

## Framing the Medan City Flood Disaster in Digital Media: A Comparative Analysis of SUMUTPOS.CO and Waspada.co.id

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### Abstract

This study examines how local digital media construct the reality of the Medan City flood disaster and how such constructions differ across media outlets. Although disaster framing has been widely studied, comparative research on local digital media covering the same urban disaster remains limited in the Indonesian context. This study comparatively analyzes how Waspada.co.id and SUMUTPOS.CO construct the problems, causes, responsible actors, and responses to the Medan City flood disaster. A qualitative approach was employed using Robert N. Entman's framing model, which consists of four dimensions: define problems, diagnose causes, make moral judgment, and treatment recommendation. The dataset comprised 21 news articles published during November–December 2025, including 10 articles from Waspada.co.id and 11 from SUMUTPOS.CO. Data were collected through documentation and analyzed using systematic coding, interpretation, and comparative analysis. The findings indicate that both media constructed flooding as a serious social problem affecting community life but developed different dominant frames. Waspada.co.id predominantly employed a Human Interest Frame by emphasizing victims' experiences, social impacts, and community conditions, positioning affected communities as the central actors in its news narratives. Meanwhile, SUMUTPOS.CO predominantly employed a Responsibility Frame by emphasizing government policies, institutional responses, disaster mitigation, and post-disaster recovery, positioning government institutions as the primary actors responsible for addressing the disaster. These differences demonstrate that the same disaster can be constructed through distinct interpretive orientations: a victim-centered humanitarian orientation and an institution-centered responsibility orientation. The study contributes to disaster communication research by showing how actor prominence and problem attribution shape different constructions of the same urban disaster. Practically, the findings emphasize the importance of balanced disaster reporting that addresses immediate impacts alongside structural causes, institutional responsibility, and long-term mitigation.

### Keywords

Media Framing; Medan Flood; Digital Media



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## 1. INTRODUCTION

Flooding is one of the most frequent hydrometeorological disasters in Indonesia and has become a serious challenge for urban areas. Increasing rainfall intensity, changes in land use, uncontrolled urbanization, and limited drainage infrastructure capacity have increased flood risks in various cities in recent years (Bao et al., 2025). Flooding not only causes economic losses and infrastructure damage but also affects people's social lives, educational activities, public health, and public services (Nahian, 2023). Several studies have shown that changes in the urban environment and climate dynamics have further increased community vulnerability to flooding. Therefore, disaster management requires not only technical capacity and public policies but also effective risk communication to the public (Awah et al., 2024; Azadgar et al., 2024; Aziz et al., 2024).

Medan City, one of Indonesia's largest metropolitan areas, is among the urban regions that experience recurrent flooding. Flooding that affected several areas of Medan City during November–December 2025 attracted considerable attention from both the public and the media. The event not only caused direct impacts on affected communities but also generated public debate concerning the causes of flooding, drainage infrastructure conditions, urban environmental governance, the effectiveness of local government policies, and the mitigation measures that should be implemented (Aziz et al., 2024). During a disaster, the public's need for information that is timely, accurate, and credible becomes increasingly important, as media information can serve as an important reference for understanding disaster risks, impacts, causes, and responses.

The development of information and communication technologies has transformed the way people obtain disaster-related information. Digital media enable information about disasters to be disseminated rapidly and in real time, while reaching broader audiences (Erokhin & Komendantova, 2024; Rizal et al., 2025; Seneviratne et al., 2024). However, digital media do not merely function as channels for transmitting information. In the news production process, media organizations select facts, determine which aspects are considered important, choose information sources, and emphasize particular dimensions of an event. Consequently, the reality of a disaster received by the public is not entirely an objective reflection of the event but is also the result of media construction (Ninan et al., 2022).

This construction process can be understood through the perspective of framing. Framing explains how the media select and emphasize particular

aspects of reality in ways that shape audience interpretations of an issue (Berk, 2025). From Entman's perspective, framing can be analyzed through four main functions: define problems, diagnose causes, make moral judgments, and provide treatment recommendations. This framework enables researchers not only to identify which aspects are emphasized by the media but also to understand how media organizations define a problem, construct its causes, determine which actors are considered responsible, and formulate possible solutions (Han, 2024). Accordingly, coverage of the same event may produce different constructions of reality when it is produced by media organizations with different editorial policies, reporting orientations, and audience characteristics (Chen & Koo, 2022).

