

Media Representations of Breastfeeding and Infant and Young Child Feeding in Emergencies in Indonesia: An Inductive Qualitative Content Analysis

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ABSTRACT

INTRODUCTION & OBJECTIVES: As media influence public perceptions and humanitarian responses, understanding the narratives of Infant and Young Child Feeding in Emergencies (IYCF-E) is important for evidence-informed disaster communication. This study aim to explore how Indonesian online news media represented breastfeeding and IYCF-E during a major disaster.

METHODS: An inductive qualitative content analysis was conducted on 16 news articles published between December 2025 and January 2026 from five major Indonesian online news portals. Data were analysed inductively, and trustworthiness was established using Lincoln and Guba's criteria.

RESULT: Five themes emerged: breastfeeding as the preferred emergency feeding strategy; feeding risks; complementary feeding and nutritional challenges; maternal and child health vulnerability; and institutional voices.

ANALYSIS: Media consistently portrayed breastfeeding as the safest feeding practice. Complementary feeding received comparatively less attention.

DISCUSSION: Indonesian online media largely aligned with evidence-based IYCF-E recommendations by prioritising breastfeeding protection, although complementary feeding received less attention.

Keywords: Breastfeeding, Infant and Young Child Feeding in Emergencies (IYCF-E), Media Content Analysis, Health Communication, Disaster.

1. INTRODUCTION

Emergencies and disasters substantially increase health risks to infants and young children due to disrupted food systems, poor sanitation, limited access to health services, and increased vulnerability to infectious diseases (Emergency Nutrition Network, 2017). Infants and young children are among the most nutritionally vulnerable populations during emergencies due to their specific feeding needs, immature immune systems, and dependence on caregivers. In emergency situations, inappropriate feeding practices can significantly increase the risk of morbidity and mortality in children under five years of age (Bilgin & Karabayır, 2024a; El-Kour et al., 2021; Mudiyansele et al., 2022; Rabbani et al., 2020). Therefore, the World Health Organization (WHO) and UNICEF emphasize that protecting, promoting, and supporting optimal Infant and Young Child Feeding in Emergencies (IYCF-E) is a critical component of the humanitarian response (World Health Organization, 2021).

Breastfeeding is widely recognized as the safest and most effective infant feeding practice during emergencies because it provides adequate nutrition, immunological protection, and food security without the need for clean water or sterile equipment (Bartick et al., 2024). Conversely, the use of breast milk substitutes during disasters can increase the risk of diarrheal disease, malnutrition, and infection, especially in settings with limited access to clean water and sanitation (Pramono et al., 2025; Russell et al., 2025). Complementary feeding practices also become increasingly challenging during disasters due to food insecurity, supply chain disruptions, and reliance on ultra-processed or nutritionally inadequate foods (Bartick et al., 2024; Mizrak &

Kabakci, 2024).

Indonesia is one of the world's most disaster-prone countries, frequently experiencing floods, earthquakes, volcanic eruptions, landslides, and other climate-related disasters (Badan Nasional Penanggulangan Bencana, 2020). These emergencies disproportionately affect women, infants, and young children, particularly in refugee camps characterized by overcrowding, food insecurity, and inadequate sanitation (Russell et al., 2025). Despite increasing attention to maternal and child health in disaster management, infant and young child feeding in emergency contexts remains poorly integrated into Indonesia's disaster preparedness and response systems (Giusti et al., 2022b; Pramono et al., 2025).

Mass media and digital news platforms play a crucial role in shaping public understanding, risk perceptions, and social responses during disasters. Media narratives can influence public attitudes toward breastfeeding, infant formula donation, complementary feeding practices, and humanitarian aid. In emergency situations, the media can reinforce evidence-based IYCF-E recommendations or inadvertently normalize unsafe feeding practices (Dhawan et al., 2023; Vilar-Compte et al., 2021). Previous studies have highlighted the importance of communication and social media in disaster response (Ginzarly et al., 2025; Ogie et al., 2022); however, limited attention has been paid to how infant feeding issues are represented in disaster-related media coverage (Hwang et al., 2021).

