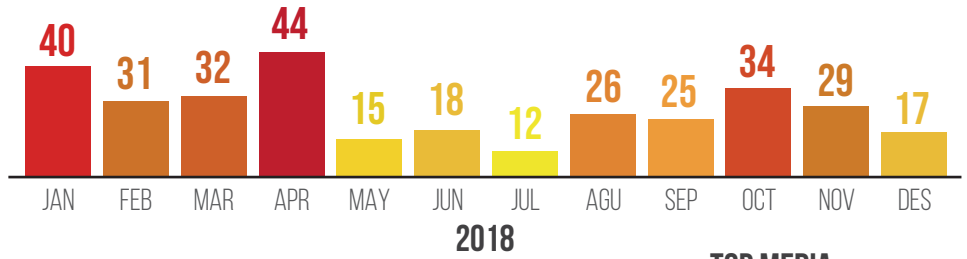


# IDENTIFYING DOMINANT NARRATIVES MEDIA ANALYSIS

SERIES 2

# WILD FISHERIES & DEVELOPMENT

## NUMBER OF ARTICLES PER MONTH



## TOP MEDIA

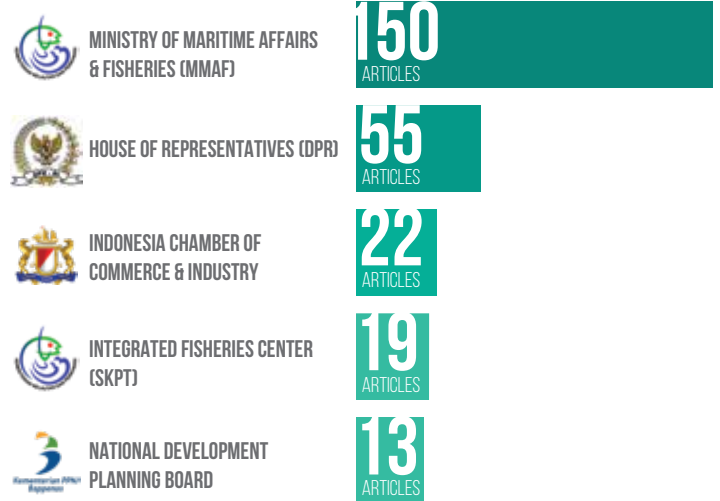


- **January 2018:** Controversy around ban of *cantrang* and trawl nets; fish production increases
- **April 2018:** President Joko Widodo officiated floating net cage in Pangandaran, West Java
- **October 2018:** ASEAN Tuna Ecolabeling (ATEL) approved; four-year evaluation of Joko Widodo's administration; Our Ocean Conference

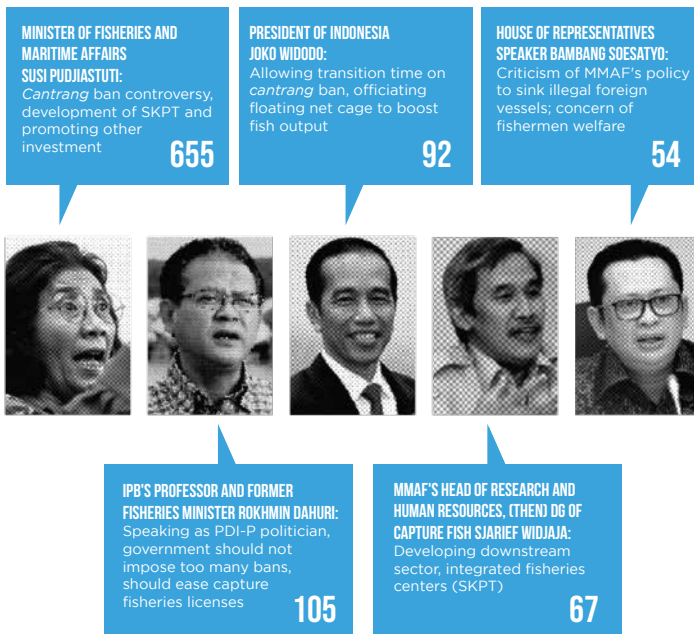
## MAIN ISSUES



## ORGANIZATIONS



## MOST QUOTED PERSONS (GENERAL)\*



## CSOs, ACADEMICS, OBSERVERS\*



\*Number of statements quoted by the media

## DOMINANT NARRATIVES

Fish stock and production have increased after IUU fishing by foreign vessels is eradicated.

Eradication of illegal fishing by foreign vessels is necessary to ensure Indonesia's sovereignty.

Marine resources, including fisheries, are to be utilised for the welfare of fishermen communities.

The national and local governments' key role is to assist fishermen increase their income.

Investment in storing and processing facilities is critical to ensure added value for the catch and fishermen communities.

### Missing narratives:

Indonesia's marine resources are over-exploited; Local fishermen are partly responsible for this.

## OBSERVATIONS

- Discussions still revolve around the ban of *cantrang* and the eradication of illegal fishing by foreign vessels. There is a big push to bring investment and build infrastructure, reflected in the media coverage. Statements, and at times data, around fisheries production and export are presented mostly to support other narratives.
- The media is dependent on statements and data from the Fisheries Ministry. Even then, few stories use data to support the statements. This reflects lack of capacity on the media; such weaknesses in reporting often camouflage weaknesses in the dominant narratives.
- Narratives are controlled by government officials, particularly the Fisheries Minister, as reflected by the number of statements. The most quoted non-government official was a former minister and a politician. Statements from other CSOs and academics were very few.
- About a third of the articles include references to sustainability. However, there are few details on how to achieve sustainable fisheries, aside from limiting the size of fish caught and the use of environmentally-friendly tools, in a few articles.
- There is little tension in discussion about sustainability and almost no mention of over-exploitation of marine resources, thereby limiting the urgency in sustainability measures.

## CONCLUSIONS

- Although sustainability is mentioned by the Fisheries Ministry as the third pillar of marine development, in reality it loses out completely against sovereignty, which is a key concern for the national government, and prosperity. Focusing sustainability efforts and narratives at province level may help to address this challenge.
- Many fishermen communities are located in Java, and they hold quite a power, compared with other worker groups in Indonesia. This poses an opportunity to deliver messages to policy makers, as well as a challenge, when sustainability is not seen as something to benefit them.
- Considering how dependent narratives around sustainability are on data, particularly on fish stock across Indonesia, credible alternative sources of data may be useful for the media to be more critical and less dependent on the Fisheries Ministry data.

## METHODOLOGY

- The study encompasses online coverage from **20** media, including mainstream media and most visited news websites, in Indonesian
- Time period: **Jan. 1st - Dec. 31st, 2018**
- The articles were collected and partly analysed using Intelligence Media Management
- Main key words used (in Indonesian) were "fisheries" or "maritime" and "development" or "economic growth" or "state revenue" or "local income"
- Total coverage: **323 articles**
- About every eighth article, or a total of 41 articles, was read in-depth to identify the dominant narratives and other observations

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