

Media Framing of Gender in the Cianjur 2022 Earthquake: A Social Work Perspective

Dwi Rahayu Nurmiati
Social Welfare, Padjadjaran University
dwi23018@mail.unpad.ac.id

Binahayati Rusyidi
Social Welfare, Padjadjaran University
binahayati@unpad.ac.id

Budi Muhammad Taftazani
Social Welfare, Padjadjaran University
taftazani@unpad.ac.id

Abstract

Disasters often exacerbate existing gender inequalities, yet media representations rarely reflect this structural dimension. This study examines how mainstream Indonesian media framed gender issues following the 2022 Cianjur earthquake, using Entman's framing theory through a social work perspective. A descriptive qualitative method was employed to analyze seven purposively selected online news articles using four framing dimensions: problem definition, causal interpretation, moral evaluation, and treatment recommendation. The results reveal that women were predominantly portrayed as passive victims, with minimal acknowledgment of their agency or the structural causes of vulnerability. Media narratives emphasized emotional portrayals and short-term, charity-based solutions, while only one article offered a partial empowerment frame. These findings suggest that the media plays a critical role in shaping post-disaster gender narratives. The study concludes that integrating social work principles such as empowerment, justice, and inclusion into media analysis can inform more ethical and gender sensitive reporting practices, ultimately contributing to more equitable disaster recovery efforts.

Keywords: *Media Framing, Gender Inequality, Disaster Recovery, Social Work, Cianjur Earthquake.*

1. Introduction

Natural disasters not only damage infrastructure and the environment, but also disrupt the social fabric of communities (Faradiba, 2024). These disruptions often affect education, local economies, and social networks in ways that outlast the physical destruction (Gjesfjeld, 2023). Among the most enduring impacts are the deepening of existing social inequalities, particularly for already vulnerable groups (Marshall et al., 2020). These groups, especially women, often face disproportionate challenges in accessing resources, information, and social protection throughout the disaster cycle (Gursoy Haksevenler et al., 2025).

Gender inequality in post-disaster situations is exacerbated by rigid gender roles, limited participation in decision-making, and inadequate access to resources and services (Bhatia, 2022; Bryan et al., 2020). This makes women not only more vulnerable during crises, but also structurally marginalized during recovery. One crucial yet underexplored area is how these gender dynamics are portrayed in the media, which plays a powerful role in shaping public perception and policy (Berk, 2025; van der Meer & Hameleers, 2022).

Media framing the way media selects, emphasizes, and constructs issues affects how the public understands social realities, including who is seen as worthy of support and who is excluded from narratives of recovery ((Entman, 1993). In disaster contexts, the way women are represented in media coverage can either reinforce harmful stereotypes or promote gender-responsive recovery, an approach that ensures women's needs, rights, and leadership are integrated into recovery efforts (Xu & Lu, 2012).

This study examines the 2022 Cianjur earthquake in Indonesia, a 5.6 Mw seismic event that resulted in 334 fatalities, the destruction of approximately 54,000 residential buildings, and the displacement of over 114,000 individuals (Zakhra et al., 2023). Despite the significant human impact, particularly on vulnerable populations such as women and children, media coverage largely failed to account for gender-specific experiences. This lack of attention to gendered dimensions not only reflects a gap in disaster reporting but also risks perpetuating patriarchal narratives and obscuring the underlying structural neglect.

While previous studies have examined gender and disaster from a policy or technocratic lens, few have explored how media representation interacts with social structures and gender justice. Even fewer studies approach this through the lens of social work, a field rooted in social justice, empowerment, and advocacy for vulnerable populations. Social work principles, especially those emphasizing equity, structural critique, and inclusion, offer a powerful framework for evaluating and reimagining media narratives.

Therefore, this study analyzes how gender issues were framed in media reporting following the Cianjur earthquake, using Entman's framing theory. It also critically assesses the implications of these framings through a social work perspective. In doing so, this research aims to uncover how narratives can both

reflect and reproduce gender inequality, while offering recommendations to shift media discourse toward transformative, gender-responsive disaster recovery.

2. Method

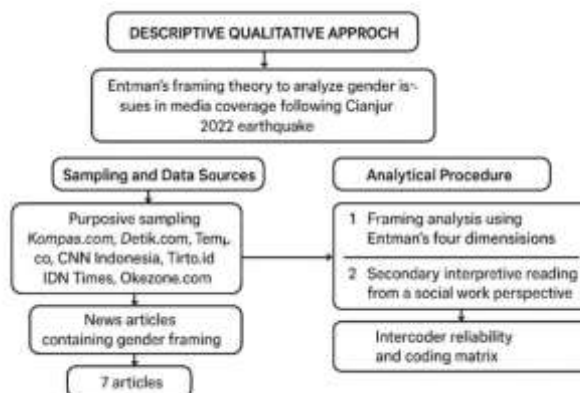


Figure 1. Research Process

This study employed a descriptive qualitative approach using Entman's framing theory to analyze how gender issues were represented in media coverage following the Cianjur 2022 earthquake. The qualitative design allowed for an in-depth exploration of meaning within media narratives, particularly through four framing dimensions: problem definition, causal interpretation, moral evaluation, and treatment recommendation.

