

Crisis communication transformation through global digital news platforms

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Abstract

This study examines the shift of crisis communication in the digital era by examining the role of digital news platforms in shaping public engagement. The study uses a descriptive qualitative approach through analysis of 65 documents from scholarly sources and digital media, as well as social media tracking with NVivo 12 Plus and Tweetbinder. The case studies focused on the MCCC's response to COVID-19 in Indonesia and the Gaza crisis for global comparison. The results showed three main findings: (1) public engagement tends to be passive, indicated by the dominance of reposts (82%), reflecting information fatigue, low digital literacy, and distrust of institutions, (2) the distribution of public sentiment is dominated by neutral to negative tones (48-68% neutral, 25-38% negative), as a consequence of institutional communication strategies that use deny and diminish rather than rebuild approaches, (3) scientific discourse is still centered on institutional strategies and responses, without accommodating the complexity of local digital culture. As a practical recommendation, this study suggests a data-driven, participatory, and empathetic crisis communication model, as well as the integration of real-time sentiment monitoring and an actionable and forward-looking two-way feedback system.

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Introduction

Information technology has significantly changed the way people access and disseminate information, especially during a crisis (Wang & Wu, 2021). Digital news platforms are essential tools for information dissemination and public communication in the digital age (Basanta Vázquez & Azurmendi, 2025). In addition, people can now perform social tasks more easily and successfully thanks to advances in information technology and digital transformation. In the modern world, people can interact through digital technologies, such as social media and digital news platforms (Amankona et al., 2024) with a focus on Generation Y consumers. It also aims to examine how, particularly within Ghanaian manufacturing firms, the views of Generation Y consumers regarding digital social responsibility (DSR).

Crisis communication is a planned effort to deliver accurate, timely, and reliable information to the public during a crisis, such as a natural disaster, pandemic, political

conflict, or other systemic disruption (Hermanto et al., 2021). In achieving crisis preparedness, it is important for everyone to be involved and engaged (Nilsson et al., 2022). The spread of misinformation during the COVID-19 pandemic made the task of health workers more difficult, which shows the adverse impact of rumors and misinformation (Rajasekhar et al., 2021).

This phenomenon is evident in the handling of the Covid-19 pandemic in Indonesia. One concrete example is the presence of the Muhammadiyah Covid-19 Command Center (MCCC), which is the government's strategic partner in managing crisis communication. Through digital channels and data-based content, MCCC has succeeded in filling the void of public information, as well as demonstrating a model of collaboration between civil society and the state in the context of a health crisis (Junaedi et al., 2023). However, challenges still arise in the form of the spread of hoaxes, passive public response, and low digital literacy that limits the effectiveness of two-way communication.

At a global level, the crisis in Gaza demonstrates how digital media is being used to asymmetrically shape perceptions of the world. Platforms such as Twitter and global online news outlets were used to propagate the conflict narrative by governments, activists and civil society (Alamsyah et al., 2024). Social media interactions reliably mapped the dynamics of the crisis, as evidenced by hashtags such as #SaveSheikhJarrah that were associated with critical shifts, although virality did not correlate with hashtag use (Shestakov & Zaghouani, 2024).

However, instead of generating healthy public deliberation, crisis communication in the Gaza case reflects polarization, reproduction of one-sided narratives, and information campaigns that are not always factual. This can be seen during the Gaza war in 2021, media such as Al Jazeera Arabic and Fox News reported the Gaza conflict in a polarized way. Al Jazeera Arabic usually prioritizes the protection of Palestinian civilians and supports the story told by Hamas, while Fox News supports Israeli military operations and portrays Hamas as a destructive force (Damanhoury & Saleh, 2025). This shows that digital media is not neutral, but works within the framework of algorithms and symbolic power (Osimen et al., 2023).

