

FRAMING ANALYSIS OF NEWS COVERAGE OF THE 2025 NORTH SUMATRA FLOOD DISASTER ON KOMPAS.COM

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Abstract : This study investigates how Kompas.com, a leading Indonesian online news platform, framed the devastating flood disaster that struck North Sumatra between late November and early December 2025. Guided by Robert N. Entman's (1993) framing model, comprising problem definition, causal diagnosis, moral evaluation, and treatment recommendation, the research applies qualitative framing analysis to eight Kompas.com news articles published between 25 November and 1 December 2025. Findings show that coverage evolved thematically: early reports emphasized humanitarian emergency and casualties, subsequent articles shifted toward environmental governance and political accountability, and later coverage affirmed the state's institutional response through presidential visits and police-led logistical aid. Ecological drivers such as deforestation and illegal logging, however, received markedly limited elaboration. This pattern indicates that Kompas.com privileged disaster impact and institutional response over structural ecological causation, shaping public understanding of the 2025 North Sumatra flood as a layered yet incompletely explained crisis.

Keywords: *Framing, Kompas.Com, North Sumatra Floods 2025, Robert N. Entman*

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Introduction

Flooding remains the most recurrent hydrometeorological disaster in Indonesia and is projected to grow in significance relative to geological, social, and biological hazards. National disaster-risk assessments covering the 2010-2020 period confirm that hydrometeorological events, led by floods, dominated the country's disaster profile, a pattern closely tied to intensifying rainfall variability under climate change (Azizah et al., 2022). Beyond rainfall extremes, scholarship on tropical catchments has repeatedly linked the worsening severity of flooding to the loss of forest cover, since reduced vegetation diminishes infiltration capacity and accelerates surface runoff into already overburdened river systems (Lubis et al., 2024; Oo & Humphries, 2025). Shifting cultivation, declining river carrying capacity, dense settlement in flood-prone zones, and global climate change therefore combine to make flooding a structurally embedded, rather than purely natural, hazard in the Indonesian context.

North Sumatra was among the provinces most severely affected by this trend when a major flood disaster unfolded in late November and early December 2025, generating extensive social, economic, and humanitarian consequences for the affected population. According to secondary data compiled from the Regional Disaster Management Agency's Disaster Control Centre (Pusdalops PB BPBD Sumut), the 2025 flood affected eighteen regencies and cities, displacing tens of thousands of residents and resulting in numerous fatalities across the province. The scale of the disaster reflects the region's high vulnerability and the complexity of disaster response, which involves multiple actors, including civil society, the mass media, and both central and local government (Utama & Damanik, 2025).

Mass media function as a central institution for monitoring public affairs and channelling societal demands toward decision-makers, and the manner in which any single outlet narrates a crisis inevitably shapes how audiences, policymakers, and law-enforcement bodies come to understand it (McCombs & Valenzuela, 2020). Because no two outlets select, emphasize, or sequence facts identically, disaster coverage is never a neutral mirror of events; it is constructed through deliberate editorial choices regarding wording, structure, and topical focus. This selective construction of meaning is precisely what framing theory seeks to explain.

Robert N. Entman (1993) conceptualized framing as the process of selecting and making certain aspects of a perceived reality more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and treatment recommendation. When applied to disaster journalism, framing analysis becomes especially consequential because it reveals whether a flood is ultimately portrayed to the public as an unavoidable natural catastrophe, a consequence of human negligence, or evidence of public-policy failure. The interpretive frame a news organization adopts can therefore influence not only public sentiment but also the political pressure exerted on authorities to act.

Kompas.com, as one of Indonesia's largest and most trusted online news platforms, exercises substantial influence over national public opinion. Its portrayal of

the 2025 North Sumatra flood disaster reaches a broad readership that extends well beyond residents of the affected region, encompassing policymakers, academics, and the general public elsewhere in the country, all of whom rely on the outlet's reputation for credibility when interpreting unfolding crises.

