

The Presence of Television Media in Disaster Reporting to Increase the Community's Disaster Literacy Skills

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Abstract

Television media, on the one side, has an influence on the audience, but in reporting disasters, it is not uncommon to exploit disaster victims. On the other side, television media has the potential to make a positive contribution to disaster reporting. The purpose of this study is to determine the presence of television media in news to improve the disaster literacy skills of the community. In this study, the author uses a type of library research with descriptive analysis. The descriptive analysis method provides clear, objective, systematic, analytical, and critical descriptions and information regarding the presence of television media in disaster reporting to improve the community's disaster literacy skills. This research found that the role of television media in reporting disasters can improve people's disaster literacy skills. The presence of television media has been going well enough in reporting disasters, but it still needs to change the concept or packaging of news to avoid the impression of "dramatization" to build community empathy so that they are willing to be actively involved to reduce the risk of disaster in an applicative manner. A good and deep understanding will be obtained by the public from the media. Thus, the public will not only get information from communicators (resource persons) about disasters at a cognitive level but also will increase the affective and conative aspects so that they have their own awareness in managing disaster risks as well as possible. This paper explained there are three stages of disaster literacy that can be built by television such as cognitive aspect, affective aspect and conative aspect in disaster reporting that can reduce the risk of disaster. The stages are: (1) when the news is carried out by television media before a disaster occurs, (2) stage of reporting during disasters and (3) stage of television media coverage after disasters.

Keywords: Community disaster literacy; disaster reporting; television media existence; disaster literacy; news consumption.

Introduction

Television is a big business in this century, that's why there have been many national and local private television stations popping up like mushrooms in the rainy season. Television serves as a news media in Indonesia

that displays news related to information in the field of education and entertainment for the people of Indonesia. With the presence of television stations managed by the private sector and the government at this time, it is hoped that they can provide a new, brighter

color in both presentation format and various programs.

Television is a mass media that is quite close to the daily life of families. Television is a source of entertainment as well as a source of information for families. It seems that scholars still believe that television has a major influence on its audience (Kurnia *et al.*, 2020; Fahadi, 2019; Kusumasari, 2017; Manero, Uceda and Serrano, 2013). In general, mass media, including television news, have played a role in contributing to the problems of children in conflict with the law (Sahputra, 2019a), as well as in general, mass media is used as a propaganda medium for many interests (Sahputra, 2019b). In addition, from a communication perspective, the media and the international political system are a symbiosis that connects and shapes views on the issue. One of these views is formed by mass media propaganda (Pricilla Bensa & Wijaya, 2017).

In the current era of media digitalization, the role of television has increasingly become strategic to develop forms of media convergence. Television can be an option for the media and journalism industries to face the sunset phenomenon of the media industry, nothing else must be creative, innovative with a media convergence strategy (Winarto, 2017). The role of television as a mass media, which is believed to be still strong, is happening in the digital era which emphasizes the role of social media as an alternative to mass media in distributing information. Social media has also strengthened civil society in political activities in North Sumatra (Sahputra *et al.*, 2020). While in Europe the object of television studies is a concern in journals (Geraghty, 2017).

The strong role and influence of television can be seen when disasters occur, so various disaster news are widely discussed using various interesting news formats, as well as talkshow formats. When there was a big fire in Kalimantan which burned hundreds of thousands of hectares of peatland and caused smoke pollution, the government used television media to socialize the disaster response movement. The goal is for all parties to realize that disaster is not just fate but something that needs to be studied and analyzed before, during and after it occurs. This is done so that the community and the government can reduce the risk of disasters and casualties.

There are dozens of television stations competing with one another to broadcast

events nationwide in order to gain as much sympathy as possible from the audience. This means that the broadcasts are generally aimed at achieving as high audience rating as possible (Sri Sanityastuti, 2014). In fact, this also happens when broadcasting disaster news. News coverage often highlights things or facts that can be dramatized and commercialized. This is done because in general people really need information. Even for some people, information is one of the primary needs that are hunted every day so that they will not be considered to miss the news. In the media's view, the community's need for such information becomes a lucrative opportunity. The higher the number of news viewers, the greater the advertising offer to television media. Based on this reality, we can understand why a news story is often exploited and dramatized in such a way for the purpose of profit as well.

This condition is exacerbated by the low ability of people's media literacy to select and sort out the television broadcast content they watch. Several communication theories that reveal the audience's ability to select and sort out television broadcast content are stated in the Uses and Gratification theory (Jiménez-Martínez, 2014). According to this theory, people will be active in choosing messages according to their interests. People will adjust their tastes and needs in choosing news shows on television. If this theory is true, then television media should carry out broadcasting management by planning and broadcasting accurate, actual news, formatted in educative packaging that is worthy of broadcast. This means that when broadcasting news broadcasts, television stations should pay attention to how aspects of news packaging have good cognitive, affective and conative effects for the wider community.