Theoretically, Situational Crisis Communication Theory (SCCT) is the dominant framework in understanding communication response strategies, but it is still limited in explaining the dynamics of algorithm-based communication and digital sentiment (Zhang et al., 2024). This limitation drives the need to adapt SCCT to map a more participatory and contextualized crisis response in the digital era (Coombs, 2020).

Over time, SCCT has evolved on social media and digital news platforms in the context of crisis communication. Digital news platforms allow stakeholders to interact and get information quickly, so the conventional crisis communication model must be changed (Jin & Austin, 2020). Those involved in communication studies in higher education should look at the domains in which theories are developed. They should divide the domains of communication theory based on context and process, and focus on the stages or levels of communication (Utari, 2023).

In addition, as more people use digital news platforms to get information, more researchers and practitioners are paying attention to how these platforms are used for information dissemination and communication in crisis situations (Asemah et al., 2020). However, although digital news platforms play an important role in crisis response, no studies have addressed the transformation of crisis communication through digital news platforms, which is particularly relevant in today's fast-paced digital environment (Grinko et al., 2019).

Therefore, this study addresses the transformation of crisis communication through digital news platforms, which is particularly relevant in today's fast-paced digital

environment. This research's focus on global digital trends reflects the current shifts in society and media behavior, making this topic particularly useful and urgent.

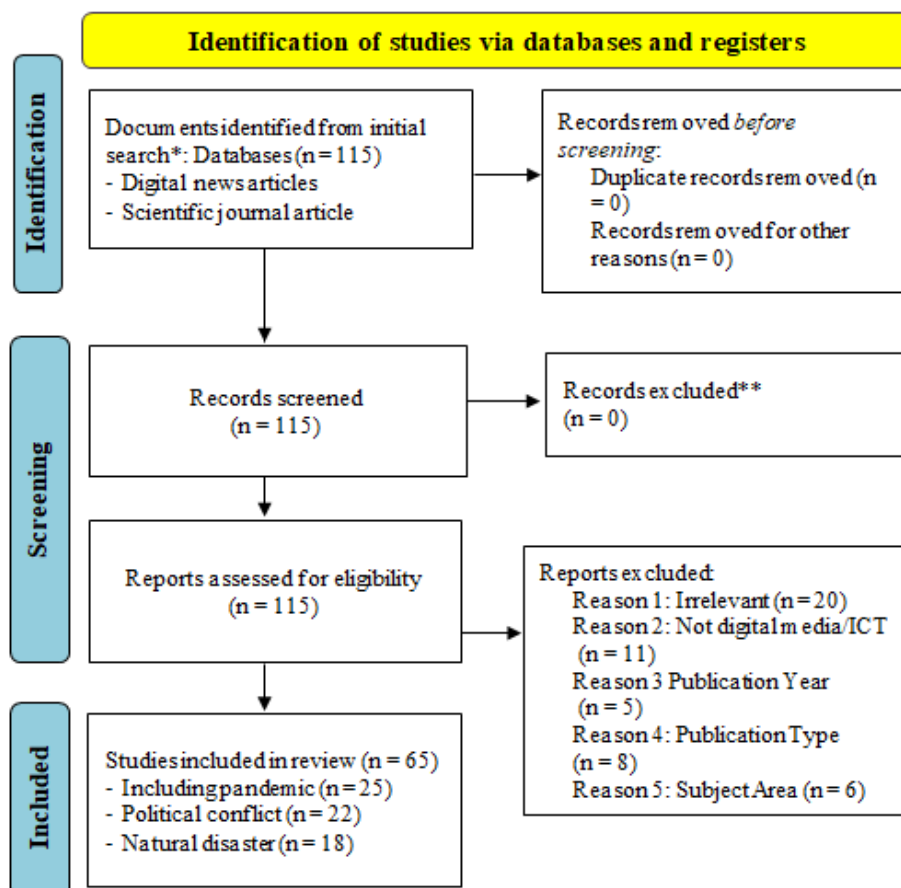
This research aims to analyze how digital news platforms shape crisis communication patterns through a cross-country comparative case study. By combining thematic analysis and social media tracking, this study reveals patterns of public engagement, sentiment dynamics, and strategic challenges in building empathetic, collaborative, and data-driven crisis communication in the global sphere.