Media framing of Indonesian flood disasters has already attracted scholarly attention. Wahid and Pinontoan (2020) compared how Kompas.com and JawaPos.com framed the January 2020 Jakarta floods using Entman's model, finding that Kompas.com adopted thematic framing that interlinked successive articles and emphasized local-government accountability, whereas JawaPos.com favoured episodic framing centred on humanitarian values and government response. Fabriar et al. (2023) examined Tempo.co's coverage of the South Kalimantan floods and found an emphasis on emergency-status determination, disaster impact, and governmental roles, framing the flood as simultaneously a humanitarian and an environmental-governance failure. More recently, Ghina Mufidah (2026) applied Pan and Kosicki's framing model to Detik.com's coverage of the 2025 Sumatra floods, showing that the outlet prioritized state regulation and institutional capacity over an ecological reading of the disaster.

A recurring distinction in this literature separates thematic framing, which links successive reports into a coherent, data-supported narrative about underlying conditions, from episodic framing, which isolates a disaster into discrete, event-centred snapshots emphasizing immediate human-interest details (Wahid & Pinontoan, 2020). The choice between these strategies carries normative weight: thematic framing tends to direct audience attention toward systemic causes and institutional accountability, whereas episodic framing tends to personalize the crisis and foreground emotional response over structural explanation. Whether Kompas.com's coverage of the 2025 North Sumatra flood gravitates toward one strategy, or shifts between them as the disaster unfolds, remains an open empirical question that this study addresses directly.

These earlier studies, however, concentrated on Jakarta, South Kalimantan, and a single Detik.com case study using a different framing model; none has specifically examined how Kompas.com, using Entman's original paradigm, framed the 2025 North Sumatra flood, an event distinguished from earlier disasters by its scale of destruction, the complexity of its response, and its more explicit connection to climate change, including the formation of an unprecedented tropical cyclone system over the Malacca Strait. This gap is consequential because Kompas.com's framing choices, through the selection of sources, the sequencing of coverage, and the moral weight assigned to different actors, shape how the Indonesian public comes to understand the causes of, and responsibility for, an unprecedented disaster. It is also consequential because the deforestation-flooding relationship is now well documented in the international hydrological literature (Lubis et al., 2024; Oo & Humphries, 2025), which raises the question of whether national media coverage adequately reflects this

structural, science-based explanation or instead favours more immediately newsworthy human-interest and institutional-response narratives.

Accordingly, this study applies Entman's (1993) framing model to examine how Kompas.com defined the problem, diagnosed its causes, rendered moral judgement, and recommended treatment across eight news articles published between 25 November and 1 December 2025. The objective is twofold: practically, to inform more balanced and ecologically grounded disaster journalism in Indonesia's national digital media; and theoretically, to extend the literature on disaster communication and framing by documenting how a leading outlet's narrative evolves across the lifecycle of a major hydrometeorological crisis, and by identifying which structural and ecological dimensions of such crises tend to remain underexplored in mainstream coverage.

Research Methodology

This study employs a qualitative approach using Robert N. Entman's (1993) framing-analysis model. The research object is online news coverage of the 2025 North Sumatra flood disaster published by Kompas.com. The dataset comprises eight news articles published between 25 November and 1 December 2025, selected purposively based on their direct relevance to the flood disaster and the intensity of coverage during that period, encompassing the period from the disaster's onset through the peak of the national institutional response.

Data were collected through a documentation technique, in which relevant Kompas.com articles were retrieved, archived, and verified against their original publication URLs. Each article was then analysed using Entman's four framing elements: problem definition, the identification of what is treated as the core issue; causal diagnosis, the attribution of the disaster's origin; moral evaluation, the ethical judgement attached to the actors involved; and treatment recommendation, the solutions proposed or implied by the coverage. The analytical procedure involved identifying the dominant issue within each article, classifying its framing elements according to Entman's typology, and comparing patterns across the eight articles to trace the thematic progression of Kompas.com's framing strategy and to identify the dominant tendencies that characterized its coverage of the disaster.

Results and Discussion

This section presents the framing analysis of eight Kompas.com news articles on the North Sumatra flood disaster, published between 25 November and 1 December 2025, using Entman's (1993) four-element model: problem definition, causal diagnosis, moral evaluation, and treatment recommendation.

News Item 1

"Floods and Landslides in North Sumatra, Four Dead" (*"Banjir dan Longsor Sumatera Utara, Empat Orang Tewas"*)

Source: Kompas.com, 25 November 2025

The first report covered flooding and landslides across six locations, Padangsidempuan, Sibolga, North Tapanuli, South Tapanuli, Central Tapanuli, and Mandailing Natal. Citing the Regional Disaster Management Agency (BPBD), the article reported four confirmed deaths and one missing person, framing the disaster as an emergency directly threatening human safety (Utomo, 2025).