The results of research by Sri Sanityastuti (2014) which are quite relevant to accurate evidence state how strong the influence of television broadcasts is in shaping people's character and mentality. What is seen daily on television screens will have an influence on what people think in the short and long term. Even though the presence of television is now starting to compete with social media, television is still needed by the public as a medium of information and cheap entertainment for families. Therefore, in addition to the role of teachers in schools, and parents at home, another role that is quite

potential in educating people everywhere today is television broadcasting.

Television media also plays an important role in reporting disasters both natural disasters and disasters caused by human carelessness and presented to the general public, with the ultimate goal of creating public discourse in order to mobilize humanitarian donations (Abdullah & Puspitasari, 2018). In this regard, the television media seems to have played a good role in raising funds for the victims. When a disaster occurs, various media outlets compete with one another to raise humanitarian funds to be distributed to affected residents so that they can be used for consumption and reconstruction of various facilities needed.

But when talking about the reports of media coverage results, it is very important for the public to assess and pay attention to the ways the media describes disasters, conflicts, the sufferings of affected people, and the size and scope of media coverage of disasters such as eruptions, land fires, disease outbreaks and others at three stages, namely before, during and after the disaster.

This is where the role of television is needed to provide information and educate the public in anticipating disasters, facing disasters and dealing with the impacts of disasters. This information is needed by the general public so that television can play its role as an effective mass media in building public media literacy before, during and after a disaster occurs. This paper will provide a review of how the television media should play its role in improving people's literacy skills at the three stages of the disaster.

Theoretical Framework

Active news consumption has grown steadily with the proliferation of cable TV news outlets that invite to flip through channels and skip unwanted material (Bailey et al., 2013). Cable TV has been an alternative for a long time in the development of business and television media technology. In its presentation, television packs sensations into news with visual complexity, which is defined as the number of independent units in a stimulus that becomes an important difference in television viewing. In addition, the addition of attention-grabbing features to relatively

boring content creates a level of content form mismatch that was not achieved in the other visual complexity study conditions (Bailey et al., 2013). In the case of the convergence of television media with social media, it is explained in a mandatory relationship. The problem of coordination between the social media and television teams in the newsroom is an essential one. Therefore, the presence of a media manager and an integrated team in the editorial team is absolutely necessary (Yoedtadi et al., 2021).

One study concluded that participants' everyday relationships with television were diverse and intrinsically related to the field of recreation and that there were significant differences between age groups in their leisure time relationship with TV, but that the generation mediated the televisual experience thus making clear age group categories (Landabidea Urresti & Loos, 2015).

When disasters occur, many people seek information from various traditional media outlets such as radio, television and newspapers. Of course, they also seek information from various online media outlets as the main source of public information in general. The crisis situation at the time of the disaster really requires the role of various media for the dissemination of information (Reis et al., 2017). The results of research in China also showed that in disaster situations most villagers rely on television broadcasts, in addition to various internet content from mobile phones to get disaster information. Furthermore, based on the results of the survey conducted, it is known that the residents consider the events and experiences of the disaster as a serious thing, 82% even feel that in the future another major earthquake that will hit must be worrying because it will disrupt their lives and property. But there are also those who argue (40%) that in the next 10 years they do not believe that there will be another major earthquake hit (Xu et al., 2020).

In terms of the impact that television broadcasts have on the audience, this type of media still has great power. The impact caused by television soap operas affects children's social behavior, especially in children's social behavior patterns towards peers and adults, namely the behavior of children exceeds the behavior of children aged five years, this is caused by imitation behavior of children while watching television (Astarini et al., 2017).

Television also helps children learn to add new vocabulary through watching programs that are oriented towards education and developing children's vocabulary. Language skills taken from television can be used by children in everyday life (Filisyamala, 2018). There is also the role of television media journalists in the post-natural disaster recovery process which is very helpful in providing a variety of information needed by the general public. This information includes the development of residents affected by the earthquake, information on evacuation and assistance for victims, logistic assistance and basic necessities, security, as well as information on improving infrastructure and information on the condition of residents in evacuation sites (Dede et al., 2019). In West Java, the working model of television journalists in a disaster situation uses technology and networks to immediately obtain disaster information before the information spreads on social media and is reported in online media. Television journalists use local networks of information sources and work with the community in disseminating disaster information (Kurnia et al., 2020).

