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CRISIS COMMUNICATION THROUGH GOVERNMENT SOCIAL MEDIA (@BTN_GN_RINJANI) IN HANDLING THE BRAZILIAN TOURIST ACCIDENT ON MOUNT RINJANI

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ABSTRACT

This study examines the role of Instagram in governmental crisis communication following the accident involving a Brazilian tourist at Mount Rinjani National Park, Indonesia. Using a qualitative content analysis approach, the research analyzes ten Instagram posts published by the official account @btn_gn_rinjani between June 22 and June 27, 2025. The study integrates Entman's framing theory and Situational Crisis Communication Theory (SCCT) to assess how crisis narratives, responsibility attribution, and institutional credibility were constructed in a digital environment. The findings reveal a consistent communication pattern characterized by timely informational updates, solution-oriented framing, and empathetic messaging. From a framing perspective, the posts predominantly emphasized problem definition and suggested remedies, while minimizing moral judgment to maintain a neutral institutional stance. Within the SCCT framework, the crisis was positioned within the unintentional (victim) cluster, utilizing a combination of diminish (excuse/justification) and rebuild strategies to mitigate accountability. Additionally, the study highlights the strategic use of inter-agency collaborative content and hashtags as symbolic framing devices that reinforced institutional legitimacy and collective identity. The findings demonstrate that Instagram functioned as a multi-dimensional space for legitimization, emotional management, and reputational protection. This research contributes to the literature on digital crisis communication in tourism by providing empirical evidence from a conservation-based destination involving international stakeholders, concluding that institutionalized digital literacy is a fundamental capability for crisis governance in high-risk environments.

Keywords:

Crisis Communication;

Mount Rinjani;

Framing Theory;

Situational Crisis Communication Theory (SCCT);

Government Social Media;

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INTRODUCTION

In the midst of increasingly easy information obtained in the palm of our hands, people's dependence on instant and real-time information has become inevitable. Social media is a channel that can promise real-time information for its users. In mid-2025, social media users in Indonesia reached 143 million users, an increase of 4 million users from the previous year. The data shows that 50.2% of the Indonesian population uses social media (We Are Social, 2025). The main purpose of users in accessing new media is to find information, so social media is one of the crucial tools that can be utilized by organizations to communicate with their stakeholders, including the government.

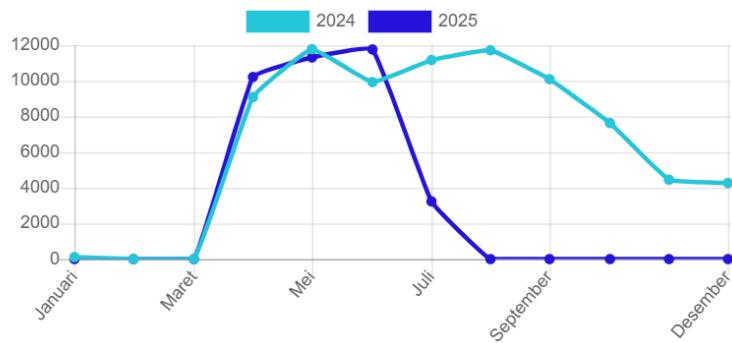
The use of social media is like two sides of a coin, on the one hand the organization is helped by the ease of disseminating information but on the other hand the organization must monitor the discourse that arises in it, especially in crisis situations. (Effing & Spil, 2016) In Indonesia itself, several government agencies have actively utilized various social media ranging from Instagram, Facebook, Twitter, YouTube to TikTok to reach a wider and diverse public quickly. The tasks of the public relations function in government include disseminating information and government policies to the public, receiving and processing aspirations submitted by the public and building public trust to maintain the image and reputation of the government. (*Learning Together to Manage Social Media for Government Agencies*, 2020)

The shift in communication patterns as a result of the existence of social media has ultimately affected government agencies in responding to various forms of crisis. Public demands and expectations for transparency, accountability and speed of information delivery make government agencies not only required to react quickly, but also to be able to develop constructive and strategic narratives to maintain public trust. One form of crisis that can trigger conversations in cyberspace is incidents involving foreign parties, for example, incidents in the tourism sector. When a crisis occurs in a tourist destination, the impact is not only on the safety of the individuals involved, but also the image of the destination, the reputation of the management institution, and the perception of the international community towards the country.

In mid-2025 there was an incident that became the public and media spotlight where a tourist with the initials JDSPM had an accident while climbing in the Mount Rinjani National Park, West Nusa Tenggara. This destination is one of the famous spots that is a favorite of domestic and foreign tourists. Throughout the year 2025, the number of climbers has increased significantly from March to June as shown in the graph below.