Existing literature on infant feeding in emergencies largely focuses on clinical practice, nutrition interventions, policy implementation, and mothers' experiences during disasters (Hirani et al., 2023; Mizrak & Kabakci, 2024;

Pramono et al., 2025). While these studies provide important insights into IYCF-E (Infant and Young Child Feeding) practices and challenges, little is known about how online media in Indonesia portray breastfeeding, infant formula use, complementary feeding, and infant feeding risks during disaster situations (Camacho et al., 2023; Hwang et al., 2021; Mudiyansele et al., 2022). Furthermore, previous research rarely examines whether media narratives align with evidence-based IYCF-E recommendations and public health communication principles (Hwang et al., 2021; Tomori, 2023). This gap is important because media representations can influence public perceptions, donation behavior, and policy discourse around infant feeding during emergencies (Russell et al., 2025; Tomori, 2023).

To address this gap, this study aims to explore how Indonesian online news media represented breastfeeding and infant and young child feeding during a major disaster. Using content analysis of major Indonesian online news portals, this study examines dominant themes, media patterns, and representations of infant feeding practices in the disaster context. These findings are expected to contribute to the growing literature on IYCF-E (Infant and Young Child Feeding), disaster communication, and media patterns, while also informing evidence-based public health communication strategies for maternal and child health during emergencies.

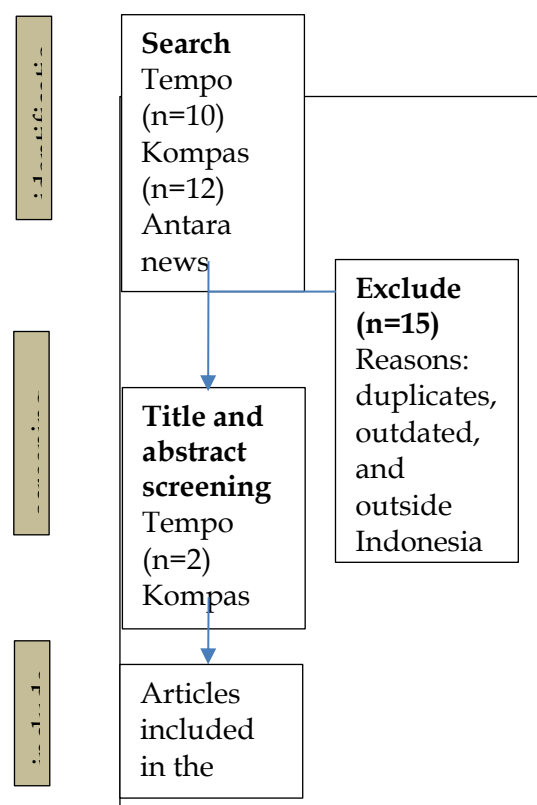
2. METHODS

We searched five major online news portals in Indonesia (Kompas.com, tempo.com, antaranews.com, cnbcindonesia.com, and cnnindonesia.com) from May 18 to 19, 2026. Keywords used included "breastfeeding," "breastfeeding practices during disasters," "MPASI during

disasters," "UPF during disasters," and "infant feeding practices during disasters" in Indonesian. Articles published from December 1, 2025, to January 31, 2026, were included because this period is considered representative of the situation during major disasters in Indonesia. This study intentionally focused on news coverage generated during a single major disaster event because periods of intense media attention provide a richer representation of dominant public health narratives than isolated reports across various disaster contexts. Articles published outside Indonesia were excluded.