Material and Methodology

In this study, the author uses a library research. The method of collecting data is a literature research conducted by reviewing literature, analyzing data relevant to the themes, and then combining and presenting the data. In the process, literature study can also utilize various reference sources such as books, journals, dictionaries, documents, mass media and other sources without conducting field research (Pringgar, Rizaldy Fatha; Sujatmiko, 2020). Library research is a research that uses a method of collecting information data by placing the existing facilities in the library, such as books, magazines, documents, secondary data records, statistical data or pure library research related to the object of research.

Furthermore, descriptive analysis was carried out. Descriptive analysis method provides clear, objective, systematic, analytical and critical descriptions and information regarding the presence of television media in disaster reporting to improve the community's disaster literacy skills. The first step is to collect the required data, classify it, describe it and then analyze it. In library research, data collection is an integral part of data analysis.

Data reduction is an effort to conclude data, and sort it into units of a certain concept, or certain categories, as well as certain themes. Furthermore, the results of the data reduction are processed to make the data more complete. The results of this data reduction can be in the form of sketches, synopsis, matrices, and others (Rijali, 2018).

Result and Discussion

Television is one of the media outlets for disseminating information in reporting disasters, be they natural disasters such as earthquakes and tsunamis, epidemics and others. In addition, television media can act as a formidable facilitator to build the community's disaster preparedness and awareness, for example, by providing correct information to the community in order to be able to reduce the risk of natural disasters, by urging the public to protect the environment, which is socialized through television.

In principle, the presence of television media lies in its reliability as an audio-visual media that can be used to build a disaster risk reduction communication system. The role of television media can be utilized to provide warnings and up-to-date information about crisis situations in an area by raising public awareness of disasters and increasing disaster preparedness. For example, an area may already be aware of the risk of a geographic disaster, such as an earthquake. Television media can inform this earlier to prepare the public for the risks of disasters that may occur. This is very important to report because it forms the cognitive and affective aspects of the community related to disaster risk knowledge and awareness of the consequences of disasters that television media should be able to work on to foster an attitude of preparedness.

Looking back for decades, television has become a major source of critical information to the public in the event of disasters such as tornadoes, hurricanes, tropical storms, floods, blizzards, earthquakes, tsunamis, pandemics, solar storms, terrorist violence, mass transportation accidents and industrial or technological disaster. Broadcasting of disaster events through television provides important information and safety to the public.

As a mass media that is quite reliable in providing disaster news information with its audio-visual nature, television has a very important role in disaster reporting. One of the

reasons why television still maintains this important position even in the midst of increasingly fierce competition with the availability of online news sources, is that it has a strong 'brand' due to its longstanding reputation as an authoritative, credible, current and reliable news source, is able to display the situation at the disaster site in the form of moving images that better show the real world.

Apart from various reporting competitions among various media, when there is a disaster event, people watch the news more from television than other media because accessing television even though for a long time is not subject to quotas as is the case when accessing news videos, for example, on Youtube. In addition, disaster news reported on television may be in the form of direct eye reports from the scene of the incident, which of course is more accurate and represents the actual reality so that it is far from the category of hoax news.

Besides that, television is now not just a final market that touches the cognitive aspects of billions of people, but has become a dynamic global industry with wide impact and influence. Therefore, it is not surprising that most of the income from the media is at stake in terms of making, programming, and distributing television shows, especially in disaster reporting. This is in line with the research findings by Salavatian & Republic, (2015) that in the event of natural disasters, local and national and international media play four key roles, namely: educating; building culture; inform; communicate, monitor and demand and win public participation to create national solidarity. Based on the explanation above, it can be formulated that the problem that arises is how disaster reporting through television media currently builds the community's disaster literacy skills.

Improving Disaster Literacy Skills through Television Media

According to Brown et al., (2014), disaster literacy is the human capacity to understand, interpret and use disaster information in the form of information policies by following government instructions in the context of mitigation, preparedness, response, and recovery from disasters. Media literacy is a basic ability to understand media from the aspect of its use to the message it presents. With this ability, at least people do not experience

information disorientation (Fitryarini, 2016). From this definition, it is understood that the main focus is related to the content of media messages, namely a critical thinking skill that allows audience members to develop judgments about media content.

The development of television media with various news stations must be utilized to balance the comprehensive and progressive disaster literacy movement so that the wider community can use mass media for the safety of the nation. With media literacy, it is hoped that the community will be able to distinguish which media content is useful and which causes harm to their lives. However, to fulfill and improve disaster literacy skills in greater depth, it is recommended to conduct regular observations and evaluations on the selection of media types used by the community when disasters occur and disaster materials are reported by the media.