Method

This study applied a descriptive qualitative approach with a cross-country comparative case study design, using reputable databases and powerful tools such as NVivo 12 Plus and Tweetbinder, thus enhancing the credibility of its findings (Bartlett, 2016). The purpose of this approach is to analyze how digital news platforms shape crisis communication patterns through a cross-country comparative case study.

The data in this study were obtained from scientific databases such as Scopus, Google Scholar, and Tweetbinder, as well as from digital news articles published by mainstream media. The selected media, namely Kompas.com, Detik.com, and CNN Indonesia, were determined based on their journalistic credibility, consistency of reporting, national and international reach, and the presence of digital platforms that were active during the crisis. These sources were also chosen because they have a reputation for providing indexed academic literature. The search process was conducted using specific keywords and custom filters to ensure only relevant articles were analyzed.

Figure 1. PRISMA Diagram (source: created by author)



The document selection process was systematic and structured according to the PRISMA protocol, as shown in Figure 1. Initially, 115 documents were identified from academic and digital news sources. Of these, 65 documents were included in the final analysis, after being checked for relevance, publication type and thematic focus.

To improve thematic clarity, the final 65 documents are categorized by the type of crisis they address, which includes:

1. Pandemics and health-related crises (e.g., COVID-19 response in Indonesia)
2. Political and armed conflicts (e.g., Gaza-Israel conflict, Ukraine war, protests in India and Pakistan)
3. Natural disasters and environmental crises (e.g., Earthquake coverage, climate-related emergencies)

Digital news articles were selected from credible platforms such as Kompas.com, Detik.com, and CNN Indonesia, while academic sources were taken from Scopus and Google Scholar using a combination of keywords related to crisis communication, and digital news platforms.

This research used qualitative and interpretive thematic analysis to analyze the data (Sandhiya & Bhuvaneswari, 2024). This method was chosen because it is able to systematically identify, analyze and report important patterns (themes) in the data (Herzog et al., 2019). In addition, this approach provides interpretative depth to the dynamics of information technology-based crisis communication found in academic literature and digital news content. Data analysis was conducted using Nvivo, which produced output in the form of codes, themes, queries and relationship maps (Sutopo, 2021). Meanwhile, Tweetbinder was used to generate reports and track hashtags, mentions, keywords, and user profiles on Twitter.

Results and Discussion

As described in figure 2, keywords such as “crisis communication”, “strategy”, and “response” dominate the global literature. This suggests that academic discourse on crisis communication is still very much focused on institutional approaches, i.e. top-down communication strategies rather than public participation. The keywords “strategy” and “response” can dominate the discourse because crisis narratives tend to be centered on managerial frameworks rather than centered on how institutions respond to crises, and have also not explored reflective frameworks, such as public trust or the psychosocial dynamics of society.