Studies on the framing of disaster reporting have demonstrated that the media may employ different frames in constructing an event, including an emphasis on humanitarian aspects, government responsibility, conflict, social impacts, and disaster response solutions (Eruption & Rindrasih, 2022). These differences in construction are important because media framing can influence how the public understands the causes of a disaster, identifies actors considered responsible, and evaluates the responses of governments and other relevant stakeholders (Buelow et al., 2025). In this context, the media occupy a strategic position not only as providers of information but also as actors that contribute to shaping public opinion and the social agenda surrounding disaster-related issues (Gilardi et al., 2022; Han, 2024).

Although research on media framing in disaster reporting has expanded, several aspects remain insufficiently explored. One concerns the contextual dimension of disaster reporting. Research on disaster framing in Indonesia has predominantly focused on national media and disasters that receive broad national attention. Meanwhile, studies examining how local digital media report disasters at the metropolitan-city level remain relatively limited. Local media, however, have stronger geographical and social proximity to both the events and the affected communities. Such proximity may influence how media organizations select issues, identify causes, portray actors considered responsible, and present the impacts and solutions associated with a disaster (Gilardi et al., 2022).

Beyond the contextual gap, previous studies also leave room for comparative investigation. A number of studies have examined framing within a single media outlet or news source, providing limited understanding of how

two local digital media organizations may construct different meanings when reporting the same disaster event, location, and period. Such comparison is important because each media organization has distinct characteristics and editorial policies. Comparing two media outlets covering the same event makes it possible to identify differences more clearly in issue selection, information emphasis, source selection, and the ways in which responsibility for the disaster is attributed (Moncada et al., 2024).

Another limitation concerns the analytical approach used to understand disaster reporting. Analyzing news coverage is not sufficient merely by examining the most frequently occurring themes or the aspects that receive the greatest amount of coverage. Equally important is understanding how the media construct meaning around an event through their selection and presentation of information. In this context, Entman's framing model is particularly relevant because it enables news coverage to be analyzed through four dimensions: how a problem is defined, how its causes are explained, how judgments about the actors involved are constructed, and what solutions are presented. This approach provides a deeper understanding of how the media not only communicate facts but also construct particular perspectives on an event.

The temporal context is also an important consideration in this study. The flooding that occurred in Medan City during November–December 2025 took place within an increasingly complex urban environment characterized by challenges related to spatial planning, environmental changes, drainage capacity, and growing demands on the government to respond effectively to disasters. Although the event received considerable media attention, studies specifically comparing how local digital media constructed the reporting of the Medan flooding during this period remain limited. This situation highlights the need to examine how local media interpreted the same flood event and which aspects were subsequently given greater prominence in their coverage.

Accordingly, this study aims to analyze how SUMUTPOS.CO and Waspada.co.id framed the reporting of flooding in Medan City during November–December 2025 and to identify differences in the constructions produced by the two media outlets in explaining the problems, causes, responsibilities, and solutions associated with the disaster. Academically, this study is expected to contribute to the development of media framing research in the context of disaster communication, particularly concerning local digital media. Practically, the findings are expected to provide insights for media

organizations and disaster-management stakeholders in developing reporting and risk communication practices that are more informative, balanced, and responsive to the needs of affected communities.

## 2.METHOD

This study employed a qualitative approach using Robert N. Entman's framing analysis to examine the construction of media reality in the reporting of flooding in Medan City during November–December 2025 (López-Rabadán, 2022). The object of the study consisted of news texts published by Waspada.co.id and SUMUTPOS.CO. The data were selected using purposive sampling based on the following criteria: (1) the news article was published during the research period; (2) it directly discussed flooding events in Medan City; (3) it contained information concerning the occurrence, impacts, causes, response, mitigation, or recovery related to the flooding; and (4) it provided sufficient information to be analyzed using Entman's framing model. News articles that were not directly related to flooding in Medan City or did not contain relevant substantive information were excluded from the dataset. Based on these criteria, 21 news articles were selected. Data were collected through documentary research by searching, identifying, archiving, and recording the identity and relevant content of the news articles (Khawaja et al., 2025).

