THE FIRST THOUGHT OF DISASTER: ADDING SYMPATHY OR SAVING LIVE?

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ADDING SYMPATHY OR SAVING LIVE?

Abstract: Tsunami that happened in Banten and Lampung, 22 December 2018, reminds us of the fact that Indonesia "destined" to cope with the constant risk of several natural disaster-like volcanic eruptions, earthquakes, floods and tsunamis. Media is taking part by raises people's awareness on the disaster. By using qualitative approaches and textual analysis methods, called the discourse of broadcast news, the author tried to capture media coverage in Indonesia television station of the "Banten and Lampung's Tsunamis". As the result, in the early coverage, media highlighted the timeliness and personalization news value. These selections shown through the camera angle and the selection of public figures as news source. Further coverage demonstrates the effect line, on the appearing of phenomenon that people took selfies at the site with different intentions, including to prove that they have arrived at the location and are taking part in providing aid. They are trying to raise sympathy and sometimes putting their lives in danger. In the end, it showed how media coverage create a first thought of disaster, that touch the personal side of audience like adding sympathy and curiosity, more than raises public awareness to be alert and attempt to save their live, when similar disaster happens in the future.

Keywords: Banten and Lampung's Tsunamis, Indonesia, Disaster, Media Coverage, Television Journalism

Introduction

Some said that December is the best month of the year. People enjoy their holiday activities and events while counting down to the new year. But on December 22, only three days before Christmas and nine more days to the new year, that tragedy happened. Tsunami strikes the area around Indonesia's Sunda Strait, between Banten and Lampung, without any warning. Indonesia's Meteorology, Climatology and Geophysics Agency (BMKG) presume that the tsunami was caused by an abnormal tidal wave surge due to a full moon and an underwater landslide following the eruption and partial collapse of the *Anak Krakatau* volcano, or "Child of Krakatoa," one of the world's most infamous volcanic islands.

On September 2018, Indonesia's National Disaster and Mitigation Agency (BNPB) noted that there had been 1,999 disasters in Indonesia. Several earthquakes killed more than 500 killed on Lombok island in July and more than 2,500 dead in Palu, Central Sulawesi, in September. A month later, floods strike North and West Sumatra, killing dozens of elementary school's students who were in class. While in Banten and Lampung's Tsunami, authorities report that more than 400 people killed and thousands injured. This reminds us of the fact that Indonesia "destined" to cope with the constant risk of several natural disaster-like volcanic eruptions, earthquakes, floods and tsunamis.

As a popular tourist destination, on that day, Banten was full of vacationers which having their late meal at seaside restaurants. Beach parties were in full swing under a full moon. "Seventeen", an Indonesian pop band, was reviving up the crowd at the private-beachside concert, when the tsunami hit the shore and knock the stage out from under the band. This tsunami bringing the concert to a sudden and tragic end, with more than five people connected to the band were killed.

The initial impact of the tsunami received enormous media coverage around the world. Mass media from various parts of the world sent their reporters to cover this disaster. It is worth remembering, however that media can be a very useful tool to raise people's awareness on the disaster. Media can help disseminate accurate facts and play a vital role in allaying the fears of people around the country (Harrison, p.37). Media reporting of disasters can cause alarm and distress. That is the reason why media need to have good quality information given to audiences, and why it's vitally important that the person who is acting as spokesperson must have as up to date knowledge as possible and have the authority to impart that information to the audiences.

These are current research talk about media coverage of disaster. First, research conducted by Farhanah from University of Muhammadiyah Malang, in 2011, showed that there is a bias in the media coverage of disaster. The study indicated *TV One online* tried to present itself as a medium is always voicing the needs and suffering of victims. On the other side, *Media Indonesia online* is trying to show the media is always to balance and careful in highlighting a passage in the text by also doing undercover story on other parts.