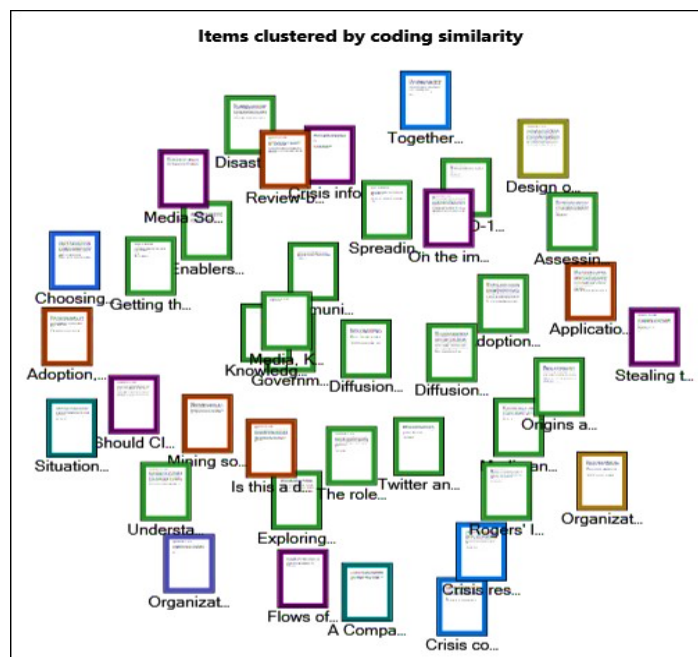
In addition, the keywords “media”, “social media”, and “information” are also quite dominant, which indicates that the media is positioned not only as a messenger, but also as a major actor in shaping crisis perceptions. Interestingly, this visualization also brings up words such as “theory”, “research”, ‘study’, ‘library’, and “reference library”. In this context, the terms “library” and “reference library” do not refer to physical libraries, but to curated collections of academic literature used in systematic reviews or bibliometric analysis. The presence of these words indicates that crisis communication research has a strong theoretical and methodological foundation, and signals that the field has practical relevance and scientific depth.

Wordcloud expands this picture by showing the dominance of global themes such as geopolitical conflicts (Gaza, Ukraine, Israel, Palestine), humanitarian crises, to nuclear issues and diplomacy. The dominance of these words reflects a conflict-driven news framework, where crisis narratives are more often framed in opposition and dramatization.

In the clustering analysis of the documents in Figure 4, several main clusters are formed that show thematic affinity. For example, one cluster includes documents that discuss the use of Twitter in crisis management in Indonesia and Italy during the COVID-19 pandemic, including studies on the effectiveness of hashtags in building public awareness. Another cluster contains articles on armed conflicts such as the Gaza crisis and Russia's invasion of Ukraine, showing how crisis communication is colored by digital propaganda and information contestation.

Another cluster addresses technological approaches and innovation diffusion theory, such as the use of emergency apps in Austria during the 2013 European floods (Sackl-Sharif et al., 2018). By featuring representations of different types of crises and country contexts, this cluster shows that communication strategies are highly dependent on the digital readiness, institutional capacity and socio-political structures of each region. In addition, there are a number of documents that address interstate and transnational aspects of communication, with a particular emphasis on cross-cultural communication strategies and the flow of crisis information within international media networks. This cluster shows that crisis communication practices must be linked to the geopolitical context and global governance. On the other hand, the documents address organizational strategies for dealing with crises, such as participatory models, public reputation management, and institutional responses.

Figure 4. Document Clustering Based on Thematic Code Similarity (source: Nvivo12 Plus Analysis)