Data analysis was conducted through the stages of data reduction, coding, data presentation, interpretation, and conclusion drawing. During the coding stage, each news article was read repeatedly to identify textual units, including headlines, leads, paragraphs, statements from sources, and quotations related to the construction of the news coverage. The textual units were then categorized according to Entman's four framing functions: define problems, which identifies how the flooding problem is defined; diagnose causes, which identifies the causes emphasized in the news coverage; make moral judgment, which examines evaluations of the conditions or actors involved; and treatment recommendation, which identifies the solutions or actions proposed (Brameswari & Fikri, 2026). The coding process was conducted manually by recording textual findings in a coding matrix, after which each category was interpreted according to the context of the news coverage.

**Table 1. Coding Matrix**

| <b>Entman's Framing Dimension</b> | <b>Coding Focus</b>              | <b>Indicators Identified in the Text</b>                                                                                                                                                                                    |
|-----------------------------------|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Define Problems                   | Problem definition               | Forms of the flooding problem, impacts caused, community conditions, affected areas, and the severity of the flooding.                                                                                                      |
| Diagnose Causes                   | Identification of problem causes | Rainfall, drainage conditions, spatial planning, waste, rivers, development, environmental changes, government policies, and other factors considered to cause or exacerbate flooding.                                      |
| Make Moral Judgment               | Moral evaluation                 | Parties considered responsible, criticism, appreciation, justification, evaluations of government performance, and assessments of the responses of communities or other relevant actors.                                    |
| Treatment Recommendation          | Problem resolution               | Evacuation, assistance to victims, drainage improvement, river normalization, disaster mitigation, spatial planning improvements, government policies, community participation, and other solutions or preventive measures. |

Data validity was maintained through source triangulation by comparing reports published by Waspada.co.id and SUMUTPOS.CO concerning the same flooding events, as well as through repeated readings and cross-checking the interpretations against the original news texts. The coding results were subsequently analyzed descriptively and comparatively to identify the framing patterns employed by each media outlet and the similarities and differences in how they defined the problem, explained its causes, provided evaluations, and proposed solutions. Thus, the analysis did not merely identify recurring themes but also examined how the two media outlets constructed the reality of flooding in Medan City through the selection and emphasis of particular information.

### 3. FINDINGS AND DISCUSSION

The analysis was conducted on the news published by Waspada.co.id and SUMUTPOS.CO using Robert N. Entman's framing model which includes four main elements, namely defining problems, diagnosing causes, making moral judgments, and treatment recommendations (Ahmad Tajuddin et al., 2025). The research results are presented through several stages, starting from compiling a news data corpus, data reduction to identify actors, issues, causes, impacts, and solutions highlighted in the news, analysis of the framing of each media, to a

comparison of the framing patterns that emerge (Moncada et al., 2024). Through these stages, this research attempts to reveal how the two media construct the Medan City flood event as well as the different perspectives used in framing the disaster issue, the actors involved, and the solutions offered to the public.

**Table 2. Research Data Corpus of Medan City Flood News on Waspada.co.id and SUMUTPOS.CO for the Period November–December 2025**