Figure 1. Data on the Number of Mount Rinjani Climbers Based on the rinjaninationalpark.id Site

(Graph of Number of Mount Rinjani Climbers, 2025)



Source: author's screenshot, 2025

The occurrence of this incident raises broad questions from the public regarding the safety aspects of climbing, the readiness of evacuation procedures, the coordination of related agencies, and the speed of information provided to the public. The discourse that took place on social media involved netizens not only from Indonesia but also from Brazil, the victim's home country. This situation demands proper crisis communication from the Gunung Rinjani National Park (Balai Taman Nasional Gunung Rinjani/BTNGR), which is responsible for the management of the area.

In the aftermath of the incident, the official Instagram account of Mount Rinjani National Park, @btn_gn_rinjani, became the main communication channel used to convey incident-related information to the public. This account not only provided updates on the evacuation process, but also served as a medium to frame the agency's official narrative in responding to the crisis. Through visual uploads and captions, the account shapes public opinion, creates perceptions of the institution's professionalism, and conveys important messages regarding safety procedures for climbers. The role of social media as a crisis communication tool is increasingly evident and strategic.

Figure 2. BTNGR Instagram Profile (@btn_gn_rinjani)

(*Balai Tn Gunung Rinjani, 2025*)



Source: author's screenshot, 2025

Crisis communication itself is an important part of organizational crisis management and become a part of strategic effort made by the organization to reduce the negative impact of an unwanted event and potentially damage reputation. Coombs developed the Situational Crisis Communication Theory (SCCT) framework that provides an evidence-based framework for understanding how to maximize the reputation protection provided by post-crisis communication. (Coombs, 2007)

The implementation of crisis communication can be applied in social media through messages framed by the government, in this case BTNGR through its official Instagram account. Framing of messages is an important element in shaping public perception. Entman in (Sofian & Lestari, 2021) mentions framing as a model that can be used to determine reality in the field and interpret it in content or messages. Framing can be seen in word choice, visual style, information order, and symbolic elements displayed. Through social media, framing becomes more dynamic because the messages conveyed can be directly responded to by the public in the form of comments, reposts, and other interactions.

This research is motivated by the need to understand how government agencies, especially at the regional level, manage crisis communication through social media in the face of events with international impact. So far, many crisis communication studies have focused on national

institutions or the private sector, while studies on tourism conservation area management institutions have not been widely explored, especially in the digital context. This research tries to fill this void by examining how the Instagram account @btn_gn_rinjani plays a role in responding to incidents involving foreign tourists.

The motivation of this research is to contribute to the development of digital crisis communication practices in the government environment, as well as to provide input for other tourism area managers in Indonesia. This research is expected to enrich the literature of digital public relations and crisis communication, and become a reference.

CONCEPTUAL FRAMEWORK

Research on crisis communication through social media has become an important concern in the field of communication science, especially with the increasing use of digital platforms by government agencies. Framing messages and texts through social media can be divided into 4 (four) types, namely as follows: (Entman, 1993)

1. Define problems, determine what a causal agent is doing with what costs and benefits, usually measured in terms of common cultural values;
2. Diagnose causes, identify the forces creating the problem;
3. Make moral judgments, evaluate causal agents and their effects;
4. Suggest remedies, offer and justify treatments for the problems and predict their likely effects.

Each message delivered can represent more than 1 (one) of the above types. Conversely, some written messages may not represent any of the above framing types. So the above types are not always attached to messages created by organizations or communicators.

The formation of messages created by BTNGR through its Instagram will then also be examined from the perspective of handling through crisis communication. Situational Theory Crisis Communication Theory (SCCT) is the main theoretical basis in understanding how organizations should respond to crises based on the level of responsibility attribution given by the public. In the digital context, this theory continues to be developed by various researchers to understand the dynamics of modern crisis communication. (Coombs, 2007)

SCCT divides crisis types into several clusters, namely:

1. Victim cluster, in this group the organization is also a victim of the crisis.
2. Unintentional cluster, in this group the organization's actions result in an unintentional crisis.
3. Preventable cluster, in this type of organization consciously puts others at risk.

When referring to the clusters above, BTNGR is more attached to the second cluster, the

unintentional cluster. The challenge is that stakeholders claim the organization is operating in an inappropriate manner. Accidents occur due to technical errors and technological failures that cause harm to others.

Table 1. SCCT Crisis Management Strategies (Coombs, 2007)

Strategy Type	Response to Crisis	Explanation
Primary Crisis Response Strategies	Attack the Accuser	Claiming that there is a problem with the organization, the crisis manager addresses the individual or group.
Deny Crisis Strategies	Denial	According to the crisis management, there isn't a crisis.
	Scapegoat	A crisis manager assigns blame for the problem to an individual or group outside the company. Reduce the size of the crisis response plan
	Excuse	By denying malicious intent and/or asserting that they had no influence over the circumstances that led to the crisis, crisis managers mitigate organizational accountability.
	Justification	A crisis manager reduces the apparent harm that the crisis has created. Redesign crisis management techniques.
	Compensation	The crisis manager presents victims with cash or other presents.