Another study from Filosa Gita Sukmono and Fajar Junaedi from University of Muhammadiyah Yogyakarta, discusses the significances of disaster-sensitive journalism on the mass media's editorial. Yogyakarta and the surrounding areas are selected to be the case study due to the earthquake and the eruption occurred in 2006 and 2010. The disasters that endangered numerous journalists, ranging from field staff to head editors, made them not only be the witnesses, but also the victims. These experiences become one of the essential sources for the disaster-sensitive journalism or optimistic journalism. The term turns out to be the binary opposition of journalism of tears which is getting prevalent in the recent Indonesian mass media.

While this research tries to figure out how media is taking part by raises people's awareness on the "Banten and Lampung's Tsunamis". By using qualitative approaches and textual analysis methods, called the discourse of broadcast news, this study seeks how news programs are as much about showing as telling, as much about ordinary bystanders as about experts, and as much about personal testimony as calling politicians to account. It is important because news broadcasting, allows for simultaneity in transmission and reception so that audience experience the disaster coverage often as "live" communication.
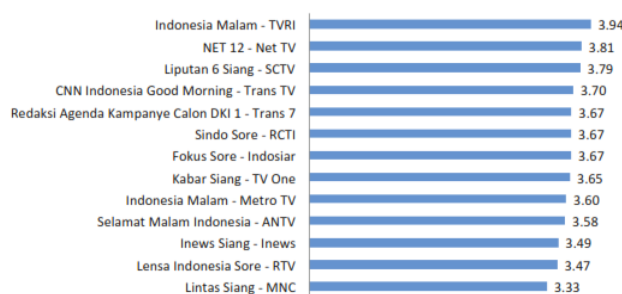
PENILAIAN PANEL AHLI: KUALITAS PROGRAM BERITA

Program	Score
Indonesia Malam - TVRI	3.94
NET 12 - Net TV	3.81
Liputan 6 Siang - SCTV	3.79
CNN Indonesia Good Morning - Trans TV	3.70
Redaksi Agenda Kampanye Calon DKI 1 - Trans 7	3.67
Sindo Sore - RCTI	3.67
Fokus Sore - Indosiar	3.67
Kabar Siang - TV One	3.65
Indonesia Malam - Metro TV	3.60
Selamat Malam Indonesia - ANTV	3.58
Inews Siang - Inews	3.49
Lensa Indonesia Sore - RTV	3.47
Lintas Siang - MNC	3.33

Figure 1 *Indonesian Broadcast Commission* (KPI)'s report (2016)

The researcher chooses Indonesian television news program based on study released by The *Indonesian Broadcast Commission* (KPI) in 2016 as seen on figure 1. The panel experts put three programs from private television station with the highest quality index that is *NET 12* from *NET TV*, *Liputan 6 Siang* from *SCTV*, and *CNN Indonesia Good Morning* from *Trans TV*. Six news videos selected for this research, were gathered from the news program's official YouTube channel with the highest views.

Discussion

We may define broadcast news initially as what audiences expect to see and hear when they switch channel. In this research, all of video news can be defined as information about current or recent events, happenings or changes taking place outside the immediate purview of the audience and which is considered to be likely interest or concern to them.

First video from *NET 12* program, titled "Gunung Anak Krakatau menjadi Destinasi Wisatawan" talk about how travelers can see *Krakatau*'s mountain directly after tsunami. *Liputan 6 Siang*'s first video titled "Tim SAR Sisir Daerah Terdampak Tsunami di Banten" report how the *Search and Rescue* (SAR) team start evacuating and saving victims of the tsunami. While, news from *CNN Indonesia*, inform tsunami's causes based from Indonesia's agency with title "BMKG: Diduga Tsunami di Banten Akibat Letusan Anak Krakatau".

These three videos (figure 2) show information audiences expected, that directly connected with "Banten and Lampung's Tsunamis" such as what is the main cause of this disaster, how related parties took part in the rescue's process, and how last condition of the area that effected by disasters.
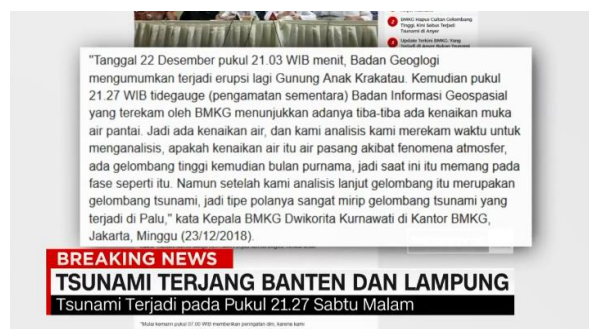

