



Bringing Real Stories to the Media

Insights from Analysis of Online Media Coverage in Indonesia

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July 2020

- **20** online media.

- **Jan. 1st - Dec. 31st, 2018**

- Collected using Intelligence Media Management.

- Topics: (1) Ocean and Climate Change;
(2) Wild Fisheries and Development.

- Coverage: (1) Ocean and Climate Change: **437** articles;
(2) Wild Fisheries and Development: **323** articles.

- In-depth read: (1) Ocean and Climate Change: **55** articles;
(2) Wild Fisheries and Development: **41** articles.

Methodology

Topics:

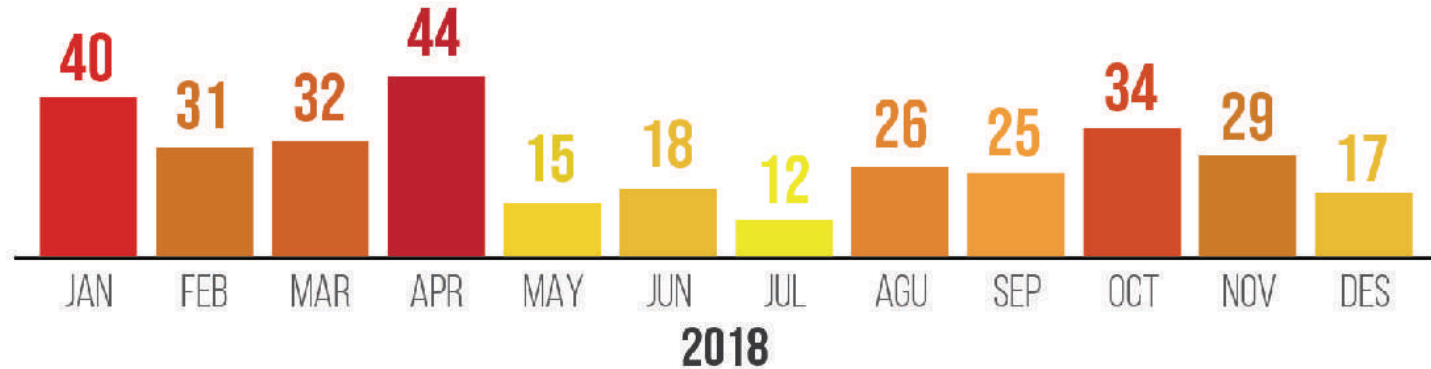
- (1) Ocean & Climate Change
- (2) Wild Fisheries & Development

Media (online version):

Detik, Kumparan, Republika, Liputan 6, Antara, Bisnis Indonesia, Okezone, Tribun News, Kompas.com, tempo.co.id, Merdeka, Sindo News, Metro TV, Media Indonesia, Rakyat Merdeka, Berita Satu, CNN Indonesia, Suara.com, Jawa Pos, Gatra

