking pictures or photos, also describe the actual conditions at the disaster location and do not show vulgar images such as blood, serious injuries or other things” (Chief Editor of Lampungpost.co, personal communication, June 11, 2024).

This approach demonstrates ethical consideration for both the dignity of victims and the emotional impact that graphic imagery can have on audiences. It represents a balance between informing the public and respecting those affected by tragedy. Apart from that, in interviewing victims, Lampungpost.co journalists show empathy. They avoid reporting situations that could harm the feelings of disaster victims while adhering to the guidelines and code of ethics. Lampungpost.co also collaborates with BPBD to provide the latest information through infographics or magazine posts. This collaboration with emergency management authorities helps ensure that critical information reaches the public in formats easily understood, demonstrating an effective communication channel of media during emergencies.

Regarding journalistic ethics, all media adhere to a code of ethics. “Reporting must be based on facts; the news must not be bombastic and far-fetched; the news must be real, not harming or frightening the public” (Editor-in-Chief of Radarlampung.co.id, personal communication, May 27, 2024). This principled approach recognizes the potential for sensationalized reporting to cause unnecessary fear or confusion during already stressful disaster situations. It reflects a commitment to responsibility that goes beyond simply reporting what happened to considering how that information affects public response.

The Coverage Manager of Tribunlampung.co.id also stated, “the journalistic code of ethics is a fixed price to uphold when reporting and making news” (personal communication, June 07, 2024). This strong stance on ethics indicates that professional standards are not viewed as optional guidelines but as fundamental requirements, even under the challenging conditions of disaster reporting. The metaphor of a “fixed price” means that ethical considerations cannot be compromised regardless of circumstances.

To avoid spreading misinformation, the three media outlets have their own strategies. “Requesting data from only one source is not enough. The editorial team advises journalists to use as accurate data as possible” (Editor-in-Chief of Radarlampung.co.id, personal communication, May 27, 2024). This multi-source verification process is a crucial safeguard against the spread of inaccurate information that could potentially hinder relief efforts or exacerbate public anxiety. The explicit warning to journalists demonstrates how this principle is actively reinforced within the newsroom.

Lampungpost.co online media continues prioritizing quality and reliable information for the community’s benefit during flood emergencies. This information could help the public take appropriate action and understand the development of disaster events. By providing actionable

information, the media enables community members to make informed decisions that can impact their safety and well-being during emergencies.

Implementing disaster journalism by the three media outlets in this phase shows reasonable efforts to fulfil their social responsibilities. They have demonstrated a commitment to providing the community with accurate, sensitive, and valuable information during disasters. The approach taken by the editors-in-chief of Lampungpost.co and Radarlampung.co.id, as well as the coverage manager of Tribunlampung.co.id, reflects a deep understanding of the challenges and responsibilities associated with covering disasters. However, as with all aspects of journalism, there is always room for improvement and refinement of these practices in the future.

In the post-disaster phase, social responsibility theory emphasizes the media's role in assisting community recovery by reporting on rehabilitation efforts and providing information that helps affected populations recover. This phase presents opportunities for media to contribute to systemic improvements in disaster management. Lampungpost.co posits, "the importance of advocacy journalism in this phase, after a disaster, advocacy journalism must be the voice of the voiceless, giving voice to those who are powerless. Criticizing the management of providing aid/emergency response" (Chief Editor of Lampungpost.co, personal communication, June 11, 2024). This approach recognizes the media's role not just as an information provider but as an advocate for affected communities who might otherwise be overlooked in the recovery process. By maintaining a critical perspective on aid management, the media helps ensure accountability and effectiveness in post-disaster assistance.

Radarlampung.co.id focuses on monitoring long-term recovery efforts: "The editorial team continues to monitor and ensure that the consequences of the flood are handled. The impact of the facilities, the economic impact, and ensuring post-flood safety to prevent recurrence" (Editor-in-Chief of Radarlampung.co.id, personal communication, May 27, 2024). This sustained attention to recovery demonstrates an understanding that disaster impacts extend far beyond the immediate emergency phase. By tracking multiple dimensions of recovery—infrastructure, economic, and safety—this media outlet provides a comprehensive view of how communities are rebuilding.

Tribunlampung.co.id advised continuous reporting, "after a disaster occurs, usually the Lampung Tribune will continue to follow up on news of the disaster so that the public remains aware of the latest conditions, such as the local government actions to overcome the disaster" (Coverage Manager of Tribunlampung.co.id, personal communication, June 07, 2024). This commitment to ongoing coverage helps maintain public attention on recovery efforts and provides a mechanism for monitoring government performance in disaster response.

Aid for disaster victims must not be misused as a form of media control over government performance. Media that fulfil their social responsibility will provide information to affected communities, such as recovery programs and available resources to access. Media can also provide a chance for affected communities to share their experiences. This information-sharing role helps bridge gaps between aid providers and recipients, improving the efficiency and effectiveness of recovery programs.