Sampling and Data Sources. News articles were selected through purposive sampling from seven mainstream Indonesian online media outlets: Kompas.com, Detik.com, Tempo.co, CNN Indonesia, Tirto.ID, IDN Times, and Okezone.com. These outlets were chosen due to their broad national reach, frequent disaster coverage, and diversity in editorial stance (ranging from state-affiliated to independent platforms). A systematic keyword search using terms such as “women,” “mother,” “gender,” and “refugee” was conducted.

Out of an initial pool of 52 articles published between November 21 and December 31, 2022, only seven articles met the inclusion criteria: (1) explicitly mentioning gender or women in the context of the Cianjur earthquake, and (2) containing at least one of Entman's framing elements. Articles that were purely statistical, duplicated, or unrelated to gender framing were excluded. The chosen time frame represents a critical post-disaster period, when emergency response narratives typically begin to transition toward early recovery.

Analytical Procedure. The analysis followed a two-stage process. Framing analysis was conducted on each article using Entman's four dimensions to identify representational patterns related to women and gender issues, and a secondary interpretive reading was carried out using a social work perspective, with emphasis on social justice, empowerment, structural inequality, and

inclusion. This re-reading aimed to assess how media framing either aligns with or contradicts core principles of social work.

To ensure intercoder reliability and analytical rigor, coding categories and interpretations were discussed among co-authors, all of whom have academic and practical backgrounds in social welfare. Discrepancies were resolved through iterative dialogue, and a coding matrix was developed to systematically document interpretations across cases. Additionally, theoretical triangulation between media studies and social work concepts was employed to strengthen validity.

3. Results and Discussion

This discussion integrates the findings of the study with the conceptual frameworks of media framing theory and social work perspectives, particularly in the context of gender during post-disaster recovery. The analysis applies Entman's four framing dimensions: problem definition, causal interpretation, moral evaluation, and treatment recommendation (Entman, 1993). To assess how online media portray women in the aftermath of the 2022 Cianjur earthquake. These dimensions serve not only to unpack the representational choices of the media but also to illuminate the broader social and political implications of such narratives. In doing so, the discussion also reflects on how media framing can support or hinder efforts toward gender-equitable recovery.

Gender issues in disaster contexts are not solely rooted in biology or culture but stem from systemic inequalities and entrenched power dynamics (Acanga et al., 2025). These often become more pronounced during the recovery phase, where women, despite being disproportionately affected, are rarely portrayed as active agents (Bryan et al., 2020). Recovery should be a moment to reconstruct inclusive and just social systems, making it critical to assess whether media portrayals position women as passive recipients, symbolic figures, or agents of change (Few et al., 2021).

Social work perspectives offer a critical lens grounded in principles of social justice, empowerment, protection of vulnerable groups, and gender inclusion (Lai, 2023). These values provide normative benchmarks for evaluating whether media narratives support or hinder transformative recovery. Thus, the discussion moves beyond representation to interrogate how framing influences public understanding and policy direction.

Analysis of seven online articles reveals a dominant pattern that frames women as dependent and in need of assistance. Media outlets such as Liputan6.com and Kompas.com emphasize psychosocial support services but position women primarily as recipients, without highlighting their potential role in shaping recovery initiatives. Similarly, ANTARA and MetroTV News cover the needs of pregnant women, yet do so through a technical lens that avoids addressing structural gaps in gender-responsive disaster management.

VOA Indonesia points to the scarcity of gender-specific aid, such as sanitary products and infant nutrition. However, the issue is framed as a logistical oversight rather than a violation of rights, missing the opportunity to critique

underlying policy deficiencies. This neutral tone depoliticizes the problem and presents it as a matter of temporary need rather than systemic neglect.

Only IDN Times attempts to shift the narrative toward empowerment, highlighting women's involvement in training programs and small-scale economic activities. Yet, this portrayal remains top-down, with women depicted as participants rather than leaders. Although it signals progress, the framing does not fully capture women's agency in driving recovery efforts.

In contrast, Okezone.com trivializes gender bias in aid distribution by presenting it through humor. An incident involving male survivors receiving women's clothing is treated comically, with no reflection on the systemic failure it reveals. Such framing risks normalizing inequality and detracts from the seriousness of gender-based disparities in disaster response.