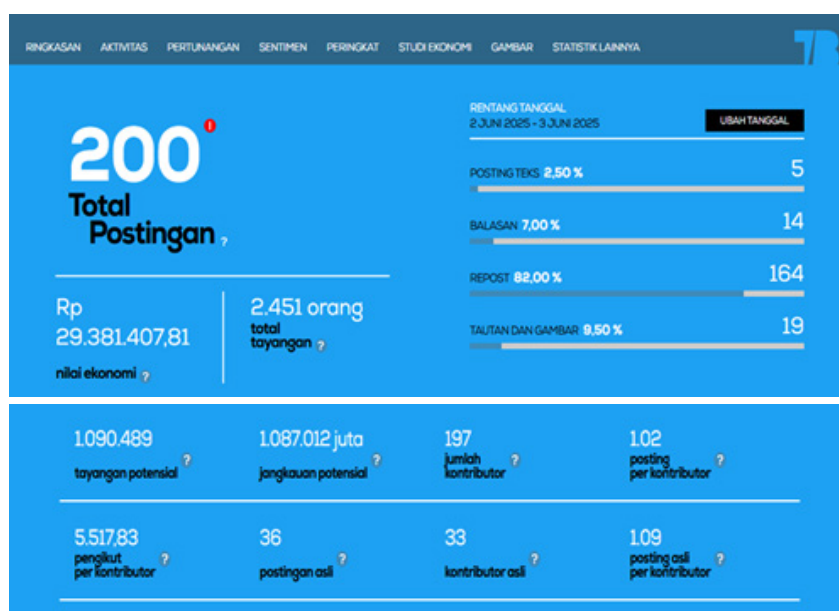


The results of a two-day Tweetbinder analysis (June 2-3, 2025) in Figure 5, show 200 posts related to crisis communication issues. Although this number shows a high level of digital activity, most of the posts (82%) were reposts, and only 2.5% were original posts. This shows that public participation in social media in the context of a crisis is still passive. This tendency can be explained by several factors: first, information fatigue, where people are overwhelmed by the volume of information that constantly appears during a crisis. Second, low trust in state and media institutions, so that people are reluctant to form their own narratives, and third, social media algorithms that create echo chambers, where users tend to receive one-way information without healthy discourse challenges.

These three factors cause digital crisis communication to fail to become a dynamic deliberative space. In addition, the spread of this digital issue has an economic value of 29,381,407.81 rupiah, with a potential impression of 1,090,489 times and an audience reach of 1,087,012 million. Of the 197 contributors involved, only 33 contributors made original posts, and 36 original uploads. The average number of posts from each contributor was only around 1.02, indicating that they were not substantially involved in developing the discussion.

Although the observation period lasted only two days, the timing of the analysis coincided with the peak of the crisis (spike event) on Twitter, when the issue of the Gaza conflict and the WHO report on the spike in disease cases after natural disasters became trending topics. Thus, although short, this period is methodologically considered representative to capture the intensity of crisis discourse at its most critical moment.

Figure 5. Social Media Activity Analysis Dashboard in Crisis Communication June 2-3, 2025 (source: Processed social media data using Tweetbinder, 2025)



Sentiment analysis was conducted to understand public perceptions of crisis communications on social media. As explained in Figure 6, the sentiment score of 46.95 indicates a generally neutral public response, with a slight trend towards the negative. The sentiment analysis results also corroborate the pattern of passive and skeptical public engagement.

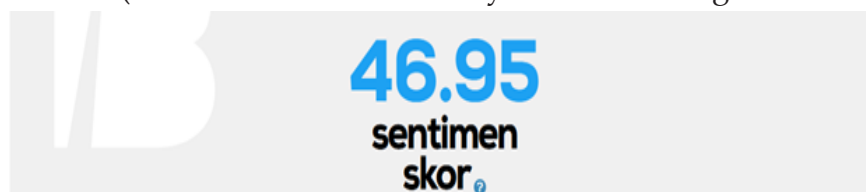
The dominant sentiment is neutral (48-68%), followed by negative (25-38%) and very low positive (8-19%). In the SCCT perspective, the responses used by institutional actors in these cases tend to be diminish or even deny, instead of empathic and reconciliatory rebuild strategies (Coombs, 2020). This can be seen in the official communications of several governments that tend to emphasize situation control without opening up space for wider public participation. The lack of use of rebuild strategies that rely on honesty, apologies, or policy improvements has caused public responses to remain flat and even negative. The dominant neutral sentiment also reflects the public's low emotional affiliation with the crisis narrative, as well as the weak persuasion power of institutional messages.