During the rehabilitation phase, Lampungpost.co journalists cover the government's planned programs and continue to monitor the progress. Apart from that, the Bandarlampung Province BPBD also conducts assessments to calculate the amount of damage, allowing it to be budgeted through the APBN or APBD. This reporting on damage assessments and budget allocations provides transparency in the financial aspects of recovery, which is crucial for public confidence in the government's response. Coverage of specific government programs

also helps affected communities access available assistance.

Socially responsible media can help increase public awareness about the importance of disaster-resistant development and rehabilitation efforts. They can provide educational news coverage about practices that reduce the risk of future disasters and encourage community participation in rehabilitation efforts. Socially responsible media should continue to monitor and report on the progress of the rehabilitation process. They should present information regarding progress, obstacles, and challenges during rehabilitation efforts. This coverage helps ensure that the implementation of the rehabilitation program proceeds smoothly and effectively.

The media must also play a role in providing solutions to reduce disasters. As a supervisory function, the media monitors government performance in carrying out public programs, budget use, and policy implementation, and the public can monitor all information through the media. Therefore, the media is an essential pillar for government transparency. This watchdog role extends beyond individual disaster events to examine and advocate for systemic improvements in disaster risk reduction and management policies. Through solution-oriented journalism, media outlets can help communities move from a reactive to a proactive approach to disaster management.

However, this research found that the implementation of the post-disaster phase by the three media, especially Lampungpost.co, remains suboptimal. Several deficiencies were identified in their coverage approaches. First, journalists demonstrated limited coverage by only reporting on the recovery stage during the post-disaster phase. This narrow focus contradicts Aryal (2022) assertion that effective disaster journalism must encompass all phases of the disaster cycle, including comprehensive rehabilitation reporting that extends beyond immediate recovery efforts.

Second, there was a lack of comprehensive coverage, as Lampungpost.co media also fell short in reporting on the rehabilitation stages, specifically the revival campaign, social and economic rehabilitation, damage mitigation, distribution of housing assistance, and development of productive businesses. This gap is concerning given that Houston et al. (2019) emphasize the media's crucial role in showcasing recovery efforts and facilitating community rehabilitation processes. The absence of economic rehabilitation coverage may limit public understanding of long-term recovery needs and reduce community participation in rebuilding initiatives.

Third, insufficient education was evident, as the community's education coverage on reducing flooding remained suboptimal. Nusantara et al. (2024) suggested that participatory journalism involving citizens through decentralisation, self-organisation, and digital platform optimisation can significantly enhance public education on disaster management. This approach could strengthen the supervisory function by engaging communities in monitoring recovery programs while enabling transparent and accountable information flow. Implementing such participatory models in Lampung's flood coverage would enhance the comprehensiveness of post-disaster reporting by incorporating diverse citizen perspectives. The integration of citizen journalism approaches aligns with social responsibility theory's emphasis on media serving public interest through community empowerment and democratic participation (Kovach & Rosenstiel, 2021).

Finally, the supervisory function is not yet optimal. The media should monitor the government's performance in implementing public programs, utilizing budgets effectively, and executing policies to ensure government transparency. Additionally, the government's role in supporting communities affected by floods has not been maximised. This finding reflects a failure in fulfilling the watchdog function central to social responsibility theory. According

to Joye 2023), media organizations should hold public institutions accountable, particularly during crises when government performance directly impacts community welfare. The inadequate monitoring of government flood response may perpetuate inefficiencies in disaster management and undermine public trust in both media and governmental institutions.

Although all three media outlets have demonstrated efforts in reporting the post-disaster phase, there is still room for improvement to fulfil their social responsibilities more effectively. This research found that local media in Lampung have not completely embraced their transformative potential in disaster management, which limits their contribution to building resilient communities and effective governance systems.

Comparison of Disaster Journalism Practices of Online Media in Lampung

To provide a comprehensive understanding of disaster journalism practices in Lampung, the following is a comparative analysis of the three media based on key aspects:

Based on the comparative analysis in Table 1, it is evident that each media outlet has distinct approaches and strengths in reporting disasters. Lampungpost.co excels in providing early warnings and showing sensitivity towards victims. Radarlampung.co.id has advantages in information verification and systematic risk mapping. Meanwhile, Tribunlampung.co.id