Wild Fisheries and Development

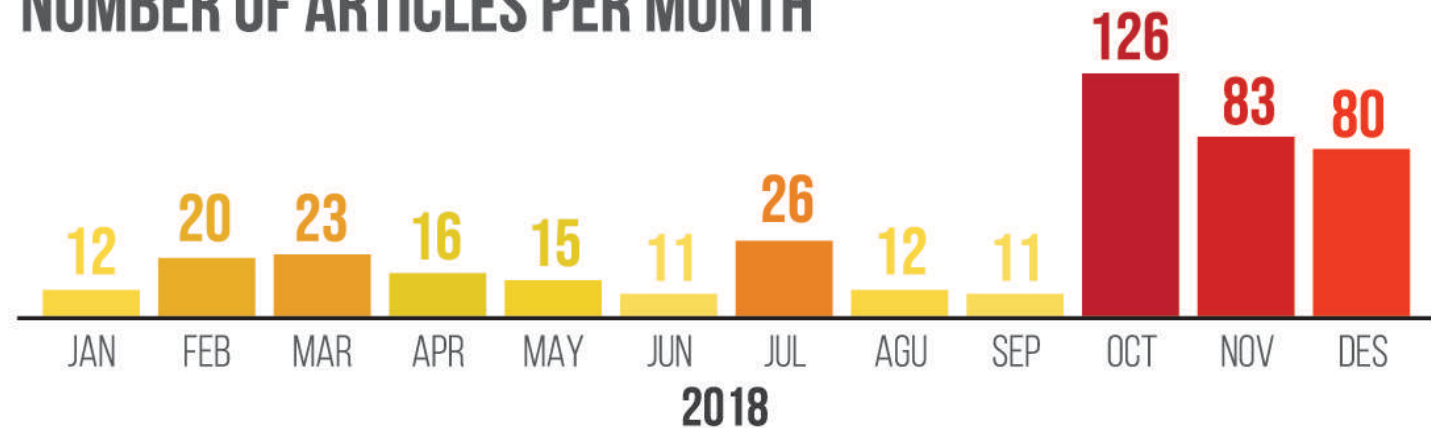
NUMBER OF ARTICLES PER MONTH



Monthly Coverage

Ocean and Climate Change

NUMBER OF ARTICLES PER MONTH



Main Issues

Ocean & Climate Change



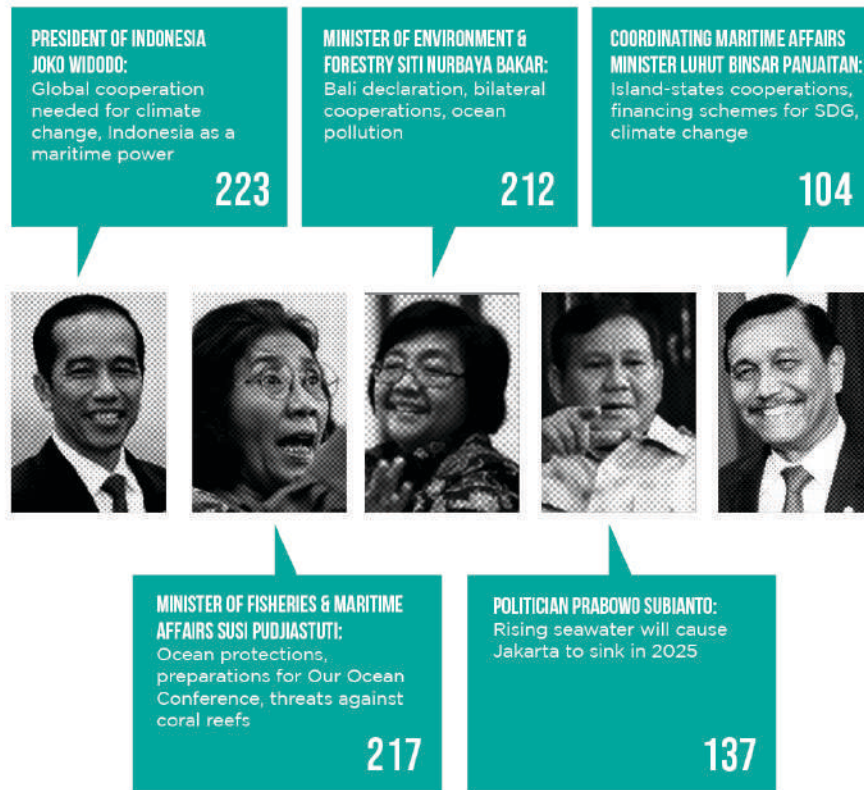
Wild Fisheries & Development



Who Does the Media Quote?