A total of 31 articles were found from these five online news portals, but only 16 were included (see Figure 1) for analysis using a qualitative media content analysis approach (Macnamara, 2005). News media were selected because of their significant impact and influence on public awareness, perceptions, and, sometimes, behavior (Macnamara, 2005). We used qualitative content analysis (Krippendorff, 2019), which, unlike quantitative content analysis, is not an automated process of counting visible text elements but rather requires in-depth study. Qualitative content analysis can be inductive or deductive, and we analyzed the data inductively (Kyngäs, 2020). The complete search and selection process is depicted in Figure 1. The collected articles were recorded in an Excel spreadsheet. Both authors read the full articles repeatedly and coded the data individually. These articles were discussed, modified, and refined as a team. Potential themes were discussed and then agreed upon (Table 1). Details of the included articles are provided in Table 2.

Figure 1. Search Flowchart



The trustworthiness of the content analysis was assessed using the Lincoln and Guba criteria, which include the following (Lincoln & Guba, 1985): credibility, transferability, dependability, and confirmability. Credibility was achieved by explaining the data analysis process in detail and through multidisciplinary research collaboration, involving academically qualified breastfeeding counselors and practicing midwives (GYO & PPR), and academically qualified public health and health communication (IC & MN). All four authors are Indonesian citizens, members of the Indonesian midwifery profession, and have backgrounds in midwifery and public health. The findings of this study may be applicable to other low- and middle-income countries (LMICs) with similar characteristics to Indonesia; however, generalizability cannot be guaranteed. To demonstrate reliability, all raw data and

analysis processes were documented to provide an audit trail. Confirmability was established through several team meetings discussing the analysis.

3. RESULTS

We identified the following five themes: (1) media portray of breastfeeding as the preferred emergency feeding strategy; (2) media construction of feeding risks during emergencies; (3) media representations of complementary feeding and nutritional challenges during emergencies; (4) media representations of maternal and child health vulnerability during emergencies; and (5) institutional voices in disaster news coverage (see Table 1).

Theme 1: Media portray of breastfeeding as the preferred emergency feeding strategy

Breastfeeding emerged as the dominant infant-feeding practice represented across the analyzed news articles. Reports consistently portrayed breastfeeding as the safest feeding option during flood emergencies, particularly when access to clean water, sanitation, and healthcare services was disrupted. Rather than discussing breastfeeding as an individual maternal choice, media narratives framed breastfeeding as an essential public health intervention for protecting infant survival during disasters.

Breastfeeding as life-saving nutrition

Several articles emphasized that breastfeeding should be maintained throughout displacement because breast milk was portrayed as the most reliable source of infant nutrition under emergency conditions. This information appeared in reports quoting pediatricians and public health authorities advocating exclusive breastfeeding.

“Pentingnya menjaga keberlanjutan pemberian Air Susu Ibu (ASI) bagi bayi dan balita di daerah bencana. Menurutnya,

dukungan terhadap ibu menyusui harus diperkuat agar bayi tetap mendapatkan nutrisi optimal.” (Article 16, Antaranews.com, 01 Desember 2025)

Breastfeeding as disease protection

Media reports frequently linked breastfeeding with protection against diarrhoeal disease and respiratory infections among infants living in evacuation shelters. These reports commonly contrasted breastfeeding with the potential risks associated with formula feeding under poor sanitary conditions.

“Kondisi sanitasi di pengungsian yang tidak memadai memperbesar ancaman tersebut, sehingga ASI menjadi pilihan paling aman dan sehat bagi bayi dalam kondisi darurat.” (Article A05, Kompas.com, 2 December 2025)

Collectively, these reports constructed breastfeeding as the preferred emergency feeding strategy, emphasizing its nutritional, immunological, and practical advantages during disasters.

Theme 2. Media Construction of Feeding Risks During Emergencies

The second overarching theme reflected how online news media constructed various risks surrounding infant and young child feeding during disasters. Rather than presenting infant feeding solely as a nutritional issue, media reports framed feeding practices within broader concerns related to environmental safety, humanitarian assistance, and public health protection. Four interrelated subthemes emerged: risks of infant formula use, unsafe water, inappropriate donations, and nutritionally inadequate foods.