Table 1. Framing Analysis of News Item 1

Framing Element	Analysis Result
Define Problems	Floods and landslides are framed as a hydrometeorological disaster, with primary focus on casualties and affected areas.
Diagnose Causes	Heavy rainfall and extreme weather are identified as the main causes, without emphasis on structural factors.
Make Moral Judgement	The disaster is understood as a natural calamity requiring urgent attention and government response.
Treatment Recommendation	Emergency response through victim evacuation, impact assessment, and BPBD coordination.

By foregrounding the casualty count and official BPBD statements, Kompas.com constructed the flood primarily as a humanitarian emergency rather than a politically attributable failure, consistent with Entman's (1993) premise that media select and emphasize particular facts to guide audience interpretation.

News Item 2

"Flash Floods and Landslides in North Sumatra, Hundreds Evacuated" (*"Banjir Bandang dan Longsor di Sumatera Utara, Ratusan Warga Mengungsi"*)

Source: Kompas.com, 26 November 2025

As the disaster intensified, Kompas.com reported ten deaths, three injuries, and hundreds of evacuees, alongside major road closures caused by landslides (Rachmawati, 2025).

Table 2. Framing Analysis of News Item 2

Framing Element	Analysis Result
Define Problems	Flash floods and landslides are framed as a large-scale disaster causing rising casualties, mass displacement, and disrupted transportation access.
Diagnose Causes	The disaster's causes are linked to continuous heavy rainfall and landslide-prone geographic conditions.
Make Moral Judgment	The situation is viewed as an emergency demanding state responsibility to protect and evacuate affected residents.

Framing Element	Analysis Result
Treatment Recommendation	Response focuses on deploying security forces, evacuating victims, reopening road access, and distributing aid to evacuees.

The article highlighted the deployment of security forces, particularly Brimob and the National Police, reinforcing a moral frame in which the state's protective duty, rather than any culpable actor, anchors the narrative.

News Item 3

"Foreign Media Spotlight the North Sumatra Floods, What Did They Say?"
("Media Asing Soroti Banjir dan Tanah Longsor di Sumatera Utara, Apa Kata Mereka?")

Source: Kompas.com, 26 November 2025

This article surveyed foreign media coverage of the disaster's casualties, infrastructure damage, and disruption to daily life, elevating the flood from a domestic to an internationally significant event (Amar, 2025).

Table 3. Framing Analysis of News Item 3

Framing Element	Analysis Result
Define Problems	Floods and landslides in North Sumatra are framed as a major disaster drawing foreign media attention.
Diagnose Causes	The disaster's causes are linked to high rainfall and vulnerable environmental conditions, as highlighted by international media.
Make Moral Judgment	The disaster is viewed as a serious issue reflecting the region's vulnerability to natural hazards.
Treatment Recommendation	Emphasis is placed on the importance of disaster mitigation and improved preparedness for similar events.

By channelling an international gaze, Kompas.com broadened the problem definition from a localized hazard to a matter of global concern, without attributing the disaster to specific human actors.

News Item 4

"Parliament Urges President Prabowo to Declare a National Disaster for the Sumatra Floods and Landslides"
("DPR Desak Prabowo Tetapkan Bencana Nasional untuk Banjir-Longsor Sumatera")

Source: Kompas.com, 28 November 2025

Quoting House of Representatives member Dini Rahmania's demand that "the state must be present at the forefront," this article reframed the disaster as a national, structural crisis, attributing it not only to extreme weather but to long-term environmental mismanagement, including land-use conversion (Indrawati, 2025).

Table 4. Framing Analysis of News Item 4

Framing Element	Analysis Result
Define Problems	Floods and landslides are framed as a national-scale disaster whose impact exceeds local government capacity.
Diagnose Causes	The disaster is linked to extreme weather and long-term environmental governance failures, including land-use conversion, as raised by political actors.
Make Moral Judgement	The central government is positioned as morally responsible for not evading disaster-response obligations.
Treatment Recommendation	Declaration of National Disaster status and central government assumption of response command.

The moral focus shifted decisively toward the central government's obligation to assume command, illustrating Entman's (1993) argument that media foreground actor accountability to recast a local hazard as a national responsibility.