Overall, the media continue to rely on symbolic, emotional, and moralistic framings of women in post-disaster contexts. Structural analysis is largely absent, and women's roles as decision-makers or community leaders remain underrepresented. To address this, critical interventions are needed, such as gender-sensitive journalism training, media literacy programs, and collaboration between journalists and social work professionals to promote narratives that are just, inclusive, and reflective of women's agency in disaster recovery.

This section presents the results of the media framing analysis based on Entman's four framing dimensions: problem definition, causal interpretation, moral evaluation, and treatment recommendation. Each framing element is interpreted through a social work lens, particularly emphasizing the principles of social justice, empowerment, and structural change. The discussion critically engages with how media representations of women during the Cianjur 2022 earthquake reflect, reinforce, or challenge systemic gender inequalities, and outlines implications for social work practice.

A total of seven articles from major Indonesian news outlets were analyzed: ANTARA, MetroTV News, VOA Indonesia, Liputan6, Kompas.com, Okezone.com, and IDN Times. Among these, only one article, IDN Times, partially portrayed women as active agents involved in post-disaster recovery. The rest predominantly framed women as passive victims. This quantitative imbalance (1 of 7 or approximately 14.3%) reinforces the need for more representative and empowering coverage.

Tabel 1. Framing analysis

News Outlet	Problem Definition	Causal Interpretation	Moral Evaluation	Treatment Recommendation	Agency Representation
ANTARA	Passive victim	Naturalized	Institutional praise	Charity-based aid	None

News Outlet	Problem Definition	Causal Interpretation	Moral Evaluation	Treatment Recommendation	Agency Representation
MetroTV News	Passive victim	Technical	Compassion	Maternal aid logistics	None
VOA Indonesia	Basic needs focus	Logistical gap	Pity tone	Temporary relief	None
Liputan6	Emotional burden	Emotional trauma	Sympathy	Psychosocial support	None
Kompas.com	Emotional burden	Emotional trauma	Sympathy	Psychosocial support	None
Okezone.com	Mocked imbalance	N/A	Humor/paternalism	None	None
IDN Times	Empowerment lens	Technocratic	Individual agency	Skills training	Partial

3.1 Problem Definition: Women as Recipients of Impact, Not Subjects of Change

In media narratives about the Cianjur 2022 earthquake, the problems defined in relation to women are largely constructed as biological vulnerabilities and domestic roles, rather than structural inequalities. The majority of articles portrayed women—particularly pregnant women, housewives, and girls—as particularly affected and in need of assistance, but did not explicitly highlight the roots of such vulnerabilities, such as limited access to resources, decision-making, or unequal distribution of roles.

Articles from ANTARA and MetroTV News, for example, mention the number of displaced pregnant women and their worries about childbirth due to the unavailability of baby supplies. Here, women are positioned as recipients of aid without further explanation of the protection systems absent in the emergency response design. Similarly, in VOA Indonesia's report, women's specific needs, such as sanitary pads, milk, and underwear, were simply referred to as "not yet available," without any analysis of why aid distribution ignored gender-based needs.

Meanwhile, articles from Liputan6 and Kompas.com showed efforts to create safe spaces and trauma healing activities for women and children. While these initiatives indicate a more gender-sensitive response, the narratives that emerge still tend to focus on women as "emotional beings" who must be soothed,

rather than as survivors with the capacity to participate in recovery. Only the article from IDN Times began to shift the definition of the problem by including the importance of economic empowerment of women survivors, through skills training and the establishment of Saung SAPA. However, even this coverage does not fully explain that the basic problem is the absence of a recovery system that incorporates a structured gender perspective.

From a social work perspective, problem definitions that do not touch on structural and relational aspects will narrow the space for intervention. Women's vulnerability in disasters is not solely caused by physical conditions or social status, but by inequalities in social systems, access to information, and decision-making. (Fatouros & Capetola, 2021). This framing failure is a critical point of intervention for social workers, who can challenge superficial problem definitions and introduce systemic understandings rooted in empowerment, participation, and social justice.

3.2 Causal Interpretation: Gender Inequality Not Addressed as the Root of the Problem

In framing analysis, causal interpretation is an important part that explains who or what is considered responsible for the issues raised. Based on the results of reading seven online media articles, it was found that most of the media did not identify the structural causes of women's vulnerability in post-disaster situations. Gender inequality, the lack of gender-responsive social protection, and the exclusion of women from decision-making processes do not appear as the main causes in the media narrative.