Strategy Type	Response to Crisis	Explanation
	Apology	The crisis manager asks stakeholders for forgiveness and acknowledges that the organization bears full responsibility for the crisis.
Secondary crisis response strategies Bolstering crisis response strategies	Reminder	Inform stakeholders of the organization's prior successes.
	Ingratiation	Stakeholders are commended by the crisis manager, who also reminds them of the organization's prior successes.
	Victimage	Stakeholders are reminded by crisis managers that the company is also a victim of the crisis.

Source: Author's data, 2025

Some previous studies began to focus their research areas on crisis communication delivered through social media. The Social-Mediated Crisis Communication (SMCC) model, for example, is found in research that emphasizes that social media is not only a channel for delivering information, but also a means of interaction and information seeking by the public during a crisis. (Austin et al., 2012) Another study found that the form of information and credibility of the source greatly influenced public perception and trust in the institution during the crisis. (Jin et al., 2014) These findings are reinforced by Liu, Fraustino, and Jin (Liu et al., 2016) who emphasize the importance of speed, clarity, and consistency of information in building public behavioral intentions during disasters.

In the context of government, Effing and Spil (Effing & Spil, 2016) developed the Social Strategy Cone as a framework to assess the effectiveness of social media strategies by public institutions. The use of media during a crisis must prioritize message clarity and narrative continuity to restore public trust. Lachlan et al. (Lachlan et al., 2016) reinforces these findings by stating that social

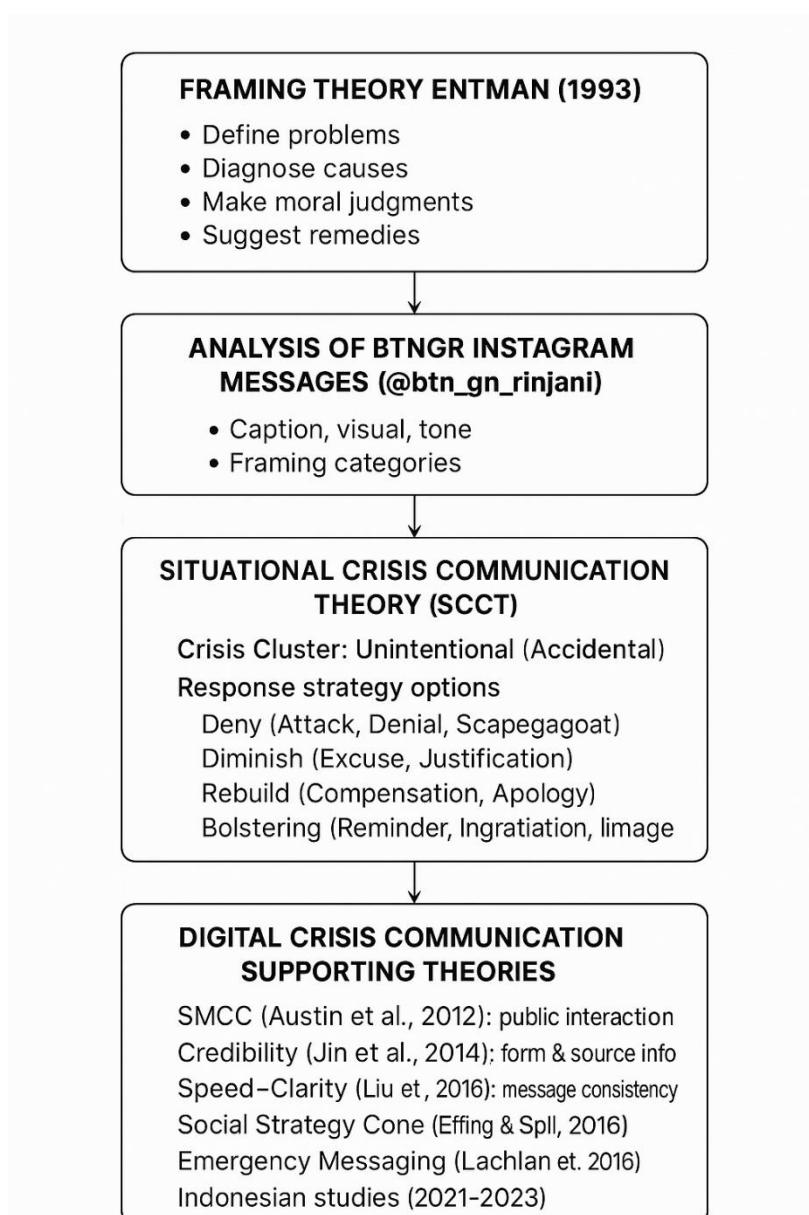
media is an effective instrument in disseminating emergency messages and shaping collective public response.