Figure 2 First information that directly connected with disasters

While, three other videos, titled "Lagu Seventeen 'Kemarin' Ciptaan Herman Seolah Menjadi Firasat" (*NET 12*), "3 Personel Seventeen Band Hilang saat Tsunami Terjang Banten" (*Liputan 6 Siang*), and "Band Seventeen jadi Korban Tsunami Anyer saat Manggung" (*Trans TV*). These news videos (figure 3) show another information audiences expected from different of view. They focused on information that related with "Seventeen", Indonesian Pop Band, who's their three personnel become victim of this tragedy.

Figure 3 Second information that related with "Seventeen"

So, there are two main focus on "Banten and Lampung's Tsunamis" news video. First information was what directly connected with disasters and the second information was related with "Seventeen". Both of this information selected by news organization to show what audience's expectation from this disaster. Usually what gets broadcast as news has claims to offer information and commentary on contemporary affairs taken to be publicly important.

So that, we know that not every event or piece of information counts as news. Principles of exclusion and inclusion in news may be summed up under the heading of "news values". The main news value in this study is recency or timeliness. News, as the name implies, deals by definition "new", that equal with dailiness of a 24-hour time frame.

Most of the highest viewer news video was broadcasted less than 24 hours. It is important to be the first outlet to carry the story. In figure 3 below, we see that one of the news was emphasized their extra importance by using term "Breaking News". In this video CNN Indonesia inform tsunami's causes based from two Indonesia's agencies. First information came from the head of Meteorology, Climatology and Geophysics Agency (BMKG), Dwikorita Kurnawati, during a press conference held at the BMKG mini studio room, Jakarta.
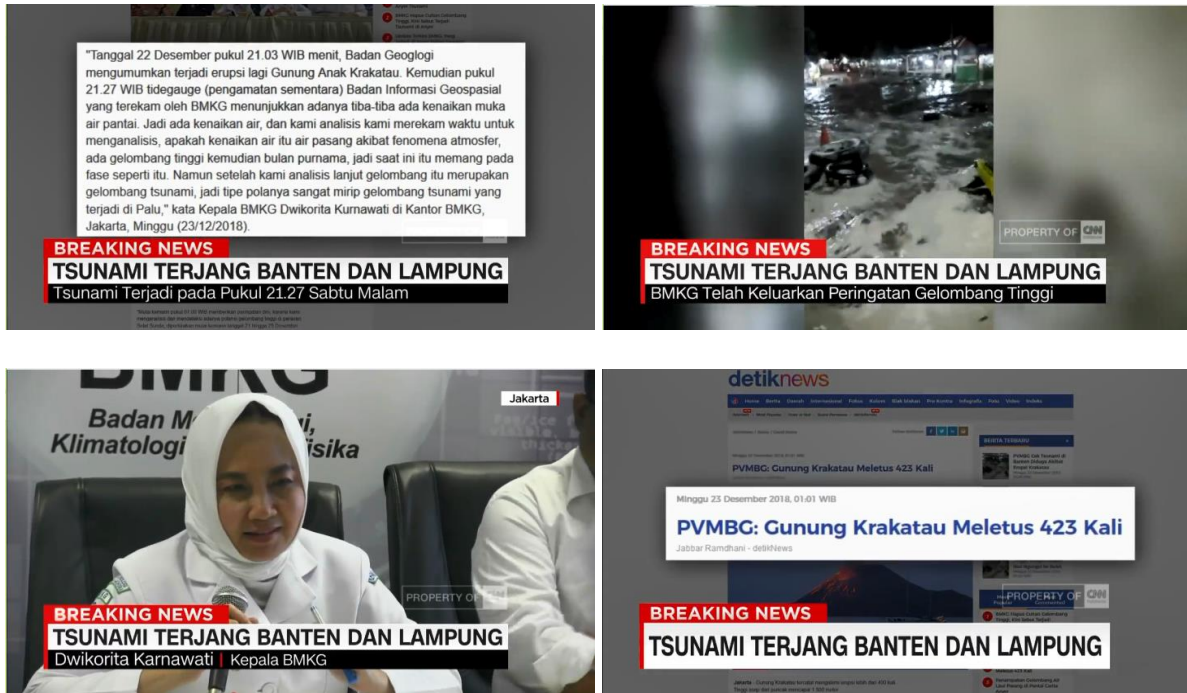
Figure 4 "BMKG: Diduga Tsunami di Banten Akibat Letusan Anak Krakatau" - CNN Indonesia (Trans TV)