Risks of infant formula use

Across the analyzed articles, infant formula was consistently portrayed as a feeding option requiring particular caution during emergency situations. Media reports frequently linked formula feeding with increased health risks when appropriate preparation conditions could not be ensured.

Statements from health professionals emphasized that breastfeeding remained the preferred feeding practice during disasters, whereas infant formula was presented as requiring strict clinical and logistical considerations.

“Menyiapkan susu formula itu tidak sederhana. Mulai dari mencuci botol, mensterilkan peralatan, sampai memastikan airnya aman. Kalau tidak terjaga, risiko diare pada anak bisa meningkat.” (Article A15, CNBC Indonesia, 23 Desember 2025)

Unsafe water

Another recurrent narrative concerned the limited availability of safe water for infant feeding. Several reports described displaced families experiencing difficulties obtaining clean water, particularly for preparing infant formula and maintaining household hygiene. Water insecurity was frequently presented as an important contextual factor surrounding infant feeding during emergencies.

“Dan dalam kondisi bencana, air bersih dan sanitasi ini merupakan satu kemewahan. Sangat-sangat terbatas aksesnya. Jadi, (misalnya) punya satu dot, dibersihkan lagi, dan itu juga terbatas cuma dibilas seadanya, bahkan tidak dibersihkan. Ini akan berkontribusi meningkatkan risiko infeksi, dan gizi menjadi tidak adekuat.” (Article 08, Kompas.com, 06 Januari 2026).

Inappropriate donations

Media coverage consistently highlighted concerns regarding unsolicited donations of infant formula. Government agencies and professional organisations were frequently cited discouraging inappropriate donations because they could interfere with breastfeeding practices and create additional health risks in emergency settings. Reports commonly framed infant formula donations as an issue requiring coordinated regulation rather than spontaneous humanitarian assistance.

“Kami sangat menekankan donasi sufor tidak diberikan secara bebas di lokasi-lokasi bencana.” (Article 08, Kompas.com, 06 Januari 2026)

Nutritionally inadequate foods

Several articles reported that displaced children and their parents consumed foods with limited nutritional value because age-appropriate foods were unavailable. Instant noodles, packaged snacks, and other emergency foods were portrayed as temporary substitutes during food shortages. These reports emphasized nutritional constraints experienced by families rather than discussing routine complementary feeding practices.

“Pemberian mi instan kepada anak balita dalam situasi darurat bencana masih dapat dimaklumi, namun toleransi hanya dapat diberikan pada masa awal tanggap darurat.” (Article 10, Tempo.com, 22 Desember 2025)

Overall, media representations constructed infant feeding risks primarily through narratives of environmental insecurity, inappropriate humanitarian practices, and limited access to safe nutritional resources. These reports consistently portrayed safe infant feeding as inseparable from broader disaster-response conditions.

Theme 3. Media Representations of Complementary Feeding and Nutritional Challenges During Emergencies

Compared with breastfeeding, complementary feeding received substantially less attention across the analyzed news articles. When complementary feeding was discussed, media narratives primarily focused on emergency nutrition assistance and food access rather than routine feeding practices. Three interconnected subthemes were identified.

Shortage of age-appropriate

complementary foods

Several reports highlighted shortages of complementary foods suitable for infants and young children living in evacuation shelters. Media narratives emphasized humanitarian needs for age-appropriate foods and described complementary foods as essential relief commodities required by displaced families.

“Makanan itu kurang. Makanan bayi, iya, Bubur Sun itu. Cuma itu yang kurang. Belum ada sama sekali sampai sekarang.” (Article 04, Kompas.com, 02 Desember 2025)

Food safety

Food safety emerged as another important aspect of media coverage. Reports described efforts to maintain hygienic preparation, storage, and distribution of complementary foods despite challenging environmental conditions. Community kitchens and nutrition support initiatives were frequently presented as mechanisms for ensuring safe food provision.