Most articles portrayed women's suffering and needs as something caused solely by the natural disaster itself. Articles from MetroTV and ANTARA, for example, mentioned that pregnant women had to evacuate and faced shortages of baby supplies without explaining why the emergency logistics system was not prepared for their specific needs. Likewise, in VOA Indonesia's report, the scarcity of sanitary pads, vitamins, and supplies for the elderly was only considered as a technical impact of delays in aid, not the result of an emergency response design that was not gender inclusive.

Meanwhile, the Liputan6 and Kompas.com articles featured initiatives from non-governmental organizations such as WVI and Dompot Dhuafa that provided child and women-friendly spaces and trauma healing services. However, the causal narratives that emerged mostly implied that trauma and psychological burden were a direct result of the disaster event, not from social structures that were not ready to protect vulnerable groups. The media did not address the fact that women often bear the multiple burdens of caring for their families in the midst of crisis, without systemic support. Only the IDN Times article hints that women's post-disaster condition is also caused by a lack of economic empowerment and a lack of access to productive training. However, this approach is still technocratic and does not touch on how power relations in households, communities, and formal institutions reinforce women's vulnerability in the long term.

From a social work perspective, it is important to analyze the causes of vulnerability not just in events, but in systems (Kuran et al., 2020). Identifying the absence of gender-responsive policies, patriarchal norms, and exclusionary decision-making processes as root causes opens the door for social work advocacy and reform-oriented intervention. The failure of the media to engage with structural causality reinforces the normalization of suffering and obscures pathways to justice.

3.3 Moral Evaluation: Women Positioned as Objects of Sympathy, Not Valued Subjects

Moral evaluation in media framing refers to how the media convey ethical judgments about actors, events, or policies related to the issues covered. In the context of the Cianjur earthquake disaster, most of the media presented women as figures to be pitied, protected, and helped, without highlighting their capacity or active role in dealing with crisis situations. The moral judgment given by the media tends to place women in a passive and sentimental position, not as social subjects who have rights, agency, and leadership in recovery.

Articles from Liputan6 and Kompas.com described humanitarian agencies' responses to children and women in an appreciative tone. The provision of child-friendly spaces, psychosocial assistance, and trauma healing for women is portrayed positively as healing efforts. However, women are still portrayed as passive recipients of institutional interventions—they are "grateful mothers," "cheerful children," or "survivors who are helped to rise mentally," not as active actors in the recovery process. This moral evaluation frames women as a group that succeeds if they can "return to normal," rather than as part of post-disaster social transformation.

Reports from VOA Indonesia and ANTARA tend to show how the state or formal institutions have "tried" to distribute aid. Although it was mentioned that there was a lack of logistics specifically for women, there was no moral criticism of the absence of a gender perspective in emergency management. On the contrary, there was an impression that the state had acted well enough and that the shortcomings were a matter of technical distribution. This suggests that moral judgment is directed at protecting institutions, rather than highlighting structural neglect of the specific needs of women and vulnerable groups.

The article from Okezone.com explicitly displays humor in the news about men wearing negligees because of gender-biased clothing assistance. The governor of West Java joked about "bapack-bapack who became Jeni and Yanti," which, although light-hearted, reveals the lack of seriousness in responding to the issue of gender-sensitive aid distribution. Moral evaluation in this news targets citizens or volunteers, not the system or policy structure. This reflects how the media can marginalize the importance of distribution justice by framing the problem as a joke.

The only article that slightly featured women as strong moral subjects was from IDN Times, which highlighted the economic training and empowerment of women survivors. Here, women are considered capable of rising up, being independent, and productive. However, this moral framing is still limited by

individualistic narratives and has not explicitly assessed the social structures that have hindered women's access to resources after the disaster.

From a social work perspective, moral judgment should be directed at structural inequalities and institutional actors that fail to fulfill social justice principles (Killen et al., 2021). The failure of the media to hold institutions accountable or to frame women as rights-holders undermines broader advocacy for systemic change. This moral framing gap presents an opportunity for social workers to push for narrative justice and to promote ethics centered on equality, not charity.

3.4 Treatment Recommendation: Narrow Interventions, Missed Transformations

In Entman's framing framework, treatment recommendations refer to solutions or policies suggested or normalized by the media to overcome previously defined problems (Hudson et al., 2019). Based on the analysis of seven online media articles related to the Cianjur 2022 earthquake disaster, the solution recommendations that emerged tended to be charitable and oriented towards fulfilling women's basic needs, such as the establishment of child and women-friendly spaces, providing logistical assistance for pregnant women, trauma healing services, distribution of baby supplies, and skills training for women survivors.