This coverage was closed by statement from the Volcanology and Geological Disaster Mitigation Center (PVMBG) about how many eruptions that happened. The interesting fact is how CNN Indonesia news program used data from Detik News (detik.com), a pioneer of Indonesia's online news portal, that affiliate with CNN Indonesia under Trans Corp., one of the biggest media corporation in Indonesia. In the other scene, they showed the amateur video of floods to describe the disaster. These methods are used to make a difference with other news program that bring same topic.

The second news value is personalization, when news has tendency to present events as sentences where there is subject, a named person or collectivity consisting a few persons, and the event is then seen as a consequence of the actions of or related with this person or these persons. The pace, rhythm and presentational qualities of broadcast news accentuate the tendency to personalize. In mediating the news, they make human interest profoundly inescapable. Personalization is about giving a 'human' face to the news through references to 'ordinary' people, their emotions, views, and experiences, rather than focusing on abstract issues and processes. On "Banten and Lampung's Tsunamis, media give a big focus on Seventeen, Indonesian pop band, who became victims in this tragedy. The lead of this news showed that they had heart break by the tsunami disaster such as that was so many victims. The Seventeen Band's member also left by their loved people.

HANCUR HATI DAN PILU DIRENGGUT BENCANA TSUNAMI SEPERTI ITULAH YANG DIRASAKAN PARA KORBAN TSUNAMI DI SELAT SUNDA// BEGITUPUN KRU DAN KELUARGAN BAND SEVENTEEN/ YANG DITINGGALKAN ORANG-ORANG TERKASIHNYA// LAGU BERJUDUL KEMARIN INI/ SEOLAH MENJADI GAMBARAN BAND SEVENTEEN SAAT INI// GRUP BAND YANG DIBENTUK SEKITAR 20 TAHUN LALU HAMPIR KEHILANGAN SELURUH PERSONELNYA AKIBAT TSUNAMI DI TANJUNG LESUNG SABTU MALAM//

As seen on figure 5, it showed from the title how NET TV inform that Seventeen loose almost all their personnel. The only person still alive is Ifan, their vocalist. To emphasize the personalization, NET TV interview Juliana Moechtar, Herman Sikumbang's wife, Seventeen personnel who is also the tsunami's victim. Net TV use close up shot to emphasize her emotion while talking about her husband. They connect it with one of their song title "Kemarin" (yesterday) which tells of sadness left by their lover. News organization use "Kemarin"s video clip as a visual footage and back sound for this lead.

Figure 5 "Lagu Seventeen 'Kemarin' Ciptaan Herman Seolah Menjadi Firasat" – NET 12 (NET TV)

The other news programs still focus on Seventeen Band (figure 6). They used same footage from citizen, in a video recorded by someone standing several yards away, the stage -with the band members on it-briefly floats as the water hits and then is washed away. Band members disappear underwater. People in the audience scream as they try to flee the approaching seawater and music equipment. Then the video abruptly ends.

Figure 6 "3 Personel Seventeen Band Hilang saat Tsunami Terjang Banten" – Liputan 6 Siang (SCTV) and "Band Seventeen jadi Korban Tsunami Anyer saat Manggung – CNN Indonesia (Trans TV)

The used of information from bystander, showed that in most broadcast news the discourse supplied by the institutional voice is supplemented and elaborated by a range of other voices, in this case, by bystanders or vacationers, who witnessing this disaster.