“Terus air bersih susah, Bu. Jadi kalau buat susu untuk anak, pakai air paret.” (Article 06, Kompas.com, 17 Desember 2025)

Reliance on instant foods

Several news reports described situations in which children consumed instant noodles or other readily available processed foods because nutritionally appropriate complementary foods were unavailable. These reports portrayed such foods as emergency substitutes during periods of food insecurity.

“Konsumsi mi instan tidak boleh berlangsung dalam waktu lama, toleransi hanya dapat diberikan pada masa awal tanggap darurat. Jika konsumsi mi instan berlangsung hingga berminggu-minggu, risiko gangguan gizi pada anak akan meningkat.” (Article 10, Tempo.com, 22 Desember 2025)

Collectively, media representations framed complementary feeding

predominantly as an issue of emergency food access, food safety, and nutritional adequacy rather than focusing on age-specific complementary feeding recommendations.

Theme 4. Media Representations of Maternal and Child Health Vulnerability During Emergencies

Another major theme identified across the analyzed articles concerned representations of maternal and child health vulnerability during disasters. Media reports frequently portrayed infant feeding within broader humanitarian conditions affecting mothers, infants, and young children. Five interconnected subthemes emerged.

Maternal food insecurity

Several reports portrayed breastfeeding mothers experiencing food shortages while attempting to continue breastfeeding during displacement. These narratives emphasized limited access to food and basic necessities during prolonged emergencies.

“nggak ada makan, kami puasa. Saya demi untuk ada ASI anak ini, padi saya makan, padi kami kupas, makan padi.” (Article 11, CNN Indonesia, 04 Desember 2025)

Child illness

Media reports frequently described diarrhoeal disease and acute respiratory infections among children living in evacuation shelters. Childhood illness was commonly presented alongside reports of nutritional vulnerability and overcrowded shelter conditions.

“...tidak boleh ada hambatan bagi ibu yang ingin terus memberikan ASI kepada anaknya selama masa bencana. Di Medan ditemukan 43 kasus ISPA, enam kasus diare, dan empat kasus tinea pada anak. Di Kota Padang, tercatat 80 kasus ISPA pada anak, empat kasus diare, enam kasus penyakit kulit, serta empat kasus morbili (campak). Di Pidie Jaya, ditemukan

kasus diare, pneumonia atau infeksi saluran napas bawah, serta luka.” (Article 12, cnnindonesia.com, 22 Desember 2025).

Poor sanitation

Poor sanitation constituted another recurring element of disaster reporting. Several articles described inadequate sanitation facilities, overcrowded shelters, and unhygienic environments surrounding displaced families.

“Pampers, susu, itu waktu awal-awal dulu susah, Bu, mendapatkannya. Karena kan toko-toko tutup semuanya. Terus air bersih susah, Bu. Jadi kalau buat susu untuk anak, pakai air paret.” (Article 06, kompas.com, 17 Desember 2025)

Disrupted health services

Several reports also described interruptions in maternal and child health services following the disaster. Access to healthcare, nutrition support, and routine child health services was portrayed as being constrained during emergency response.

“Kondisi di lapangan sudah diwarnai dengan berbagai isu pangan, seperti persoalan pemberian kental manis kepada anak karena masih dianggap sebagai pengganti susu.” (Article 13, Antaranews.com, 27 Desember 2025)

Overall, media narratives portrayed infant feeding within broader contexts of humanitarian vulnerability, where food insecurity, poor sanitation, limited clean water, childhood illness, and disrupted health services were presented as interconnected challenges affecting mothers and young children.

Theme 5. Institutional Voices in Media Narratives of Infant and Young Child Feeding During Emergencies

The fifth theme concerned how institutional actors were represented in online news coverage of infant and young child feeding during disasters. Government agencies, professional organisations, and community-based humanitarian groups

consistently emerged as authoritative voices communicating recommendations and coordinating emergency responses.