In Indonesia, several relevant studies show how social media is utilized in crisis contexts. Goeritman (Indah & Goeritman, 2021) examined the use of social media during the Covid-19 pandemic and found that social media can be a mediator bridging interactions between the government and the public, especially in times of crisis when the public needs fast information and is involved in handling the crisis. Another study shows the utilization of Instagram by the Communication and Information Technology Office (Diskominfo) of Nganjuk Regency in dealing with corruption issues in 2021. The finding is that Diskominfo Nganjuk applies a crisis communication strategy to restore the image through images and captions to gain attention from the public. (Widyastuti & Ekoputro, 2023)

However, research that specifically discusses crisis communication through social media by tourism conservation management organizations in Indonesia is still very limited. Moreover, not many studies have raised crisis cases involving foreign tourists, even though this issue concerns the country's international reputation. This is where the research gap of this study lies.

This study seeks to fill the gap by analyzing how the Mount Rinjani National Park (@btn_gn_rinjani) framed the crisis communication narrative through Instagram after the accident involving Brazilian tourists. As such, this study contributes to the development of digital crisis communication theory and provides practical recommendations for government agencies in managing similar crises in the future.

Figure 3. Theoretical Framework



Source: Author's elaboration based on Entman's Framing Theory (1993), Situational Crisis Communication Theory (Coombs, 2007), and related digital crisis communication studies.

METHODOLOGY

This research is a descriptive qualitative study with a content analysis approach. The main focus of the research is to analyze how the official Instagram account of the Gunung Rinjani National Park (@btn_gn_rinjani) frames crisis communication in responding to the accident incident that befell a Brazilian tourist in the Mount Rinjani area in mid-2025. This research relies on secondary data from 10 selected Instagram posts by the @btn_gn_rinjani account. The research was conducted online by accessing and collecting data from June 22 to June 27, 2025, a period representing the peak of the crisis and the subsequent handling efforts by BTNGR. The main data sources were visual and narrative content, including photos, videos, captions, public comments, hashtags, and the timing of uploads.

Table 2. Unit of Analysis: Summary of Instagram Posts and Crisis Response Strategies (June 22 – 27, 2025)

Post No.	Date	Format	Content Summary		
1.	June 22, 2025	Image	Explaining uncontrollable obstacles to mitigate organizational accountability.		environmental
2.	June 22, 2025	Video	Providing updates on rescue efforts to maintain transparency.		organizational
3.	June 23, 2025	Image	Framing operational delays as safety-driven decisions to reduce perceived severity.		
4.	June 23, 2025	Image	Expressing shared impact to position the organization as a fellow victim.		
5.	June 24, 2025	Video	Demonstrating tangible responsibility through additional logistics and personnel deployment.		
6.	June 24, 2025	Image	Reminding stakeholders of the institution's long-standing commitment to safety.		
7.	June 25, 2025	Image	Acknowledging moral responsibility through official condolences to the victim's family.		
8.	June 25, 2025	Image	Providing alternative support and logistics to restore stakeholder trust.		
9.	June 26, 2025	Image	Strengthening relational bonds by praising volunteers and partner institutions.		
10.	June 27, 2025	Image	Reinforcing the organization's humanitarian role and values beyond the crisis.		

Source: Author's data, 2025

Data analysis was performed manually using a matrix-based content analysis in Microsoft Excel. The use of Excel as an auxiliary tool allowed for a structured audit trail, linking each raw data point to its theoretical category. The analysis followed a systematic four-stage process:

1. Unitizing and Data Immersion: Each of the 10 posts was deconstructed into meaning units, including textual excerpts from captions and visual descriptions from images/videos.
2. Framing Analysis (Entman, 1993): Data were coded based on Entman's four framing elements: defining problems, diagnosing causes, making moral judgments, and suggesting remedies.
3. Crisis Strategy Coding (SCCT): Following the framing analysis, the researcher identified specific crisis response strategies based on Coombs' (2007) Situational Crisis Communication Theory, ranging from primary strategies (Excuse, Justification, Compensation, Apology) to secondary bolstering strategies (Ingratiation, Reminder, Victimage).
4. Symbolic and Linguistic Analysis: A specific coding layer was added to interpret the latent meanings of hashtags (e.g., institutional legitimacy vs. national identity) and the collaborative nature of the posts (inter-agency coordination).

To ensure inter-coder validation, a second coder independently reviewed 20% of the data (2 posts). Any discrepancies in the assignment of framing elements or SCCT strategies were resolved through consensus-based discussion to achieve 100% agreement. This research was conducted independently, assuming all data is publicly accessible, ensuring that the study can be replicated using similar tools and coding procedures.