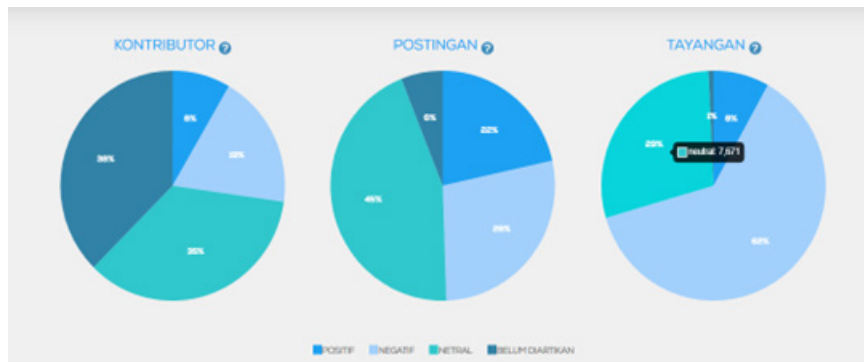
Table 1. Adaptation of SCCT Strategies in Digital Platforms (source: created by author)

| SCCT Strategy | Objective | Forms of Digital Implementation | Case Study | Impact on Public Sentiment |
|---------------|--|--|---|---|
| Deny | Denying involvement or responsibility for the crisis | <ul style="list-style-type: none"> - Official clarification on government website - Rapid fact-checking via social media - Dissemination of infographics debunking hoaxes | The Israeli government vs. accusations of human rights violations in Gaza | Tends to trigger polarization; increases negative sentiment if not accompanied by transparency. |
| Diminish | Reducing public perception of the severity of the crisis | <ul style="list-style-type: none"> - Narrative emphasizing statistical data - Normalization of conditions through official media - Digital optimism campaign | The Indonesian government in the early stages of the COVID-19 pandemic | Generating a predominantly neutral sentiment; the public is not entirely convinced. |
| Rebuild | Rebuilding public trust through empathy and solutions | <ul style="list-style-type: none"> - Influencer campaigns about health protocols - Public officials' open apologies - Online Q&A forums (Twitter Spaces, IG Live) | MCCC -Muhammadiah during COVID-19 | Potentially increases positive sentiment, but is rarely done consistently. |

Online platforms such as Twitter, Instagram, and YouTube give us the opportunity to implement recovery plans more inclusively, such as through influencer campaigns, in-person meetings, or engaging people in the community. Unfortunately, many institutions still use top-down methods, pressuring control rather than cooperation. Therefore, this sentiment analysis not only sheds light on public perception but also emphasizes the importance of changing crisis communication strategies to better suit digital dynamics and be based on trust, openness, and two-way interaction.

Figure 6. Sentiment Distribution of Contributors, Posts, and Impressions in Crisis Communication (source: Social media analysis results using Tweetbinder, 2025)





The results of data visualization generated by qualitative software such as Nvivo 12 Plus and Tweetbinder show the dynamics of the communication crisis. These dynamics demonstrate the complex relationship between media actors, digital technologies and public participation in cyberspace. The six images described gradually form one comprehensive and interconnected narrative construction. This shows that a communication crisis in the digital age is not only a technical process of information dissemination, but it is also a place where meanings are communicated, perceptions are shaped, and global discussions take place simultaneously.

In addition, the results showed that not only the speed of information dissemination, but also the quality of interaction, public trust, and the ability of institutions to create participatory and empathetic narratives. In the modern era, communication has evolved into an open arena controlled by algorithms, visual impressions and public reactions (Martynenko & Dobrinskaya, 2021) decision-making, management, control, and consequently in creating a landscape of the artificial social environment. The introduction of algorithms affects various aspects of social life. Negative impacts are considered in terms of inequality of opportunities and socially important results. The latent character of the effects, lack of transparency, non-linear nature, and indeterminism in decision-making define the influence of algorithms on the system of social inequality. The article describes algorithm-related mechanisms (system of social ranking, filter bubbles, unequal access to algorithmic awareness. Governments and mainstream media are no longer in charge of the communication space.