These recommendations are largely framed as the responsibility of government agencies, non-governmental organizations, or community volunteers. In the construction of media narratives, solutions are presented as simply soothing trauma, meeting immediate physical needs, or comforting survivors so that they can "get back on their feet" emotionally. The media rarely places solving the problem of women's vulnerability as part of the state's obligation to provide gender-based adaptive social protection, or as an imperative to build long-term disaster policies that are inclusive and gender-equitable.

Morally, the recommendations raised by the media contain a tone of compassion and a sense of humanitarian responsibility, but lack structural criticism. There is almost no emphasis that the disaster emergency response system in Indonesia has not comprehensively integrated gender analysis in logistics planning, aid distribution, or long-term recovery policies. In the media narrative, solutions are positioned as heroic actions of institutions or the state, not as the fulfillment of women's rights and social justice. This shows that the media have not utilized their social function as a space for gender-based transformational policy advocacy.

From a social work perspective, this kind of recommendation has limitations. The approach suggested by the media does not mention the involvement of women in community recovery decision-making, does not challenge patriarchal culture or policy structures that perpetuate gender injustice, and does not open space for women's substantive participation in formulating priority needs and recovery strategies. In fact, within the framework of empowerment and anti-oppression, treatment recommendations should emphasize strengthening women's agency, building collective capacity, and

dismantling unequal power relations in every stage of post-disaster recovery policies and practices (Lomazzi, 2023; Lwamba et al., 2022; Naveed et al., 2025).

The disconnect between technical recommendations and structural transformation represents a missed opportunity for deeper change. This gap provides a clear opening for social workers to advocate for policy reforms, community organizing, and participatory recovery planning that reflect social justice values. Media must be encouraged to move from surface-level solutions to those that redistribute power and uphold women's rights.

3.5 Synthesis: Structural Inequality and the Role of Social Work

The results of this study reveal a consistent pattern: media narratives on the Cianjur 2022 earthquake framed women predominantly as passive, emotional, and dependent figures. Structural causes of vulnerability were either ignored or treated as logistical mishaps. Moral judgments leaned heavily on compassion, with little emphasis on institutional accountability. Treatment recommendations prioritized short-term relief over systemic change. Only one article out of seven even partially depicted women as agents of recovery.

This framing landscape reinforces and normalizes existing gender hierarchies, depoliticizes women's suffering, and silences their voices in shaping public memory and policy. For the field of social work, this represents a significant opportunity for intervention. The media's failure to represent women as agents of change and to address systemic inequality calls for a strategic response grounded in narrative reconstruction, policy influence, and participatory practice.

Social workers can contribute by reframing dominant narratives that reduce women to passive victims, advocating for gender-sensitive reforms in disaster governance, and ensuring that post-disaster programs center women's knowledge and leadership (Roy & Huq, 2021). These interventions are essential in transforming disaster recovery from a space of marginalization into one of equity and empowerment (Mushtaha et al., 2025). Through these efforts, social workers play a pivotal role in building more just, inclusive, and resilient societies in the face of disaster (Riosa et al., 2025).

3.6 Critical Reflection on the Representation of Women in the Media

Media coverage of the Cianjur 2022 earthquake disaster has generally shown recognition of the existence of women as an affected group. However, this recognition is not necessarily accompanied by fair, reflective, and empowering representations. Women are still often positioned as objects of pity and recipients of aid, not as active subjects who have the capacity in the emergency response and recovery process. Such representations reflect narrative inequality that ignores the principles of gender justice.

First, the media generally failed to show women's agency. In the articles analyzed, women almost always appear as those who need psychological support, logistical assistance, or skills training provided from outside. Not a single article featured women as decision-makers, community leaders, or drivers of local post-disaster initiatives. Representations that overemphasize the emotional side, such

as crying mothers or traumatized children, actually place women in a passive position that must be "saved", not strengthened.

Second, there is no structural framing of women's suffering. When the media mentions the lack of sanitary pads, milk, vitamins, or baby supplies, the cause is framed as technical distribution delays or limited logistics, without touching on the issue of disaster policy design that is not gender responsive. In fact, these problems reflect a systemic failure to make women's needs a major component of emergency planning. As a result, women's suffering is perceived as natural or inevitable, not as the result of structural neglect.

Third, the media tends to erase the complexity of women's identities. There is no attention to intersectionality - for example, women who are also elderly, disabled, heads of households, or survivors of violence, who have multiple vulnerabilities in disaster situations. Homogeneous representations such as "refugee mothers" or "women survivors" simplify women's experiences and needs, and obscure the need to respond more precisely and personally.

Fourth, some news reports unconsciously normalize gender bias. For example, news about men wearing negligees is positioned as entertainment, rather than criticism of the unfair distribution of aid. This shows that the media does not have sufficient sensitivity to the importance of distributing justice that considers gender and sexuality-based needs.