Table 1. Disaster Journalism Reporting Process

| Disaster Phase | Journalistic Activities |
|-------------------|--|
| Pre-Disaster | <p>There has been no special training on disaster journalism carried out by journalists from the online media Lampungpost.com</p> <p>Journalists prepare themselves before going into the field.</p> <p>Journalists have carried out reporting on disaster anticipation information by conducting interviews with disaster experts such as BMKG or BPBD to provide accurate and reliable information.</p> <p>Lack of anticipatory education regarding preparation steps before a disaster occurs or preparedness.</p> |
| During a Disaster | <p>Journalists act directly by monitoring conditions in the field to provide up-to-date and accurate information about the situation.</p> <p>Journalists conduct interviews with disaster victims, rescuers, institutions, or other parties to obtain reliable and verified sources of information regarding disaster conditions.</p> <p>Journalists, when reporting on taking pictures or photos, should not display graphic images such as blood, serious injuries, or other things.</p> <p>Journalists must be sensitive and have empathy for victims experiencing disasters, not report situations that hurt the feelings of disaster victims by paying attention to guidelines and codes of ethics in covering disasters.</p> |
| Post Disaster | <p>Journalists cover recovery efforts, post-disaster location conditions.</p> <p>Journalists cover disaster victim aid to encourage participation in recovery and as a form of media control over government performance to prevent misuse of disaster victim aid.</p> <p>Journalists provide coverage of the voices or complaints of disaster victims.</p> <p>Journalists are less than optimal in providing coverage of revival campaigns, damage to development, social and economic rehabilitation, distribution of aid, and productive efforts.</p> <p>The media is not optimal in providing education to the public about flood management.</p> |

Source: Researcher's Interview Result, 2024

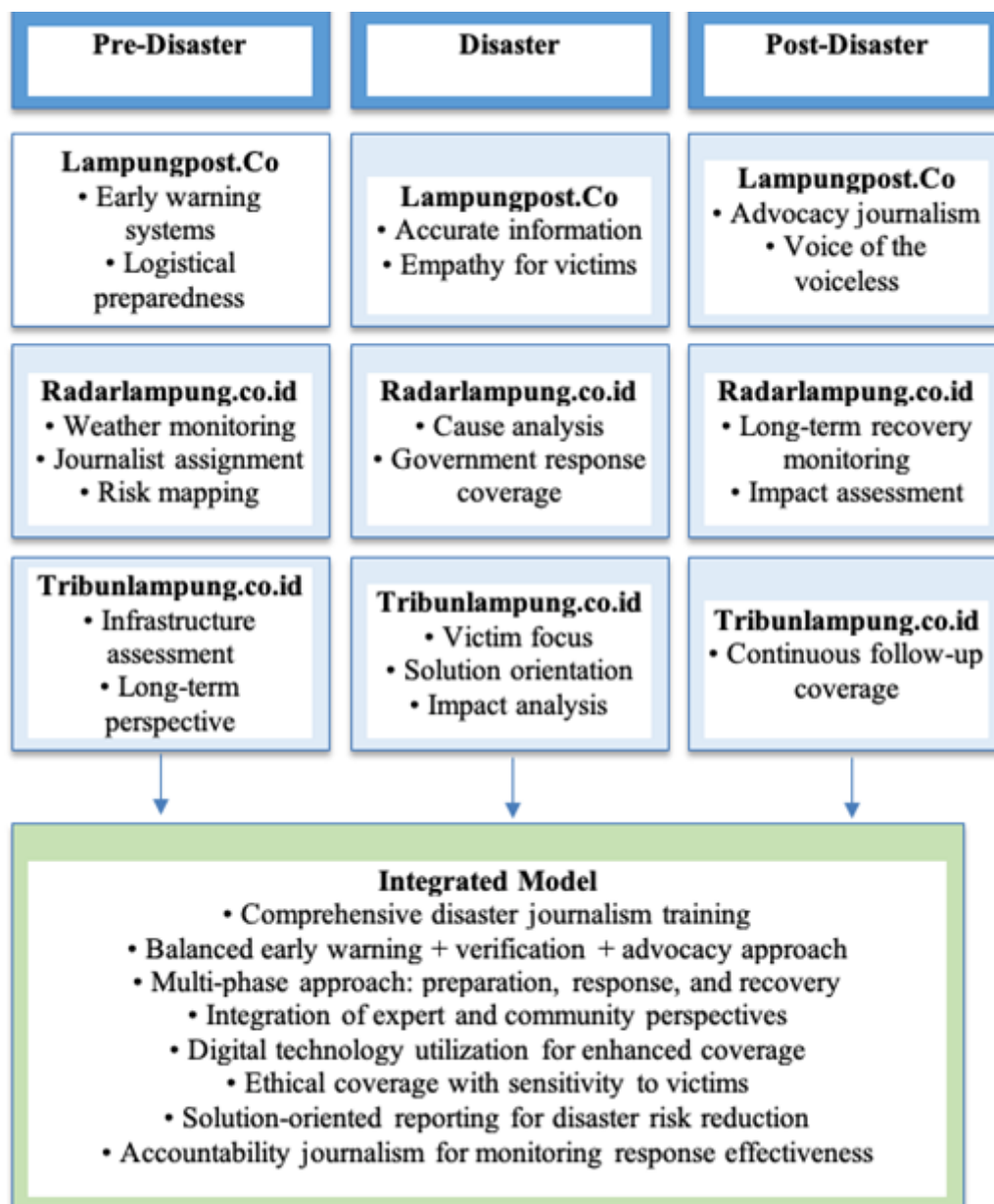


Figure 1. Integrated Disaster Journalism Model Based on Online Media in Lampung
Source: Researcher analysis (2024)

presents a more comprehensive approach with a long-term perspective.