Talking about disaster reporting, television media has values of influence (magnitude), proximity (proximity), novelty (actual), impact (impact), and unusualness (unusualness). This means that television should not just inform the public about events of natural disasters on a temporary basis, but should also be present to raise public awareness about disasters comprehensively. To achieve this goal, television managers must display information that is creative and far from the impression of dramatizing disaster coverage that has been done so far.

The results of a research by Farid Pribadi's (2018) explain that when it comes to reporting victims of the earthquake and tsunami in Palu and Gorontalo, there has been a commodification of the sufferings of disaster victims through sensationally dramatized reporting styles plus the display of images of the dead that are quite vulgar so that it only adds to the sadness of the viewers and victims' families. Whereas what should have been revealed was the humanitarian side of the news that aroused public awareness to empathize with the condition of the victims. This style of coverage shows that related journalists have viewed the earthquake as just like a commodity (commodification).

So far, there has been an assumption that television's lack of commitment in building public awareness of disasters, has actually been filled with sensational and frightening news coverage of disasters. This, of course, does not

provide education for the community. Even though television is a medium whose operations use public frequencies, it is appropriate to give its service to the public interest. Our media should take lessons from Japanese news media such as Highasi Nippon Broadcasting which not only covers disasters but also actively provides regular socialization, even for 7 years of reporting the impact of the Japanese Tsunami that occurred in 2011.

Then television should not only provide disaster news only when a disaster occurs, even before it occurs, television should also participate in disseminating news about the vulnerability of potential disasters that may occur so that people can wake up their awareness and be able to anticipate. For this reason, it is also necessary to build the commitment of the television media to raise awareness of disasters in the community in three stages as follows:

Television Media Functions Before the Disaster; Before a disaster occurs, the media must play a role in underlining the importance of disaster risk reduction by the government and readiness to understand the appropriate actions to avoid future disasters. Television media performs the following functions to promote disaster mitigation and preparedness:

First, analysis of risk sources and patterns. Television media can publish articles, reviews, and expert opinions on how disaster factors occur and their handling.

Second, public information which includes: The media can play an important role in providing risk information in a country in building awareness of various hazards, such as floods, droughts, landslides, typhoons/hurricanes, earthquakes and others (Salavatian & Republic, 2015).

Then, early warning: Television media can broadcast early warning information by disseminating information about preventive measures that can be taken by the public to avoid loss of life and property damage in the event of a natural disaster such as information on evacuation, security, safety of family assets, food storage, documents and others. . This is where the television media plays a special role in efforts to warn and raise public awareness (Jiménez-Martínez, 2014).

Functions of Television Media After a Disaster

At this phase, the focus of the news is on the rehabilitation and reconstruction of various

damaged infrastructure, livelihoods, the environment and the affected economic and social systems. During this phase, it is important to point out news points related to how far disaster risk reduction has gone hand in hand with the rehabilitation and reconstruction process, so that future disaster risk can be reduced through better disaster risk management. In this connection, television media can do:

First, seeking information about the rehabilitation and reconstruction plan to be carried out by the government and then providing this information to the public in the disaster-affected areas.

Second, facilitating debate on post-disaster recovery plans to ensure that the concerns and losses of victims are really handled by the government and that post-disaster recovery plans can be actively implemented by all stakeholders, especially disaster beneficiaries or victims. This has been done by several television stations by holding talk shows featuring relevant officials, the government and disaster observers

The various literatures and explanations above are a form of description of the presence of television media in building public literacy when faced with disaster events, so that risk reduction efforts can be resolved quickly. The public can also participate and cooperate in providing information that actually occurs so that the news presented is more accurate and factual.

Conclusions

By providing disaster literacy skills, the community is expected to be able to use disaster information to serve interests related to their benefit. Disaster literacy will make people understand more about how to anticipate and reduce disaster risks so that they are able to make the right decisions by following instructions in the context of mitigation, preparation, response, and recovery from disasters.

The role of television media in disaster reporting can increase the community's disaster literacy skills, which are actually really needed by the community, especially in providing understanding about disaster risks. The presence of television media has been going quite well in reporting, but it still needs to change the concept or packaging of the news which is far from dramatizing so that people

can build empathy and get actively involved in reducing disaster risks in an applicable manner. A good and deep understanding will be obtained by the community from the media so that the community not only gets information from communicators (resources) related to disasters, but also is touched by the affective and conative aspects so that they have their own awareness in carrying out disaster risk management as well as possible.

There are three stages of disaster literacy that television media can build cognitively, affectively and conatively in disaster reporting that can reduce disaster risks, namely at the stages: television media coverage before a disaster occurs; television media coverage when a disaster occurs; television media coverage in the aftermath of the disaster.

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