

Reconstructing Disaster Narratives in Digital Spaces: A Netnographic Study of Multi-Actor Dynamics Through Two-Step Flow and Strategic Action Fields

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Abstract:

Disaster narratives are crucial elements in shaping public perception, institutional legitimacy, and social responses to risks and crises. In the digital media ecosystem, the meaning of disasters is not only produced by mainstream media through the logic of virality, but also intensely negotiated through interactions between netizens, opinion leaders, and institutional actors. This study aims to analyze the process of reconstructing disaster narratives in the digital space through the roles and dynamics of multiple actors by integrating the Two-Step Flow of Communication and Strategic Action Fields theories. This study uses a qualitative approach based on netnography to understand disaster communication practices in online communities. Data were collected through participatory observation on social media platforms, analysis of digital conversations, posts, comments, and online documents related to disaster issues. Thematic analysis was conducted to map narrative patterns, actor positions, influence flows, and power relations formed in the digital disaster communication field. The results show that disaster narratives in the digital space are formed through a process of contestation of meaning involving state actors, journalists, civil society organizations, online communities, and opinion leaders. The integration of Two-Step Flow and SAF through a netnographic approach provides a theoretical contribution in expanding the study of digital disaster communication while emphasizing the importance of inclusive multi-actor communication strategies to build public trust and social resilience. This research emphasizes the importance of inclusive multi-actor disaster communication strategies to reduce representation gaps, strengthen the voices of vulnerable groups, and build public trust and social resilience, in line with SDGs 10: Reduced Inequalities.

Keywords:

Disaster narrative, multi-actor communication, opinion leaders, two-step flow, strategic action field, disaster communication.