Ocean and Climate Change

MOST QUOTED PERSONS (GENERAL)*



*Number of statements quoted by the media

CSOs, ACADEMICS, OBSERVERS*



*Number of statements quoted by the media

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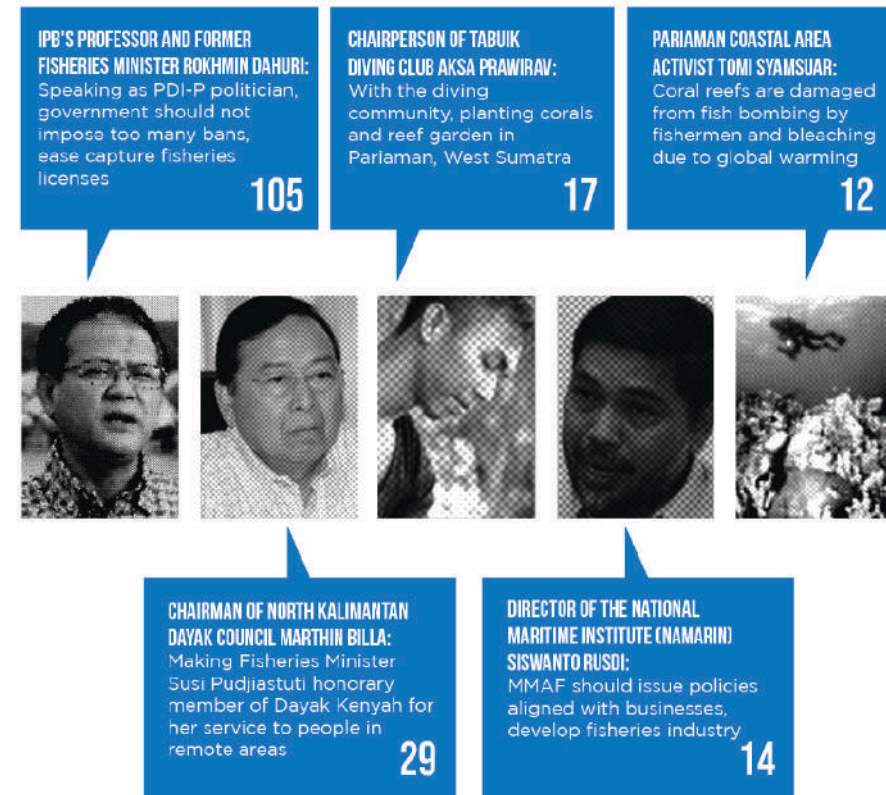
Wild Fisheries & Development

MOST QUOTED PERSONS (GENERAL)*



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CSOs, ACADEMICS, OBSERVERS*



*Number of statements quoted by the media



- (Often) business as usual/ unsustainable development
- Not questioned, even if presented without credible data
- Supported by clear, widespread coalitions
- Translated into policies and actions



- Counter and challenge current paradigms
- To be effective, must have supporting arguments and storylines (also facts, data, and clear evidence)
- Support concentrated in specific circles
- Remain on the margins



Dominant Narratives

- Fish stock and production have increased after IUU fishing by foreign vessels is eradicated
- Marine resources are to be utilised for the welfare of fishermen communities
- The national and local governments' key role is to assist fishermen to increase their income
- Indonesia is vulnerable against climate change impacts
- Marine issues need to be addressed collectively; countries should collaborate.
- Indonesia is a leader and can serve as an example on how to address climate change



Alternative Narratives

- Fisheries are still under threat
 - We need to improve fisheries management before ramping up production
 - We need improved data (on each WPP) to develop sound fisheries management plans
- Fisheries have a high value, not only economically, but also for food security
 - Fisheries provide not only livelihoods, but also sources of protein for fishermen and coastal communities
 - Fisheries is a valuable contributor to regional economy and regional income (PAD)
- Domestic players have a key role in ensuring fisheries sustainability in Indonesia

Key Observations: Media

- **The media relies on events and press releases.** Their resources to develop own stories are very limited.
- **Discourses are heavily dominated by government officials.** There is a lack of alternative voice supporting sustainable fisheries to the public.
- **The media's capacity is limited.** Weaknesses in reporting, e.g., questionable data, and disconnects of storylines, camouflage weaknesses in the dominant narratives.

How to Move Forward with Media?

1. Proactively and strategically engage the media

- Engage them regularly
- Develop their capacity continuously
- Be ready to be resource persons

2. Use the opportunities to engage media well

- Develop thoughtful briefings useful for them (not just for you)
- Share well-crafted press releases
- Tell stories to highlight data

3. Don't be afraid of the media

Let's Discuss!

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