| No | Code | Date              | Media         | News Title                                                                                     | Focus                                             |
|----|------|-------------------|---------------|------------------------------------------------------------------------------------------------|---------------------------------------------------|
| 1  | WS10 | November 28, 2025 | Waspada.co.id | Several Areas in Medan Submerged by Floods                                                     | Flood occurrence and impacts                      |
| 2  | WS3  | November 29, 2025 | Waspada.co.id | Major Floods Surround Medan City, Dozens of Roads Paralyzed by Heavy Rain                      | Impact of flooding on infrastructure and mobility |
| 3  | SP10 | November 29, 2025 | SUMUTPOS.CO   | Major Floods: Medan City Government Declares Emergency Response Status Until December 11, 2025 | Emergency response policy                         |
| 4  | SP11 | November 29, 2025 | SUMUTPOS.CO   | Flood Update in Medan City: 7,402 Houses Inundated, 29,364 People Affected                     | Victim statistics, evacuation, and displacement   |
| 5  | SP8  | November 30, 2025 | SUMUTPOS.CO   | Many Medan Residents Fall Ill After the Floods                                                 | Post-flood health impacts                         |
| 6  | SP9  | November 30, 2025 | SUMUTPOS.CO   | Rico Waas Prepares Strategies to Address the Threat of Tidal Flooding in North Medan           | Government preparedness                           |
| 7  | WS2  | December 1, 2025  | Waspada.co.id | 24,874 Residents of Medan City Affected by Floods                                              | Number of affected residents                      |
| 8  | WS8  | December 1, 2025  | Waspada.co.id | Medan City Government Accelerates Evacuation of Flood Victims                                  | Evacuation efforts                                |
| 9  | WS1  | December 2, 2025  | Waspada.co.id | Medan Mayor Reveals 85,000 Residents Affected by Floods                                        | Flood impacts on the community                    |
| 10 | WS9  | December 2, 2025  | Waspada.co.id | Flood Victims in West Medan and Selayang Receive Food Assistance                               | Distribution of humanitarian aid                  |
| 11 | SP6  | December 3, 2025  | SUMUTPOS.CO   | Early Warning for Tidal Flooding in North Medan                                                | Mitigation and early warning                      |
| 12 | SP7  | December 3, 2025  | SUMUTPOS.CO   | Medan Flooded Again: 3,135 Houses in Five Districts Inundated                                  | Flood impacts and emergency response              |
| 13 | WS4  | December 3, 2025* | Waspada.co.id | Rico Waas Listens to Public Complaints Regarding Flooding and Security Issues                  | Government response to community concerns         |
| 14 | WS5  | December 3, 2025* | Waspada.co.id | Flood Fatalities in Medan City to Receive Compensation from the                                | Social assistance for victims                     |

| No | Code | Date              | Media         | News Title                                                                                            | Focus                                 |
|----|------|-------------------|---------------|-------------------------------------------------------------------------------------------------------|---------------------------------------|
|    |      |                   |               | Ministry of Social Affairs                                                                            |                                       |
| 15 | SP5  | December 4, 2025  | SUMUTPOS.CO   | Floods in Medan Claim 13 Lives                                                                        | Flood-related fatalities              |
| 16 | WS6  | December 4, 2025  | Waspada.co.id | Narrowing of the Batuan River Identified as a Cause of Flooding in Medan Amplas                       | Causes of flooding                    |
| 17 | SP4  | December 5, 2025  | SUMUTPOS.CO   | Flood-Damaged Documents Can Be Reissued Without a Police Report                                       | Post-flood administrative services    |
| 18 | WS7  | December 5, 2025  | Waspada.co.id | Medan City Government to Immediately Repair SDN 066429 Still Affected by Flooding                     | Restoration of educational facilities |
| 19 | SP3  | December 7, 2025  | SUMUTPOS.CO   | Medan City Government Ensures Food Supply Remains Stable Ahead of Christmas and New Year After Floods | Post-disaster food security           |
| 20 | SP2  | December 11, 2025 | SUMUTPOS.CO   | Medan Mayor Attends Mass Religious Gathering and Prayer with Flood-Affected Residents                 | Social recovery and moral support     |
| 21 | SP1  | December 12, 2025 | SUMUTPOS.CO   | Medan City's Waste Volume Reaches 5,000 Tons After Floods                                             | Post-flood environmental impacts      |

The news corpus table shows that this study used 21 news articles from two online media, namely Waspada.co.id (10 news articles) and SUMUTPOS.CO (11 news articles), published between November 28 and December 12, 2025. All news articles were selected because they contain information related to the flooding incident in Medan City and represent various stages of disaster management. The focus of the news articles contained in the corpus includes the occurrence and impact of flooding, infrastructure damage and mobility disruption, the number of affected victims, government emergency response policies, evacuation and aid distribution processes, health impacts and casualties, causes of flooding, mitigation and preparedness efforts, and the post-disaster recovery process which includes administrative services, public facility repairs, food security, social recovery, and environmental impact management. The diversity of news focus provides a comprehensive picture of how the two media framed the Medan City flooding incident, so that it can be used to identify the construction of reality, the emphasis of issues, and the framing patterns built in flood disaster reporting.