Government leadership

Government institutions, particularly the Ministry of Health, were represented as regulatory authorities responsible for issuing recommendations on breastfeeding protection, infant formula donations, and emergency nutrition policies.

“Makanan-makanan tersebut, seperti kemasan atau makanan instan, sebaiknya dihindari karena UPF biasanya rendah zat gizi esensial.” (Article 07, *kompas.com*, 06 January 2026)

Professional organisations (IDAI and AIMI)

Professional organisations, including the Indonesian Pediatric Society (IDAI) and the Indonesian Breastfeeding Mothers Association (AIMI), were consistently portrayed as expert sources providing evidence-based recommendations. Their messages primarily focused on protecting breastfeeding, discouraging inappropriate infant formula use, and promoting safe complementary feeding during emergencies.

“Seluruh MPASI diproduksi di dapur AIMI sesuai prinsip PMBA Bencana, sehingga kualitas dan keamanan tetap konsisten.” (Article 02, *kompas.com*, 06 December 2025)

Humanitarian and community responses

Community organisations and humanitarian actors were represented through reports describing nutrition assistance, community kitchens, food distribution, and volunteer initiatives supporting mothers and young children in evacuation settings. These reports highlighted collaborative efforts to improve access to appropriate infant foods during the disaster response.

"AIMI bekerja sama dengan berbagai pihak di lokasi bencana, termasuk

Puskesmas, lembaga filantropi, komunitas lokal, dan mahasiswa relawan. Kolaborasi ini mempermudah pendataan penerima, proses memasak, hingga penyaluran MPASI secara tepat sasaran.” (Article 01, *Kompas.com*, 05 December 2025)

Taken together, institutional actors were represented as complementary contributors to infant feeding protection during emergencies. Government agencies primarily communicated regulatory messages, professional organisations provided scientific and clinical guidance, while humanitarian and community groups were portrayed as delivering practical nutrition support for affected families.

Tabel 1. Theme, Subtheme, Data Analysis Structure, and Included Articles

Theme	Subtheme	Description of media representation	Representative articles (title, publication date, news portal, link)
Media portray of breastfeeding as the preferred emergency feeding strategy	Breastfeeding as life-saving nutrition	Breastfeeding portrayed as the safest feeding option during disasters	A05: IDAI Tekankan Pentingnya ASI Bagi Bayi Korban Banjir (Anna, 2025) 02 December 2025 Kompas (https://health.kompas.com/read/25L02090444268/idai-tekanan-pentingnya-asi-bagi-bayi-korban-banjir.) A14: IDAI Dorong Ruang Ramah Ibu dan Anak di Posko Bencana 22 December 2025 Tempo (https://www.tempo.co/politik/idai-dorong-ruang-ramah-ibu-dan-anak-di-posko-bencana-2101341) A16: IDAI Tekankan Kesehatan Tubuh dan Psikologis Anak Korban Banjir 01 December 2026 Antara News (https://www.antaranews.com/berita/5279829/idai-tekanan-kesehatan-tubuh-dan-psikologis-anak-korban-banjir)
			Breastfeeding as disease protection Breastfeeding was represented as protecting infants against infectious diseases by reducing exposure to unsafe water, poor sanitation, and unhygienic feeding conditions A05: IDAI Tekankan Pentingnya ASI Bagi Bayi Korban Banjir (Anna, 2025) 02 Desember 2025 Kompas (https://health.kompas.com/read/25L02090444268/idai-tekanan-pentingnya-asi-bagi-bayi-korban-banjir.) A15: Susu Formula Dilarang Jadi Bantuan Bencana, Ini Kata Dokter Anak 23 Desember 2025 CNBC Indonesia (https://www.cnbcindonesia.com/lifestyle/20251223105008-33-696601/susu-formula-dilarang-jadi-bantuan-bencana-ini-kata-dokter-anak)