As a response to the inequality of representation that appears in the news, it is important for the media to start shifting the focus of the news from women as victims to women as subjects of change. Representations of women should not be trapped in narratives of need and dependence alone, but also showcase women's capacity to play an active role in rebuilding communities, leading local initiatives, and voicing collective needs after disasters (J. Drolet et al., 2015). In this context, the media has a responsibility to raise the stories of women who are involved in recovery, not just being recipients of interventions.

The framing of women's conditions in disasters also needs to be based on a rights-based approach, not pity (Akerkar & Devavaram, 2015). When the media portrays women only as objects of pity, the narrative indirectly removes the structural and political dimensions of their vulnerability. Instead, the media should position women's needs as basic rights that must be fulfilled by the state and responsible institutions, and highlight actors who are negligent in fulfilling them. In this framework, the need for assistance such as sanitary pads, baby equipment, or trauma healing is not just a form of concern, but part of the social protection mandate that must be advocated for.

In addition, the media needs to explicitly link the empirical facts on the ground with the structural inequality that causes it (Grisold & Theine, 2017). The lack of fulfillment of women's basic needs is not merely a result of technical disruptions in logistics but a reflection of the absence of a gender perspective in disaster policy planning. Therefore, it is important for the media to convey a broader context of causes, including the weak integration of gender in disaster regulations and institutional mechanisms.

In journalistic practice, the selection of sources also needs to be directed at strengthening the position of women as social actors (Davis Kempton & Connolly-Ahern, 2022). Instead of only quoting women in their capacity as survivors who express sadness or hope, the media should actively seek out and interview women who have strategic positions in their communities as group leaders, local economic drivers, and informal decision makers. This will open up space for more balanced representation and strengthen the legitimacy of women's voices in public narratives.

Finally, to avoid coverage bias and ensure alignment with vulnerable groups, media editors need to develop coverage guidelines based on gender and intersectionality (Byerly et al., 2023). These guidelines should encourage journalists to consider factors such as age, disability, socio-economic status, as well as the domestic roles women take on in crisis situations. With this more reflective and ethical approach, the media can contribute significantly to shaping a more just public opinion and encourage the improvement of disaster management policies that are responsive to women's needs and rights.

3.7 Implications for Social Workers

The findings of the media framing analysis in the context of the Cianjur earthquake disaster provide a number of important notes for social work practice, especially in strengthening the position of women as subjects who have rights and capacities in emergency situations and the recovery phase. The dominant representation of women as passive victims or recipients of charitable assistance indicates an empty space that needs to be filled by social work practice through media intervention, policy advocacy, and community strengthening.

First, social workers have a strategic role in intervening in public discourse through educational and advocacy approaches to the media (Omotoke Modinat Drakeford & Nkoyo Lynn Majebi, 2024). The lack of structure and rights-oriented coverage means that the media needs partners who can provide alternative narratives based on social justice and gender inclusion. In this case, social workers can act as resource persons, liaisons to survivor communities, or even train journalists in building a gender-sensitive perspective in disaster coverage. The presence of social workers in the public sphere is not only to respond to the needs of victims, but also to ensure that the stories that appear reflect impartiality towards vulnerable groups.

Second, social workers need to expand the advocacy space from the community level to the media and disaster policy reform (Sanders & Scanlon, 2021). Media representations that are biased and do not touch the roots of inequality indicate that social work is not enough if it only focuses on direct services. Social workers must take a role in formulating minimum standards for the fulfillment of women's rights in emergency situations, and encourage the accountability of the state and humanitarian agencies in ensuring the fulfillment of these rights. This emphasizes that the social work approach cannot be separated from structural and political work, especially in the context of public policy and resource distribution.

Third, it is important for social workers to reconstruct the internal perspective of the profession towards women disaster survivors (Harms et al., 2022) Women are not only objects of intervention or parties who need psychosocial services, but also owners of experiences, local knowledge, and survival strategies that must be valued as a source of strength in the recovery process. Therefore, a participation and empowerment-based approach must be the main principle in every stage of disaster management, from needs assessment to involvement in planning and implementing recovery programs.

Finally, reflection on the representation of women in the media should be part of social workers' capacity development. The ability to critically read public narratives, identify structural biases, and design alternative communication strategies is an essential skill in the digital information age. Thus, social workers can become key actors in building a more just, equal, and transformative information ecosystem, while ensuring that women's voices are not only heard but also recognized as part of the power of post-disaster social recovery.