News Item 5

"Sumatra Floods: The Real Impact of Ecologically Blind Development" (*"Banjir Sumatera: Dampak Nyata Pembangunan yang Buta Ekologi"*)

Source: Kompas.com, 28 November 2025

Citing the national meteorological agency's (BMKG) description of an unprecedented tropical cyclone forming in the Malacca Strait, this article connected the disaster's severity to a development trajectory that had eroded the ecosystem's carrying capacity (Rabbani, 2025).

Table 5. Framing Analysis of News Item 5

Framing Element	Analysis Result
Define Problems	The Sumatra floods are framed as an environmental and humanitarian crisis with widespread impact.
Diagnose Causes	The disaster is linked to extreme rainfall and weakened environmental carrying capacity resulting from development patterns.
Make Moral Judgement	Development trajectories are judged as having insufficiently considered environmental sustainability, increasing regional vulnerability.
Treatment Recommendation	The need to correct development direction and strengthen environmental protection to reduce disaster risk.

This article marked the clearest pivot toward an ecological causal diagnosis, although it still anchored its scientific framing in BMKG's meteorological statement rather than in an independent ecological investigation.

News Item 6**"ITB Expert Cites Three Causes of the Sumatra Flash Floods"** (*"Pakar ITB Sebut Banjir Bandang Sumatera Disebabkan oleh 3 Faktor"*)

Source: Kompas.com, 30 November 2025

Drawing on an expert from the Bandung Institute of Technology, this article attributed the floods to the convergence of seasonal rainfall peaks, Tropical Cyclone Senyar, and reduced land infiltration capacity caused by vegetation-cover change (Tionardus, 2025).

Table 6. Framing Analysis of News Item 6

Framing Element	Analysis Result
Define Problems	The flood is framed as a hydrometeorological disaster with widespread, high-risk impact on communities.
Diagnose Causes	Causes are linked to the seasonal rainfall peak, extreme precipitation, the influence of Tropical Cyclone Senyar, and low land-infiltration capacity.
Make Moral Judgement	Insufficient protection of water-catchment areas and weak spatial management are judged to have increased regional flood vulnerability.
Treatment Recommendation	Optimizing mitigation through risk-based spatial planning, catchment-area conservation, geospatial modelling, and early-warning systems.

By privileging scientific expertise, Kompas.com lent technical legitimacy to a more comprehensive causal account, recommending risk-based spatial planning, catchment conservation, and early-warning systems rather than purely reactive measures.

News Item 7**"Prabowo Arrives in North Sumatra to Review the Flood"** (*"Prabowo Tiba di Sumatera Utara untuk Tinjau Banjir"*)

Source: Kompas.com, 1 December 2025

This article centred on President Prabowo Subianto's visit to the affected region, detailing his travel itinerary and accompanying senior officials, including the provincial governor, the armed forces commander, and the national police chief (Damarjati, 2025).

Table 7. Framing Analysis of News Item 7

Framing Element	Analysis Result
Define Problems	The flood is framed as a serious disaster requiring the President's direct attention.
Diagnose Causes	The disaster's causes are not a primary focus of the

	coverage.
Make Moral Judgement	The President's presence is positioned as a form of state responsibility and responsiveness toward affected citizens.
Treatment Recommendation	Direct presidential review and cross-agency coordination as an initial response step.

The disaster's causes received no substantive treatment here; instead, the presidential visit itself was framed as moral and symbolic evidence of state responsiveness.

News Item 8

"Police Again Send Logistical Aid to Sumatra Flood Victims" (*"Polri Kembali Kirim Bantuan Logistik untuk Korban Banjir-Longsor di Sumatera"*)

Source: Kompas.com, 1 December 2025

The final article reported the National Police's continued logistical aid deliveries to Aceh, West Sumatra, and North Sumatra, quoting police spokesperson Brigadier General Trunoyudo Wisnu Andiko on “concrete steps” taken under the police chief's direct supervision (Soedirman, 2025).

Table 8. Framing Analysis of News Item 8

Framing Element	Analysis Result
Define Problems	Floods and landslides are framed as a humanitarian crisis that isolated affected areas and disrupted communities' basic needs.
Diagnose Causes	The disaster's causes are not a primary focus; attention is directed toward emergency conditions and restricted area access.
Make Moral Judgement	The state, through the National Police, is positioned as responsible for ensuring the needs of affected communities are met.
Treatment Recommendation	Accelerating logistics distribution, deploying personnel and air/sea assets, and mapping isolated areas.