Figure 1 illustrates the proposed integrated disaster journalism model that combines these complementary strengths across all phases of the disaster cycle. This model synthesizes the early warning systems from Lampungpost.co, the verification processes from Radarlampung.co.id, and the comprehensive solution-oriented approach from Tribunlampung.co.id into a cohesive framework that enhances disaster reporting effectiveness. When implemented, this integrated approach can produce coverage that is not only informative but also impactful on community preparedness and resilience to flood disasters. In the context of Lampung's evolving media landscape, major media outlets in Bandar Lampung have adopted digital technologies to enhance reader engagement through content personalization and news consumption pattern analysis. Integrating these technologies with the proposed disaster journalism model would

further expand the reach of information and increase community involvement in mitigation and post-disaster recovery efforts, while maintaining the core journalistic principles of accuracy, sensitivity, and social responsibility.

Integrating best practices from these three media can create an effective model for disaster journalism. The combination of early warning (Lampungpost.co), strict information verification (Radarlampung.co.id), and a long-term comprehensive approach (Tribunlampung.co.id) will produce coverage that is not only informative but also impactful on community preparedness and resilience to flood disasters. However, the findings reveal a fundamental challenge in disaster journalism practice: the tension between traditional journalism values and the specialized demands of disaster reporting in local contexts. The absence of disaster journalism training across all three outlets reflects broad questions about professional development priorities in Indonesian regional media, where disaster reporting remains treated as conventional news rather than a specialized journalistic field requiring distinct ethical frameworks and community engagement strategies. This gap illuminates how local media's social responsibility extends beyond accurate reporting to encompass active participation in community resilience building, challenging traditional notions of journalistic objectivity and distance in crisis contexts. In the context of Lampung's evolving media landscape, Nasution (2025) reveals that major media outlets in Bandar Lampung have adopted digital technologies to enhance reader engagement through content personalization and news consumption pattern analysis. However, implementing these technologies still poses challenges in striking a balance between efficiency and preserving local journalistic values. These findings are relevant to disaster journalism practices in the three media studied, where the utilization of digital technology to improve disaster coverage quality remains limited. Integrating advanced technologies into disaster reporting processes could expand the reach of information and increase community involvement in mitigation and post-disaster recovery efforts. The future development of disaster journalism in Lampung would benefit from technological innovation while upholding the core journalistic principles of accuracy, sensitivity, and social responsibility, while simultaneously embracing its role as a catalyst for community disaster preparedness and resilience transformation.

CONCLUSION

This study reveals that Lampungpost.co, Radarlampung.co.id, and Tribunlampung.co.id demonstrate varied approaches across disaster phases. Each outlet exhibits distinct characteristics: Lampungpost.co demonstrates proactive early warning efforts and collaboration with BPBD through WhatsApp groups, with emphasis on victim sensitivity in coverage; Radarlampung.co.id shows systematic information verification processes with multiple source confirmation and comprehensive risk mapping through coordination with BMKG; while Tribunlampung.co.id adopts solution-oriented coverage focusing on victims, disaster mitigation, impacts, and preventive solutions. Despite these differences, all three outlets share common strengths in maintaining ethical reporting standards and avoiding sensationalized coverage. Meanwhile, they exhibit similar weaknesses in the absence of specialized disaster journalism training and suboptimal post-disaster coverage. The pre-disaster phase shows suboptimal efforts with insufficient public education across all outlets; the disaster phase demonstrates improved performance in accuracy and ethical reporting universally; and the post-disaster phase reveals common weaknesses in comprehensive rehabilitation coverage and government accountability monitoring.

This study contributes a novel integrated disaster journalism model that combines complementary strengths from multiple local media approaches across the disaster cycle. It advances social responsibility theory by demonstrating its application in hyperlocal disaster

coverage. The research bridges journalism studies and disaster management by proposing concrete mechanisms for media organizations to enhance community resilience through improved reporting practices. It recommends implementing specialized disaster journalism training programs for local media journalists, developing collaborative frameworks between media outlets and disaster management agencies, establishing standardized guidelines for disaster coverage that emphasize pre-disaster education and post-disaster accountability, and creating community engagement platforms that integrate citizen journalism approaches. Future research should explore the effectiveness of such training programs and examine the impact of integrated disaster journalism models on community preparedness and resilience.

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