In the Indonesian context, the finding that public sentiment tends to be neutral to negative, as well as passive digital engagement, correlates closely with two main factors: low trust in political institutions and uneven levels of digital literacy (Rajasekhar et al., 2021). Local studies show that Indonesians tend to be apathetic or permissive towards crisis information, especially when the narrative lacks empathy and transparency (Utari, 2023).

This is reinforced by the findings of Tweetbinder's analysis, where more than 80% of posts are reposts, not original content. On one hand, this signifies open access to information. But on the other hand, this phenomenon reflects a digital culture that is more reactive than reflective, where people tend to become information amplifiers rather than narrative co-producers. The lack of educative intervention in crisis digital communication, both from the media and the government, also reinforces this condition.

The Indonesian context also shows that non-state institutions, such as Muhammadiyah through MCCC, are more adaptive in building trust and data-based communication. MCCC uses digital channels, including YouTube and social media, to deliver evidence-based education and respond directly to the public (Junaedi et al., 2023). This strategy shows that the communication model based on the rebuild strategy in SCCT can be

effectively operationalized in the digital environment-as long as communication is built through participation, empathy, and responsiveness.

In contrast, in international cases such as the Gaza conflict or the Ukraine crisis, crisis communication strategies tend to be deny or diminish. The countries or institutions involved focus more on controlling the narrative rather than building dialog. As a result, global public sentiment tends to be polarized, and the digital discussion space becomes a field of sharp symbolic contestation. In Indonesia itself, local media such as Kompas and Detik act as “narrative bridges” that translate global issues into local frameworks, but without any critical examination of the sources of information or their impact on domestic public opinion (Harris, 2024).

As this discussion shows, the success of digital crisis communications is greatly influenced by the institution’s ability to understand the unique nature of the digital society. In Indonesia, this character is characterized by high engagement but low literacy and high but insubstantial participation. Therefore, crisis communication plans should include a strong digital literacy agenda, cross-sector collaboration, data disclosure, and building public trust through data disclosure (Perucci & Swanson, 2024). In addition, communication formats that fit the local media culture should be used, such as micro-influencers, short videos, and interactive online forums (Soares & Reis, 2023).

The findings also reinforce the urgency to expand the Situational Crisis Communication Theory (SCCT) framework by considering the socio-political and algorithmic context in developing countries (Mbatha, 2024). The adaptation of SCCT in the Indonesian context needs to take into account that crisis perceptions are not only shaped by the type of institutional response, but also by who delivers, through what platform, and in what format. Literacy, trust and local narratives are key determinants of successful crisis communication, far beyond the technical aspects of information distribution.

Conclusion

This research shows that crisis communication in the digital age has undergone a fundamental shift, from simply delivering information to a process that demands active public participation in shaping narratives and decision-making. Despite the rapid and massive spread of information through digital media, public engagement remains passive and tends to focus on content reproduction, as demonstrated by visual and analytic findings, which refer to insights gained through visual representations of data, such as graphs, charts or maps. In addition, this research identified three core issues: (1) passive public engagement, (2) prevalent neutral to negative sentiment, and (3) lack of persuasive communication from crisis actors.

As a practical recommendation, this research suggests a data-driven, participatory and empathetic crisis communication model and the integration of real-time sentiment monitoring and a two-way feedback system, which is actionable and forward-looking. Cross-sector collaboration is essential in creating a digital discourse space that is inclusive and adaptive to crisis dynamics.

On the theoretical side, this research expands the scope of Situational Crisis Communication Theory (SCCT) to include digital dimensions such as public sentiment analysis, social media algorithms, and network participation. The combined method of thematic mapping and social media dashboards demonstrated the effectiveness of qualitative approaches in contemporary public communication studies. Future research prospects include the development of visual narrative-based crisis communication experiments, cross-country comparative studies of information governance during crises,

and the exploration of artificial intelligence for predictive public perception mapping. Thus, this research is expected to strengthen the theoretical foundation as well as make a practical contribution to the strengthening of an adaptive, collaborative, and public trust-oriented crisis communication system.

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