FINDINGS & DISCUSSION

This study found that the Instagram account @btn_gn_rinjani played a significant role in managing crisis communication after the Brazilian tourist accident on Mount Rinjani. Based on the analysis of 10 relevant posts during the crisis period (June 22-27, 2025), a consistent communication pattern was found in conveying information, building empathy, and maintaining the image of the institution.

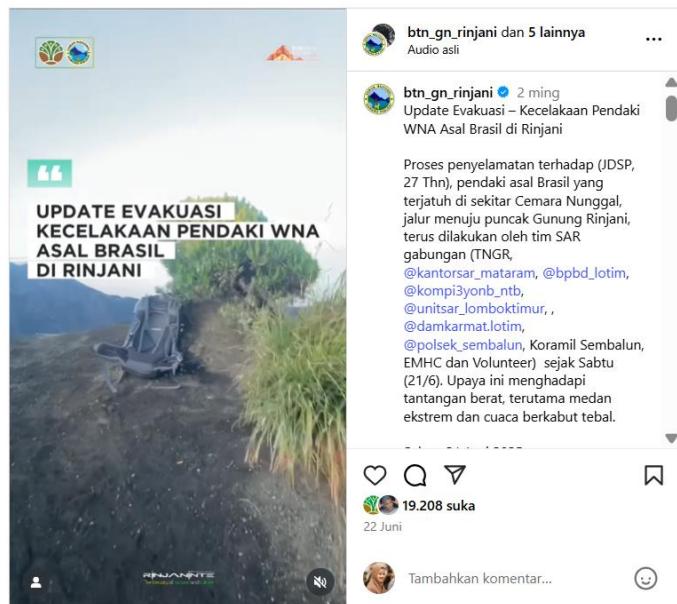
In general, @btn_gn_rinjani's posts fall into three main categories based on Entman's (1993) framing framework, namely defining problems, diagnosing causes, and suggesting solutions. There was no explicit emphasis on moral judgment, indicating a neutral and institutional approach to framing the crisis.

1. Framing Pattern: Emphasis on Problem Definition and Solutions

Of the four framing theories described by Entman (1993), the @btn_gn_rinjani account's posts during the incident that befell the Brazilian tourists emphasized two main elements, namely defining problems and suggesting remedies. At the beginning of the crisis (June 22-23), captions and visuals focused on a chronological explanation of the accident, emphasizing the urgency of

the situation and the location of the incident. Subsequently, the narrative turns to rescue efforts, inter-agency coordination, and preventive measures such as the closure of climbing routes.

Figure 4. @btn_gn_rinjani post on June 22, 2025



Source: author's screenshot, 2025

This framing is effective in building the perception that the crisis was handled in a structured and collaborative manner. The choice of sentences used in the narrative is also descriptive and straightforward. In every evacuation and rescue progress, the caption explains the process in detail with an explanation using a clock caption. Visualization through photos and videos of field actions strengthens the "remedies" element, which shows that the authority team continues to make efforts to carry out rescue efforts.

The rescue process began on June 22, 2025 until the victims were finally evacuated on June 25, 2025. Every day, Instagram @btn_gn_rinjani continues to upload to its Instagram feeds. The photos and videos uploaded highlight the persistence of the evacuation team that continues to make efforts to rescue, while the captions delivered focus on the chronology of the rescue time carried out.

2. SCCT Strategy and Empirical Instagram Captions

Instagram posts viewed within the SCCT framework (Coombs, 2007), the communication strategies used are in accordance with the victim cluster, where the organization is the affected party, not the cause. Justification and reminder strategies were also used respectively to frame the incident as a disaster out of control, while reminding the public of the organization's positive track record in handling crises.

To further illustrate how crisis response strategies were operationalized in practice, Table

2 summarizes the mapping between Situational Crisis Communication Theory (SCCT) strategies and empirical Instagram captions published by @btn_gn_rinjani during the crisis period.

Table 3. SCCT Crisis Response Strategies and Empirical Instagram Captions

Strategy Type	Response to Crisis (SCCT)	Empirical Caption Excerpt (Translated)	Explanation (SCCT-based Interpretation)
Primary Crisis Response Strategies	Excuse	“The evacuation process faces extreme terrain, dense fog, and rapidly changing weather conditions.” (June 21–22, 2025)	The organization denies malicious intent and emphasizes uncontrollable environmental factors, thereby mitigating organizational accountability.
Primary Crisis Response Strategies	Justification	“Due to high risk and technical constraints, the rescue team was withdrawn to a safe position.” (June 23, 2025)	Reduces the perceived severity of the crisis by framing delays as safety-driven decisions and necessary operational adjustments.
Primary Crisis Response Strategies	Compensation (Responsibility-oriented action)	“Additional personnel, logistics, and alternative evacuation options have been deployed.” (June 24–25, 2025)	Demonstrates tangible responsibility and concern through material and operational support, aimed at restoring trust.
Primary Crisis Response Strategies	Apology/Condolence	“We express our deepest condolences to the family of Juliana De Souza Pereira Marins.” (June 25, 2025)	Acknowledges responsibility and expresses empathy toward victims and stakeholders, particularly in an international context.
Secondary Crisis Response	Ingratiation	“We extend our highest appreciation to all SAR teams,	Praises stakeholders and collaborators, strengthening relational