4. Conclusion

This study examined how mainstream Indonesian media framed gender issues in the aftermath of the 2022 Cianjur earthquake using Entman's framing theory and a social work perspective. The findings revealed that women were predominantly portrayed as passive victims rather than active agents, with media narratives overlooking structural inequalities and failing to promote gender-responsive recovery. Emphasis was placed on short-term, technocratic responses rooted in charity rather than rights-based approaches. By bridging media framing analysis with social work values, this research underscores the media's role in shaping public perception and influencing inclusive recovery policies. A social justice lens is essential to post-disaster advocacy, positioning social workers as key actors in transforming narratives toward equity.

However, this study is limited by its narrow scope, analyzing only seven articles over a one-month period, potentially excluding regional and alternative media perspectives. Expanding future research to include local news, longer timelines, and social media platforms, supported by mixed methods, inter-coder reliability, and source triangulation, would enhance analytical depth and rigor. The study calls for collaboration between social workers and media professionals to develop ethical, gender-sensitive reporting standards through training and participatory content creation. With disasters occurring frequently, shifting media from emotional storytelling to transformative reporting is urgent. Social work's grounding in justice and empowerment can guide this transition, challenging unequal systems and ensuring recovery begins with how stories are told and whose voices are heard.

References

- Acanga, A., Matovu, B., Murale, V., & Arlikatti, S. (2025). Gender perspectives in disaster response: An evidence-based review. *Progress in Disaster Science*, 26, 100416. <https://doi.org/10.1016/j.pdisas.2025.100416>
- Bhatia, N. (2022). *ECONOMIC CONTRIBUTION OF WOMEN: EMPOWERMENT OR DOUBLE BURDEN*. <http://ijmer.in/pdf/e-Certificate%20of%20Publication-IJMER.pdf>
- Bryan, J., Williams, J. M., & Griffin, D. (2020). Fostering Educational Resilience and Opportunities in Urban Schools Through Equity-Focused School–Family–Community Partnerships. *Professional School Counseling*, 23(1_part_2). <https://doi.org/10.1177/2156759X19899179>
- Byerly, C. M., Sha, B.-L., Grant, R. L., Daniels, G. L., Pevac, M., & Nielsen, C. (2023). The Versatility of Intersectionality in Journalism and Mass Communication Research. *Journalism & Mass Communication Quarterly*, 100(2), 249–263. <https://doi.org/10.1177/10776990231166941>
- Davis Kempton, S., & Connolly-Ahern, C. (2022). “Who’s Going to be a Creep Today?” Understanding the Social Media Experiences of Women Broadcast Journalists. *Social Media + Society*, 8(2). <https://doi.org/10.1177/20563051221108410>
- Entman, R. M. (1993). Framing: Toward Clarification of a Fractured Paradigm. *Journal of Communication*, 43(4), 51–58. <https://doi.org/10.1111/j.1460-2466.1993.tb01304.x>
- Faradiba, F. (2024). Influence of Natural Disasters on Social Conditions in Village Communities in Indonesia. *Asian Research Journal of Arts & Social Sciences*, 22(1), 63–69. <https://doi.org/10.9734/arjass/2024/v22i1509>
- Fatouros, S., & Capetola, T. (2021). Examining Gendered Expectations on Women’s Vulnerability to Natural Hazards in Low to Middle-Income Countries: A Critical Literature Review. *International Journal of Disaster Risk Reduction*, 64, 102495. <https://doi.org/10.1016/j.ijdrr.2021.102495>
- Few, R., Marsh, H., Jain, G., Singh, C., & Tebboth, M. G. L. (2021). Representing Recovery: How the Construction and Contestation of Needs and Priorities Can Shape Long-term Outcomes for Disaster-affected People. *Progress in Development Studies*, 21(1), 7–25. <https://doi.org/10.1177/1464993420980939>
- Gjesfjeld, E. (2023). Networks and Catastrophes. In *The Oxford Handbook of Archaeological Network Research* (pp. 561–572). Oxford University Press. <https://doi.org/10.1093/oxfordhob/9780198854265.013.26>