This institutional-response framing again bypassed causal explanation in favour of demonstrating the state's logistical capacity and organizational reach.

Discussion: The Pattern of Kompas.com's Framing

Across the eight articles, Kompas.com's framing followed a discernible thematic arc. In the earliest reports (Items 1-2), the flood was framed as a humanitarian emergency, with casualty figures and BPBD statements anchoring the problem definition and directing attention toward urgent response. As coverage progressed (Items 3-4), the frame deepened into a political and structural register, incorporating

international attention and parliamentary demands for a national-disaster declaration, with moral evaluation centred on the state's obligation to protect affected citizens.

A further shift toward ecological and scientific framing emerged in Items 5 and 6, where expert testimony on cyclone formation, rainfall intensity, and degraded land-infiltration capacity reframed the flood as a hydrometeorological and environmental problem rather than a purely natural occurrence, with treatment recommendations oriented toward long-term mitigation. Finally, Items 7 and 8 returned the narrative to an institutional register, in which the President's visit and the police's logistical operations were framed as the definitive markers of effective response, again with minimal causal explanation.

This progression, from emergency, to structural-political accountability, to scientific-ecological explanation, and finally to institutional response, illustrates how Kompas.com selectively emphasized different elements of the same unfolding disaster to construct a layered, evolving narrative (Entman, 1993). Notably, the ecological root causes, particularly deforestation and illegal logging, were never examined in sustained depth; even Item 5 relied primarily on a meteorological agency's statement rather than an independent investigation of upstream forest loss. This suggests that Kompas.com's coverage privileged disaster impact and institutional response over the disaster's structural and ecological origins.

This omission is consequential in light of the broader hydrological literature, which has established that the loss of tropical forest cover degrades a watershed's capacity to regulate water flow, increasing both the frequency and severity of flooding (Lubis et al., 2024; Oo & Humphries, 2025). Illegal logging compounds this vulnerability by accelerating the degradation of forest ecological functions, with direct legal as well as environmental consequences under Indonesia's forest-protection legislation (Wardi, 2026). The recurring presence of timber debris carried by the floodwaters, mentioned only in passing, can be read as visual evidence of upstream forest degradation rather than an incidental detail.

This selective emphasis carries implications for public understanding. When coverage repeatedly foregrounds impact and response while underplaying long-term environmental causation, audiences are more likely to interpret floods as unforeseeable events requiring urgent reaction rather than outcomes of cumulative environmental degradation. Research on post-disaster public awareness similarly finds that repeated narrative patterns can shift public perception from fatalistic acceptance toward collective environmental awareness, but only when ecological causation is made explicit and sustained (Dewi et al., 2026). In Kompas.com's 2025 coverage, the limited and fragmented treatment of ecological causation suggests this shift remains only partially realized, constrained by a framing strategy that privileges the more immediately newsworthy dimensions of impact, accountability, and institutional response.

Conclusion

Applying Robert N. Entman's (1993) framing model to eight Kompas.com news articles on the 2025 North Sumatra flood disaster, this study finds that Kompas.com constructed a dynamic, multilayered narrative. The flood was positioned not merely as a natural event but successively as a humanitarian crisis, a structural and political problem, a scientific-ecological phenomenon, and a test of the state's institutional capacity. This evolving frame was shaped through the selective deployment of actors, sources, and emphasis across the causal, moral, and treatment dimensions of the coverage. The framing developed in stages, beginning with emergency response and humanitarian impact, moving toward criticism of environmental governance and public policy, and concluding with an affirmation of the state's disaster-response role, demonstrating that the coverage functioned not only to inform but to actively construct public understanding of the crisis.

At the same time, the analysis reveals an important limitation: Kompas.com consistently emphasized disaster impact and response over the disclosure of underlying ecological causes such as deforestation and illegal logging, leaving the structural environmental dimension of the disaster comparatively underexplored. This pattern may constrain public understanding of the disaster's root causes. Overall, the findings suggest that Kompas.com's coverage helped the public recognize the North Sumatra flood as a complex, multidimensional disaster, one requiring not only emergency response but also long-term mitigation and improved environmental governance.

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