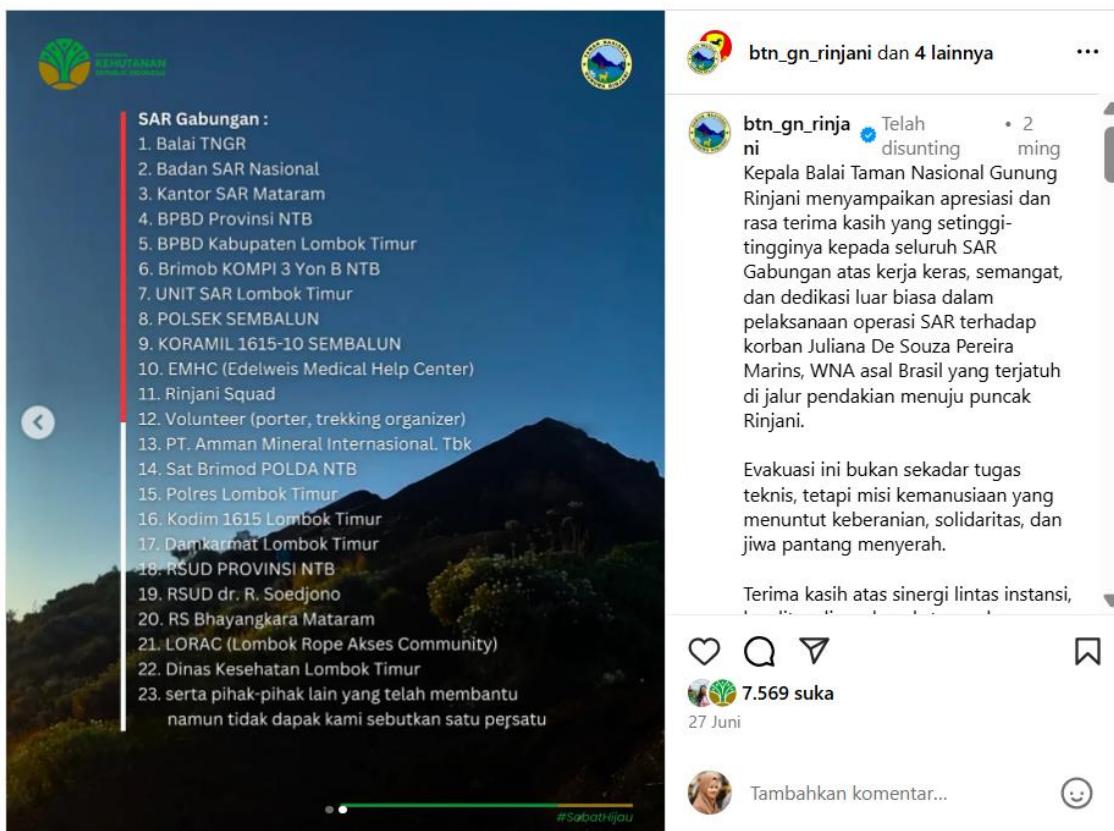
Strategy Type	Response to Crisis (SCCT)	Empirical Excerpt (Translated)	Explanation (SCCT-based Interpretation)
Strategies (Bolstering)		volunteers, and partner institutions.” (Multiple posts)	bonds and reinforcing cooperative image.
Secondary Crisis Response Strategies (Bolstering)	Reminder	“Mount Rinjani National Park remains committed to safety, conservation, and humanitarian values.” (Repeated closings)	Reminds stakeholders of the organization’s long-standing commitment and institutional role beyond the crisis.
Secondary Crisis Response Strategies (Bolstering)	Victimage	“This incident deeply affects all parties responsible for protecting Mount Rinjani.” (June 23–24 updates)	Positions the organization as a fellow victim of the crisis, reducing blame while maintaining empathy.

Source: Author's qualitative content analysis of @btn_gn_rinjani Instagram posts (June 21–25, 2025).

3. Collaborative Content: Building Collective Credibility

Throughout the crisis, BTNGR utilized collaborative posts by partnering with teams related to the evacuation process. Almost all posts mentioned official partner accounts such as @sar_national, @brimobntb_, @kemenhut, and local communities such as @unitsar_lomboktimur. These mentions are not only informational, but serve as a rhetorical strategy to show that the agency is not working alone.