- Grisold, A., & Theine, H. (2017). How Come We Know? The Media Coverage of Economic Inequality. In the *International Journal of Communication* (Vol. 11). <http://ijoc.org>.
- Gursoy Haksevenler, B. H., Senik, B., Sengul, Z., & Akpinar, A. (2025). Assessing disaster vulnerability and proposing an adaptive disaster risk reduction framework: the case of Istanbul. *Natural Hazards*. <https://doi.org/10.1007/s11069-025-07308-x>
- Harms, L., Boddy, J., Hickey, L., Hay, K., Alexander, M., Briggs, L., Cooper, L., Alston, M., Fronek, P., Howard, A., Adamson, C., & Hazeleger, T. (2022). Post-disaster social work research: A scoping review of the evidence for practice. *International Social Work*, 65(3), 434–456. <https://doi.org/10.1177/0020872820904135>
- Hudson, B., Hunter, D., & Peckham, S. (2019). Policy failure and the policy-implementation gap: Can policy support programs help? *Policy Design and Practice*, 2(1), 1–14. <https://doi.org/10.1080/25741292.2018.1540378>
- Killen, M., Yee, K. M., & Ruck, M. D. (2021). Social and Racial Justice as Fundamental Goals for the Field of Human Development. *Human Development*, 65(5–6), 257–269. <https://doi.org/10.1159/000519698>
- Kuran, C. H. A., Morsut, C., Kruke, B. I., Krüger, M., Segnestam, L., Orru, K., Nævestad, T. O., Airola, M., Keränen, J., Gabel, F., Hansson, S., & Torpan, S. (2020). Vulnerability and vulnerable groups from an intersectionality perspective. *International Journal of Disaster Risk Reduction*, 50, 101826. <https://doi.org/10.1016/j.ijdrr.2020.101826>
- Lai, D. W. L. (2023). Social justice as well-being: a radical rethinking of social work and social policy. *China Journal of Social Work*, 16(3), 273–289. <https://doi.org/10.1080/17525098.2023.2285049>
- Lomazzi, V. (2023). The Cultural Roots of Violence against Women: Individual and Institutional Gender Norms in 12 Countries. *Social Sciences*, 12(3), 117. <https://doi.org/10.3390/socsci12030117>
- Lwamba, E., Shisler, S., Ridlehoover, W., Kupfer, M., Tshabalala, N., Nduku, P., Langer, L., Grant, S., Sonnenfeld, A., Anda, D., Eysers, J., & Snilstveit, B. (2022). Strengthening women's empowerment and gender equality in fragile contexts towards peaceful and inclusive societies: A systematic review and meta-analysis. *Campbell Systematic Reviews*, 18(1). <https://doi.org/10.1002/cl2.1214>
- Marshall, J., Wiltshire, J., Delva, J., Bello, T., & Masys, A. J. (2020). *Natural and Manmade Disasters: Vulnerable Populations* (pp. 143–161). https://doi.org/10.1007/978-3-030-23491-1_7

- Mushtaha, A. W., Alaloul, W. S., Baarimah, A. O., Musarat, M. A., Alzubi, K. M., & Khan, A. M. (2025). A decision-making framework for prioritizing reconstruction projects in post-disaster recovery. *Results in Engineering*, 25, 103693. <https://doi.org/10.1016/j.rineng.2024.103693>
- Naveed, K., Jamal, A., & Ahmad, I. (2025). Framing gender in Pakistan's digital policies: a critical examination through capabilities and decolonial feminist lenses. *Journal of Science and Technology Policy Management*. <https://doi.org/10.1108/JSTPM-05-2024-0176>
- Omotoke Modinat Drakeford, & Nkoyo Lynn Majebi. (2024). Transforming autism care in the U.S.: Conceptualizing a data-driven, social work-based framework for early diagnosis and intervention. *International Journal of Frontiers in Medicine and Surgery Research*, 6(2), 117–125. <https://doi.org/10.53294/ijfmsr.2024.6.2.0051>
- Riosa, M., Swasto, E., & Dewi Candraningrum. (2025). Inclusive Data for Resilience: *SALASIKA: Indonesian Journal of Gender, Women, Child, and Social Inclusion's Studies*, 7(2), 131–142. <https://doi.org/10.36625/sj.v7i2.166>
- Roy, S., & Huq, S. (2021). *Women, Disaster Crisis and Building Resilience* (pp. 1191–1200). https://doi.org/10.1007/978-3-319-95687-9_65
- Sanders, C. K., & Scanlon, E. (2021). The Digital Divide Is a Human Rights Issue: Advancing Social Inclusion Through Social Work Advocacy. *Journal of Human Rights and Social Work*, 6(2), 130–143. <https://doi.org/10.1007/s41134-020-00147-9>
- Xu, J., & Lu, Y. (2012). Meta-synthesis pattern of post-disaster recovery and reconstruction: Based on actual investigation of the 2008 Wenchuan earthquake. *Natural Hazards*, 60(2), 199–222. <https://doi.org/10.1007/s11069-011-0003-6>
- Zakhra, V. M., Styawan, Y., Fattah, E. I., & Farduwin, A. (2023). ANALISIS GEMPA CIANJUR 2022 DENGAN PENDEKATAN SPASIAL TEMPORAL a-VALUE DAN b-VALUE. *JGE (Jurnal Geofisika Eksplorasi)*, 9(3), 217–230. <https://doi.org/10.23960/jge.v9i3.318>