### 3.1.Framing Analysis of Medan City Flood News

**Tabel 3. News Data Reduction**

| Code | Main Actor                                                         | Main Issue                     | Highlighted Cause of Flooding             | Highlighted Impact                        | Highlighted Action                                     |
|------|--------------------------------------------------------------------|--------------------------------|-------------------------------------------|-------------------------------------------|--------------------------------------------------------|
| WS1  | Mayor of Medan                                                     | Flood-affected residents       | Large-scale flooding                      | 85,000 residents affected                 | Victim registration and response measures              |
| WS2  | Medan City Government / Regional Disaster Management Agency (BPBD) | Affected victims               | Urban flooding                            | 24,874 residents affected                 | Emergency assistance and response                      |
| WS3  | Community and City Government                                      | Disruption of urban activities | Prolonged rainfall                        | Road paralysis and disrupted activities   | Flood response and evacuation                          |
| WS4  | Mayor of Medan                                                     | Community complaints           | Flooding and neighborhood security issues | Public inconvenience                      | Collection of public aspirations and follow-up actions |
| WS5  | Ministry of Social Affairs                                         | Flood-related fatalities       | Consequences of flooding disaster         | Loss of life                              | Provision of compensation                              |
| WS6  | Mayor of Medan                                                     | Causes of flooding             | Narrowing of the Batuan River             | Flooding in Medan Amplas                  | River normalization                                    |
| WS7  | Medan City Government                                              | Schools affected by flooding   | Flood inundation                          | Disruption of educational activities      | Repair of school facilities                            |
| WS8  | Medan City Government                                              | Victim evacuation              | Ongoing flooding                          | Affected residents                        | Acceleration of evacuation efforts                     |
| WS9  | Medan City Government                                              | Assistance for flood victims   | Flood impacts                             | Victims' food needs                       | Distribution of food aid                               |
| WS10 | Community                                                          | Flooded areas                  | Heavy rainfall                            | Affected residential areas                | Flood management efforts                               |
| SP1  | Environmental Agency                                               | Post-flood waste               | Waste accumulation caused by flooding     | 5,000 tons of waste                       | Environmental clean-up                                 |
| SP2  | Mayor of Medan                                                     | Social recovery of victims     | Post-flood impacts                        | Trauma and social conditions of residents | Collective prayers and moral support                   |
| SP3  | Medan City Government                                              | Food availability              | Post-flood impacts                        | Potential disruption of food supply       | Ensuring food stock availability                       |
| SP4  | Medan Civil Registration Office                                    | Documents of flood victims     | Damage to documents caused by             | Loss of important documents               | Free reissuance of documents                           |

| Code | Main Actor                                                               | Main Issue                | Highlighted Cause of Flooding       | Highlighted Impact                         | Highlighted Action                       |
|------|--------------------------------------------------------------------------|---------------------------|-------------------------------------|--------------------------------------------|------------------------------------------|
|      |                                                                          |                           | flooding                            |                                            |                                          |
| SP5  | Regional Disaster Management Agency (BPBD)                               | Fatalities                | Flooding and drowning incidents     | 13 deaths                                  | Victim management and response           |
| SP6  | Meteorology, Climatology, and Geophysics Agency (BMKG) / City Government | Threat of tidal flooding  | High sea tides                      | Potential tidal flooding                   | Early warning measures                   |
| SP7  | Regional Disaster Management Agency (BPBD)                               | Flooding and evacuation   | River overflow                      | 10,258 people affected                     | Victim evacuation                        |
| SP8  | Health Office / City Government                                          | Post-flood illnesses      | Post-flood environmental conditions | Residents becoming ill                     | Hospitals placed on standby              |
| SP9  | Medan City Government                                                    | Threat of tidal flooding  | Sea tides and weather conditions    | Potential inundation                       | Tidal flood mitigation strategy          |
| SP10 | Medan City Government                                                    | Emergency response status | Major flooding                      | Disruption of community activities         | Declaration of emergency response status |
| SP11 | Regional Disaster Management Agency (BPBD)                               | Flood impact data         | Heavy rainfall and river overflow   | Flooded houses, evacuees, and displacement | Evacuation and emergency assistance      |