From this selection of news values, news organization use personalization by having a personal and human face. This news value refers to 'ordinary' people, their emotions, experiences; use by news actors/ sources of 'everyday' spoken language, accent, sociolect.

The video using medium shot technique to show emotion of the scene but far enough away to also show some of the relevant context of the event. SCTV interview Seventeen's manager, Yuliadian, to get information about Seventeen's member that missing after tsunami hits their stage. This footage, the natural sound in the form of audience's screaming, and a close interview, accentuate the human-interest part of this disaster news coverage.

This personalization of human-interest supported by the eliteness, that can be discursively construed as status, expertise, authority, celebrity, fame, or stardom. The higher the public profile of a person, the more importance it enjoys in terms of newsworthiness. Its noted that the personalization exclude elite news actors. However, at times such news actors do speak on behalf of or talk about ordinary citizens' experience. They may at times speak as eyewitnesses rather than in their professional capacity

These news values used to identify, "Seventeen", the news actor at the center of the story. The image constructed this popular band as the target audience of these news program. This personalization of "Seventeen" seize the attention of foreign media around the world. Telegraph write the news titled "Seventeen singer posts emotional tribute to wife and bandmates washed away by Indonesia tsunami". On the other hand, Time write "Indonesian Singer Grieves Wife, Bandmates Killed by Devastating Tsunami in Emotional Instagram Posts". While Washington Post write "'Underwater, I could only pray': The Indonesia tsunami washed away a pop band as it played".

It is concerned with the way in which people who come under that nebulous title elite will be far more probable of gaining news coverage. They go on to point out that the more an event can be seen 'in personal terms, as due to the action of specific individuals' then the more likely the event will become a news item. Central to this élite value is the premise that 'ordinary' people do not make newsworthy subjects

This study found that three of news organization show how good media public information can handling disaster by showing sympathetic coverage for the victims, generating support from opinion formers and the wider community. Furthermore, the also help with publicity, to make this disaster spread throughout the world.

But on the other hand, they failed to give more positive coverage of disaster relief workers, reinforcing morale, and developing public understanding of them difficulties. Most people first hear of a disaster through the media. Indeed, most of what they ever learn about it will probably come through television. The reasons are simple. As information processors, the media are better resourced, faster, less constrained and more accessible than anybody else involved. Beyond the immediate aftermath, news coverage becomes a fascination, a mirror in which the community looks to see itself as others see it. The effect of news coverage on morale cannot be overstated. It makes effective media liaison a vital consideration for community leaders" disaster managers, and the managers of individual organizations.

Most disaster relief workers will be in the same position as the general public. Emergency workers are often reluctant to take their woes home, so their families and friends will often only be able to understand their difficulties from news reports.

The local community, including relief workers, local media play a critical role. Their audience sees them as part of the community, sources of information and advice, as well as news. So that, the positive coverage of work of disaster relief workers, reinforcing morale, and developing public understanding will increase public confidence in the handling of the aftermath.

Conclusion

As the result, in the early coverage, So, there are two main focus on "Banten and Lampung's Tsunamis" news video. First information was what directly connected with disasters and the second information was related with "Seventeen". Both of this information selected by news organization to show what audience's expectation from this disaster.

Moreover, media highlighted the timeliness and personalization as news value. Both approaches made by select the camera angle and the selection of public figures as news source.

Further coverage demonstrates the effect line, on the appearing of phenomenon that people took selfies at the site with different intentions, including to prove that they have arrived at the location and are taking part in providing aid. They are trying to raise sympathy and sometimes putting their lives in danger.

It's proved that there is a change in how media coverage disaster. In the end, by giving a 'human' face to the news through references to 'ordinary' people, their emotions, views, and experiences, rather than focusing on abstract issues and processes, made disaster coverage get a lot of views and created a lot of sympathy from the audience.

This study found that three of news organization show how good media public information can handling disaster by showing sympathetic coverage and increase publicity, to make this disaster spread throughout the world.

But on the other hand, they failed to give more positive coverage of disaster workers to increase public confidence in the handling of the aftermath.

At the end, we need to create people's first thought when dealing with disasters, by focusing not only about creating sympathies, but also, more important thing, saving themselves.

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