Figure 5. BTNGR Posts Regarding the Parties Involved



Source: author's screenshot, 2025

From an SCCT perspective, this is a form of reminder and ingratiation, strengthening the organization's image as part of a responsive ecosystem. By prioritizing collaboration, the @btn_gn_rinjani account not only dampens potential criticism of internal performance, but also presents itself as a credible and inclusive coordinator.

4. Hashtag Use: Symbolizing Solidarity and Framing Identity

Hashtags such as #RinjaniKita, #RinjaniNte, and #ayoketamannasional do not merely function as search tools, but also as collective identity framing devices. For example, the use of local hashtags such as #RinjaniNte reinforces geographical and cultural closeness, building a sense of belonging for local communities to the issues raised.

Institutional hashtags such as #kemenhut and #ksdae affirm that these accounts are an extension of the central government. This supports the "reminder" framework in SCCT, which emphasizes structural legitimacy and vertical organizational connections. The hashtags used during the research period are as follows:

Table 4. Symbolic Meanings and Framing Functions of Crisis-Related Hashtags

Symbolic Framing Category	Hashtags	Symbolic Meaning	Framing Function (Entman, 1993)	SCCT / Digital Crisis Communication Implication
Institutional Legitimacy and Authority Framing	#btngr #kemenhut #ksdae #itjenklhk	Represent institutional authority, bureaucratic legitimacy, and formal governance structures, emphasizing that crisis handling is conducted within official state mechanisms.	Define Problems; Diagnose Causes	Reinforces the <i>Unintentional (Accidental)</i> <i>Crisis Cluster</i> and supports organizational credibility and accountability.
National Identity and Collective Ownership Framing	#ayoketamannasional #RinjaniKita #RinjaniNte	Symbolizes collective identity, shared ownership, and national belonging, framing Mount Rinjani as a common responsibility rather than an isolated institutional domain.	Make Moral Judgments; Suggest Remedies	Aligns with <i>Bolstering Strategies</i> , particularly ingratiation, by emotionally aligning the organization with the public.

Symbolic Framing Category	Hashtags	Symbolic Meaning	Framing Function (Entman, 1993)	SCCT / Digital Crisis Communication Implication
Environmental Ethics and Sustainability Framing	#rinjanizerowaste #zerowaste #ZeroAccident	Conveys normative values of sustainability, environmental responsibility, and safety culture, shifting focus from the crisis event to long-term ethical commitments.	Suggest Remedies; Make Moral Judgments	Supports reputation rebuilding by portraying the organization as proactive, preventive, and value-driven.
Crisis Response and Transparency Framing	#RinjaniEvacuationUpdate #evacuation update	Represents transparency, immediacy, and informational accountability, signaling real-time updates and operational responsiveness during the crisis.	Define Problems; Diagnose Causes	Consistent with the SMCC model, emphasizing information-seeking and information-sharing behaviors during crises.
Humanization and Victim Recognition Framing	#JulianaDeSouza	Personalizes the crisis by acknowledging the victim, transforming an	Make Moral Judgments; Suggest Remedies	Aligns with Rebuild Strategies, particularly empathy-

Symbolic Framing Category	Hashtags	Symbolic Meaning	Framing Function (Entman, 1993)	SCCT / Digital Crisis Communication Implication
		abstract incident into a human- centered narrative that conveys empathy and moral sensitivity.		oriented and apology-related communication.

Safety	#PendakiCerdas	Constructs	Suggest	Supports
Culture and Behavioral Regulation	#LoveRinjaniWithCare #gunungrinjani	the ideal image of responsible hikers and promotes self-regulation, care, and risk awareness among visitors.	Remedies; Diagnose Causes	<i>Diminish Strategies by reframing risk as situational and behavior-related rather than intentional organizational failure.</i>

Source: Author's analysis and elaboration (2025)

5. Language Style in Caption: Responsive, Neutral, and Empathetic

The word choice in the caption shows an official yet inclusive language style. Phrases such as "Evacuation Update", "The joint SAR team succeeded...", or "Thank You" were chosen to convey information without inviting controversy. Some captions contain technical terms (e.g. access routes were temporarily closed, vertical evacuation was carried out using a tandem rescue system) that give a professional impression, but also insert empathetic elements such as "our condolences..." and "thank you to all parties...".

In SCCT, this is included in adjusting information and expressions of concern, which although not an explicit part of the main strategy, are still important to reduce public psychological tension (Coombs, 2007).