The results of data reduction on 21 news items indicate that coverage of the Medan City floods centered on five main themes: the impact of the floods on the community, the causes of the floods, government responses and policies, assistance and evacuation of victims, and post-disaster recovery. The most dominant actors appearing in the news were the Medan City Government, the Regional Disaster Management Agency (BPBD), the Mayor of Medan, and other relevant agencies involved in disaster management. The most frequently highlighted causes of the floods included high rainfall, prolonged rain, river overflows, narrowing of river channels, and the threat of tidal flooding due to high sea levels. Meanwhile, the impacts that were frequently reported included the high number of affected residents, submerged homes and settlements, paralysis of community activities, disruption of educational activities, the emergence of health problems, environmental damage, and loss of life. The solutions and actions highlighted by the media included the determination of emergency response status, evacuation of victims, distribution of humanitarian aid, provision of compensation, river normalization, repair of public facilities,

provision of administrative services for victims, tidal flood mitigation, and various post-disaster social and environmental recovery efforts. This data reduction shows that the construction of news coverage does not only focus on flooding as a natural disaster, but also emphasizes the government's role in handling, mitigating, and restoring the conditions of affected communities.

### 3.2. Robert N. Entman's Framing Analysis

**Table 4. Robert N. Entman's Framing Analysis**

| Code | Define Problems                                                            | Diagnose Causes                                                                 | Make Moral Judgment                                                            | Treatment Recommendation                            |
|------|----------------------------------------------------------------------------|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-----------------------------------------------------|
| WS1  | Flooding is a disaster that has widespread impacts on the people of Medan. | The large scale of the flooding has affected a significant number of residents. | The government must give serious attention to flood victims.                   | Registration and assistance for affected residents. |
| WS2  | The high number of victims indicates a disaster emergency                  | Widespread urban flooding.                                                      | Flood victims require protection and assistance.                               | Emergency aid and disaster response measures.       |
| WS3  | Flooding disrupts community activities and mobility.                       | Prolonged rainfall.                                                             | Urban infrastructure is not yet fully capable of coping with extreme rainfall. | Flood management and evacuation efforts.            |
| WS4  | Public complaints caused by flooding have become a public concern.         | Flooding and neighborhood security issues.                                      | The government should respond to public concerns and aspirations.              | Addressing complaints and taking follow-up actions. |
| WS5  | Flood-related fatalities constitute a humanitarian issue.                  | The direct impacts of the flooding disaster.                                    | The state has an obligation to support the families of victims.                | Provision of compensation for victims.              |
| WS6  | Flooding is viewed as an environmental governance issue.                   | The narrowing of the Batuan River.                                              | Environmental degradation exacerbates flooding.                                | River normalization and restoration efforts.        |
| WS7  | Educational facilities have been disrupted by flooding.                    | Persistent flood inundation.                                                    | Educational activities should continue despite disasters.                      | Repair and restoration of school facilities.        |
| WS8  | The safety of residents is the top priority during a disaster.             | Ongoing flooding.                                                               | The government must accelerate efforts to rescue affected residents.           | Expedited evacuation of residents.                  |
| WS9  | Flood victims face difficulties in meeting their basic needs.              | The impacts of flooding on residents' livelihoods.                              | Victims have the right to receive humanitarian assistance.                     | Distribution of food aid.                           |

| Code | Define Problems                                                               | Diagnose Causes                                      | Make Moral Judgment                                                    | Treatment Recommendation                                    |
|------|-------------------------------------------------------------------------------|------------------------------------------------------|------------------------------------------------------------------------|-------------------------------------------------------------|
| WS10 | Flooding has inundated residential areas.                                     | Heavy rainfall.                                      | Flooding poses a significant threat to urban communities.              | Rapid flood response measures.                              |
| SP1  | Post-flood conditions have created serious environmental problems.            | Waste accumulation caused by flooding.               | Environmental cleanliness must be restored immediately.                | Environmental clean-up and waste removal.                   |
| SP2  | Flood victims require social and psychological recovery.                      | The social impacts of flooding.                      | The government should demonstrate empathy toward affected communities. | Collective prayers and moral support.                       |
| SP3  | Post-flood conditions may threaten food security.                             | Disruptions to distribution systems after the flood. | The food needs of the community must be ensured.                       | Ensuring adequate food supplies.                            |
| SP4  | Flood victims have lost important personal documents.                         | Document damage caused by flooding.                  | Public services should facilitate access for disaster victims.         | Free reissuance of damaged documents.                       |
| SP5  | Flooding has resulted in fatalities.                                          | Flooding and drowning incidents.                     | Public safety should be the primary concern.                           | Victim management and mitigation evaluation.                |
| SP6  | Tidal flooding poses a threat to Medan's coastal areas.                       | High sea tides.                                      | Communities should receive risk information at an early stage.         | Early warning systems for tidal flooding.                   |
| SP7  | Thousands of residents have been affected by river overflow.                  | River overflow.                                      | A rapid government response is required.                               | Evacuation of victims and emergency assistance.             |
| SP8  | Post-flood conditions have caused public health problems.                     | Unhealthy environmental conditions after flooding.   | The government must protect public health.                             | Deployment of hospitals and healthcare services on standby. |
| SP9  | The threat of tidal flooding must be anticipated.                             | Sea tides and weather conditions.                    | Government preparedness is essential.                                  | Tidal flood mitigation strategies.                          |
| SP10 | Major flooding constitutes an emergency situation requiring special measures. | The high intensity of the disaster.                  | The government must take swift and coordinated action.                 | Declaration of a disaster emergency response status.        |
| SP11 | Flooding has caused damage, displacement, and mass evacuations.               | Heavy rainfall and river overflow.                   | Public safety must be prioritized.                                     | Evacuation efforts and emergency assistance.                |

