

# Bringing Real Stories to the Media Insights from Analysis of Online Media Coverage in Indonesia

Leony Aurora, Terra Komunika July 2020 • 20 online media.

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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**:

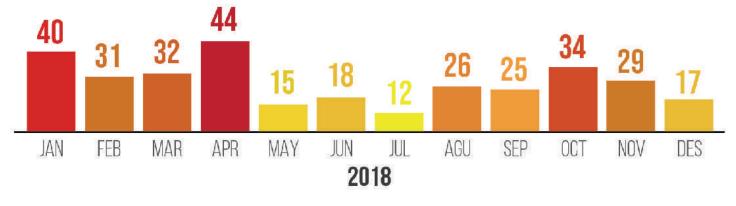
- (1) Ocean & Climate Change
- (2) Wild Fisheries & Development

## 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



# Main Issues

## **Ocean & Climate Change**



## Wild Fisheries & Development



# Who Does the Media Quote?

## Ocean and Climate Change

## MOST QUOTED PERSONS (GENERAL)\*



## CSOs, ACADEMICS, OBSERVERS\*



<sup>\*</sup>Number of statements quoted by the media

# Who Does the Media Quote?

# Wild Fisheries & Development

## MOST QUOTED PERSONS (GENERAL)\*

#### MINISTER OF FISHERIES AND MARITIME AFFAIRS SUSI PUDIJASTUTI:

Cantrang ban controversy, development of SKPT and promoting other investment

## PRESIDENT OF INDONESIA JOKO WIDODO:

Allowing transition time on cantrang ban, officiating floating net cage to boost fish output

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#### HOUSE OF REPRESENTATIVES Speaker Bambang Soesatyo:

Criticism of MMAF's policy to sink illegal foreign vessels; concern of fishermen welfare

54











#### IPB'S PROFESSOR AND FORMER Fisheries minister rokhmin dahuri:

Speaking as PDI-P politician, government should not impose too many bans, ease capture fisheries licenses

#### MMAF'S HEAD OF RESEARCH AND Human resources, (Then) DG of Capture Fish Sjarief Widjaja:

Developing downstream sector, integrated fisheries centers (SKPT)

67

### CSOs, ACADEMICS, OBSERVERS\*

# IPB'S PROFESSOR AND FORMER FISHERIES MINISTER ROKHMIN DAHURI: Speaking as PDI-P politician.

Speaking as PDI-P politician government should not impose too many bans, ease capture fisheries licenses

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#### CHAIRPERSON OF TABUIK DIVING CLUB AKSA PRAWIRAV:

With the diving community, planting corals and reef garden in Parlaman, West Sumatra

Fi)

#### PARIAMAN COASTAL AREA

ACTIVIST TOMI SYAMSUAR: Coral reefs are damaged from fish bombing by fishermen and bleaching due to global warming

- 1











#### CHAIRMAN OF NORTH KALIMANTAN Dayak Council Marthin Billa:

Making Fisheries Minister
Susi Pudjiastuti honorary
member of Dayak Kenyah for
her service to people in
remote areas

# DIRECTOR OF THE NATIONAL MARITIME INSTITUTE (NAMARIN) SISWANTO RUSDI:

MMAF should issue policies aligned with businesses, develop fisheries industry

1

<sup>\*</sup>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





- Fish stock and production have increased after IUU fishing by foreign vessels is eradicated
- Marine resources are the 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

- 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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