6. Policy Implications for Tourism Destination Managers

Following the Mount Rinjani incident involving Brazilian tourists, crisis management practices in Indonesian tourism destinations increasingly reflected a shift toward safety-oriented and precautionary governance, consistent with the national approach to conservation-based tourism management. Post-incident responses demonstrated stricter access control, reinforced visitor supervision, and heightened emphasis on compliance with safety procedures. These developments implicitly align with Indonesia's broader policy framework on protected area management, which prioritizes conservation integrity and visitor safety over mass tourism expansion. For tourism destination managers, this underscores the role of crisis events as catalysts for policy recalibration toward risk mitigation and operational discipline.

From a communication policy perspective, the incident reinforced the role of official digital platforms as authoritative communication instruments, reflecting the Indonesian government's emphasis on centralized information dissemination during public incidents. The reliance on verified updates, institutional identity markers, and coordinated messaging across agencies mirrors existing public communication norms that emphasize transparency, accountability, and information control to prevent misinformation. This implies that destination managers are increasingly expected to integrate digital crisis communication into formal governance mechanisms, ensuring alignment with institutional hierarchies and established public communication practices.

Finally, the international dimension of the Rinjani incident highlighted the sensitivity of tourism crises involving foreign nationals and their implications for Indonesia's tourism reputation. The strengthened coordination between destination authorities and central institutions reflects an implicit adherence to national tourism governance principles that emphasize international credibility, ethical responsibility, and sustainable destination management. For tourism destination managers, this implies the need to institutionalize preventive risk communication, continuous safety education, and ethical acknowledgment of crisis impacts as part of long-term policy orientation, in line with Indonesia's commitment to sustainable and responsible tourism development.

CONCLUSION

This study establishes that the Instagram account @btn_gn_rinjani served as a pivotal platform for crisis communication in the aftermath of the accident involving a Brazilian tourist at Mount Rinjani. Based on a qualitative examination of ten posts published between June 22 and June 27, 2025, the findings indicate a coherent and systematic communication approach that integrated timely information delivery, empathetic engagement, and institutional reputation management. The analysis confirms the applicability of Entman's (1993) framing theory, where dominant strategies centered on problem definition and solution orientation. Viewed through the lens of Situational Crisis Communication Theory (SCCT) (Coombs, 2007), @btn_gn_rinjani successfully utilized diminish and bolstering strategies to reframe the incident as a situational emergency rather than an organizational failure.

Beyond narrative construction, this study highlights the strategic significance of collaborative messaging and hashtag utilization. The systematic inclusion of partner institutions conveyed a collective governance framework, while hashtags functioned as symbolic frames expressing institutional legitimacy and safety norms. Collectively, these elements positioned the managing authority not solely as a crisis responder, but as an integral actor within a humanitarian and

conservation-oriented governance network.

Theoretically, this research contributes to the expansion of SCCT and Framing Theory within the specific niche of nature-based tourism. First, it demonstrates that in environmental crises, "environmental excuses" serve as a legitimate framing tool that shifts the focus from human error to natural unpredictability. Second, this study enriches the literature on digital diplomacy by showing how hashtags and collaborative tagging function as "legitimacy markers." This suggests that in the digital age, crisis framing is no longer a solo institutional act but a networked performance of governance.

Practically, these findings provide a strategic blueprint for tourism destination managers. First, the study underscores the necessity for authorities to maintain a "pre-validated coding matrix" to ensure consistency during international scrutiny. Second, the success of "safety-driven justification" suggests that transparency regarding technical constraints is more effective in preserving reputation than silence. Finally, the institutionalization of digital communication literacy is paramount; tourism authorities must move toward "narrative governance," where empathy and inter-agency coordination are integrated into a single digital response.

In conclusion, the Mount Rinjani case illustrates that digital crisis communication has become an essential dimension of destination governance and public policy. Effective management necessitates the integration of framing competence, ethical sensitivity, and inter-agency coordination. Crisis communication literacy should therefore be regarded as a fundamental capability for tourism authorities operating in an increasingly interconnected and risk-aware global tourism landscape.

LIMITATION AND STUDY FORWARD

This study has several limitations that need to be noted. First, the data analyzed is limited to one social media account, namely @btn_gn_rinjani, in a relatively short period of time. This limits the scope of generalization of the findings to crisis communication practices in other government agencies or outside the context of conservation tourism. Second, the qualitative content analysis approach used is subjective and highly dependent on the researcher's interpretation, despite having used a clear and systematic theoretical framework. Third, this study did not include in-depth public responses (e.g. through sentiment analysis or public acceptance surveys) that could provide a more holistic perspective on the effectiveness of the crisis communication.

For future research directions, this study opens up room for developing analysis across social media platforms such as Twitter, Facebook and YouTube, in order to understand the dynamics of crisis communication more comprehensively. Further research could also combine quantitative methods such as sentiment analysis, surveys or in-depth interviews with target

audiences, to measure the impact of communication on public trust. In addition, a comparative study between conservation tourism management agencies in different regions could also provide strategic insights on best practices in social media-based crisis management in the public sector.

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