Based on Robert N. Entman's framing analysis of 21 news stories about the Medan City flood published by Waspada.co.id and SUMUTPOS.CO, it was found that both media outlets framed the flood as a social and humanitarian issue with a broad impact on people's lives. In the Define Problems element, the flood was constructed as a disaster that disrupted community activities, damaged the environment, paralyzed urban mobility, caused loss of life, disrupted education services, and even post-disaster health and social problems. Thus, the media positioned the flood not merely as a natural phenomenon, but as a public issue that requires the attention of various parties (Morelli et al., 2022).

Waspada.co.id frames the flood primarily as a humanitarian issue. This is evident in the article [news code], which states, "[original news quotation]." The emphasis on the conditions and number of affected people indicates that the media places victims' experiences at the center of the problem definition. Within Entman's framework, this choice reflects the *define problems* function because the flood is not defined solely in terms of physical or infrastructural aspects but rather through its social consequences for the community. This framing directs public attention toward the suffering and needs of the victims, while the structural dimensions underlying the causes of the flooding receive relatively less emphasis (Yousaf et al., 2025). (Yousaf et al., 2025).

In the Make Moral Judgment element, the media constructs a narrative that public safety and well-being must be a top priority. The government is positioned as an actor with a moral responsibility to be present in crisis situations, protect affected residents, provide assistance, guarantee public services, and respond to various public complaints. Furthermore, flood victims are portrayed as a group entitled to protection, humanitarian aid, health services, psychological support, and state attention. This moral judgment reinforces the image that flood management is a shared responsibility that must be implemented quickly and effectively (Raza et al., 2025).

In the Treatment Recommendation element, both media outlets highlighted various solutions oriented toward government action and community recovery. The most frequently cited solutions included evacuating victims, distributing emergency aid, providing compensation to victims' families, declaring an emergency response, normalizing rivers, repairing educational facilities, providing healthcare services, reprinting documents damaged by the flood, cleaning up the environment, providing food supplies, and strengthening the flood mitigation and early warning system. This framing suggests that the media

prioritized disaster management and recovery approaches over finding blame, thus favoring the government's efforts to address the impact of the flood and restore the community's post-disaster condition (Ahmad Tajuddin et al., 2025).

### 3.3.Framing Patterns

**Tabel 5.** (Frame Analysis) Waspada.co.id

| Emerging Frame      | Frequency |
|---------------------|-----------|
| Impact on Victims   | 5         |
| Social Assistance   | 2         |
| Evacuation          | 1         |
| Causes of Flooding  | 1         |
| Government Response | 1         |

Based on the Waspada.co.id Framing Pattern Table, the most dominant frame appearing in the Medan City flood news coverage was the impact on victims, with a frequency of five news items. This frame dominance indicates that Waspada.co.id primarily highlighted the magnitude of the impact experienced by the community due to the flood, such as the number of residents affected, disruptions to daily activities, losses suffered by the community, and even loss of life. Furthermore, the social assistance frame appeared in two news items, focusing on the distribution of humanitarian aid and compensation to flood victims. Meanwhile, the evacuation, causes of the flood, and government response frames each appeared once. This indicates that although aspects of flood management and causes were also reported, the media's primary attention was directed more towards the conditions and suffering of the community as disaster victims. Thus, Waspada.co.id's framing pattern tends to construct the flood as a humanitarian issue that has a broad impact on residents, thus encouraging public empathy and the need for assistance and treatment for affected victims.

**Tabel 6.** (Frame Analysis) SUMUTPOS.CO

| Emerging Frame      | Frequency |
|---------------------|-----------|
| Government Policy   | 4         |
| Disaster Mitigation | 2         |
| Post-Flood Recovery | 3         |
| Flood Victims       | 2         |

Based on the SUMUTPOS.CO Framing Pattern Table, the most dominant frame appearing in the Medan City flood news coverage was government policy, with a frequency of four news items. This frame dominance indicates that SUMUTPOS.CO focuses more on the government's role and actions in handling the flood disaster, such as the determination of emergency response status, the

development of flood mitigation strategies, and various policies taken to mitigate the disaster's impact. Furthermore, the post-flood recovery frame appeared in three news items, focusing on the efforts of the government and related agencies to restore the condition of the community, the environment, and public services after the flood. The disaster mitigation and flood victim frames each appeared in two news items. The mitigation frame emphasized the importance of preparedness, early warning, and flood prevention strategies, while the flood victim frame focused more on the number of affected victims, evacuations, and the conditions of communities directly affected by the disaster. This framing pattern indicates that SUMUTPOS.CO tends to construct flooding as a governance and public policy issue, by positioning the government as the primary actor in disaster management, mitigation, and recovery, rather than solely highlighting the impact experienced by victims.

### Comparison of Framing Waspada.co.id and SUMUTPOS.CO

**Tabel 7.** Comparison of Framing Waspada.co.id and SUMUTPOS.CO

| Comparative Aspect       | Waspada.co.id                   | SUMUTPOS.CO                        |
|--------------------------|---------------------------------|------------------------------------|
| Dominant Actor           | Community and Flood Victims     | Government and Public Institutions |
| Primary Focus            | Social Consequences of Flooding | Disaster Response and Governance   |
| Dominant Framing Pattern | Human Interest Frame            | Responsibility Frame               |

Based on the Framing Comparison Table, there is a quite clear difference between Waspada.co.id and SUMUTPOS.CO in framing the news about the Medan City flood. Waspada.co.id places the public as the dominant actor with a primary focus on the social impacts caused by the flood, such as the number of affected victims, the difficulties experienced by residents, the disruption of daily activities, and the need for humanitarian assistance. This pattern shows that Waspada.co.id tends to use the Human Interest Frame, namely a frame that emphasizes the humanity, emotions, and experiences of victims so as to build empathy in readers towards the suffering of the people affected by the disaster (Aliifa et al., 2025; Moncada et al., 2024).

In contrast, SUMUTPOS.CO places the government as the dominant actor with a focus on disaster management, including emergency response policies, risk mitigation, victim evacuation, post-disaster recovery, and various strategic steps taken by local governments. This trend shows the use of the Responsibility

Frame, namely a frame that emphasizes the responsibility of institutions or governments in overcoming public problems. Thus, Waspada.co.id constructs floods more as a humanitarian problem that focuses on the experiences of victims, while SUMUTPOS.CO frames floods as a disaster policy and governance issue that emphasizes the government's role in handling and resolving them (Buelow et al., 2025; Raza et al., 2025).

#### 4. CONCLUSION

Based on the results of the framing analysis of the news coverage of the Medan City floods for the period November–December 2025 on Waspada.co.id and SUMUTPOS.CO, it can be concluded that both media framed the floods as a public issue with a broad impact on society, but had different emphases in constructing reality. Waspada.co.id emphasized the social and humanitarian impacts experienced by flood victims, thus tending to use the Human Interest Frame with the community as the main actor in the news. In contrast, SUMUTPOS.CO emphasized the policy, mitigation, handling, and disaster recovery aspects carried out by the government, thus tending to use the Responsibility Frame with the government as the dominant actor. Through Robert N. Entman's four framing elements, namely defining problems, diagnosing causes, making moral judgments, and treatment recommendations, it was found that both media identified the floods as a social problem caused by natural and environmental factors, placing public safety as the main priority, and encouraging various post-disaster handling and recovery actions.

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