Media construction of feeding risks during emergencies	Risk of infant formula use	Infant formula was portrayed as a high-risk feeding option during emergencies because its safe preparation depends on adequate water, sanitation, and hygiene.	A15: Susu Formula Dilarang Jadi Bantuan Bencana, Ini Kata Dokter Anak 23 Desember 2025 CNBC Indonesia https://www.cnbcindonesia.com/lifestyle/20251223105008-33-696601/susu-formula-dilarang-jadi-bantuan-bencana-ini-kata-dokter-anak A05: IDAI Tekankan Pentingnya ASI Bagi Bayi Korban Banjir (Anna, 2025) 02 Desember 2025 Kompas (https://health.kompas.com/read/25L02090444268/idai-tekanan-pentingnya-asi-bagi-bayi-korban-banjir.)		Inappropriate donations	Unregulated donations of infant formula were portrayed as potentially undermining breastfeeding and increasing health risks, requiring institutional regulation.	A08: Jangan Donasikan Sufor untuk Bayi Korban Banjir Tamiang 06 January 2026 Kompas (https://health.kompas.com/read/26A06080000368/jangan-donasikan-sufor-untuk-bayi-korban-banjir-aceh-tamiang) A15: Susu Formula Dilarang Jadi Bantuan Bencana, Ini Kata Dokter Anak 23 Desember 2025 CNBC Indonesia https://www.cnbcindonesia.com/lifestyle/20251223105008-33-696601/susu-formula-dilarang-jadi-bantuan-bencana-ini-kata-dokter-anak
	Unsafe water	Unsafe water was represented as a major environmental threat that compromises safe infant feeding and increases infection risk.	A08: Jangan Donasikan Sufor untuk Bayi Korban Banjir Tamiang 06 January 2026 Kompas (https://health.kompas.com/read/26A06080000368/jangan-donasikan-sufor-untuk-bayi-korban-banjir-aceh-tamiang)		Nutritionally inadequate foods	Emergency foods such as instant noodles and packaged foods were portrayed as temporary substitutes with limited nutritional value for young children.	A10: IDAI Soroti Balita Korban Bencana Sumatera Makan Mie Instan 22 December 2025 Tempo (https://www.tempo.co/politik/idai-soroti-balita-korban-bencana-sumatera-makan-mie-instan-2101285)

Media representation of complementary feeding and nutritional challenges during emergencies	Shortage of age-appropriate complementary foods	Media portrayed shortages of age-appropriate complementary foods as an unmet humanitarian need requiring targeted nutrition assistance.	A04: Korban Banjir, Pandan Tapanuli Tengah, butuh Makanan Bayi Hingga Air Bersih (Prasetyo & Susanti, 2025) 08 December 2025 Kompas (https://medan.kompas.com/read/2025/12/08/084400678/korban-banjir-pandan-tapanuli-tengah-butuh-makanan-bayi-hingga-air-bersih?page=all)		Reliance on instant foods	Reliance on instant or processed foods was portrayed as a consequence of food insecurity rather than an appropriate complementary feeding practice.	A10: IDAI Soroti Balita Korban Bencana Sumatera Makan Mie Instan 22 December 2025 Tempo (https://www.tempo.co/politik/idai-soroti-balita-korban-bencana-sumatera-makan-mie-instan-2101285)
	Food safety	Safe preparation, storage, and distribution of complementary foods were represented as essential for preventing foodborne illness during emergencies.	A06: Cerita Pengungsi di Aceh Tamiang, Gunakan Air Selokan untuk Seduh Susu Bayinya (Mulyana & Persada, 2025) 17 December 2025 Kompas (https://www.kompas.tv/region/638068/cerita-pengungsi-di-aceh-tamiang-gunakan-air-selokan-untuk-seduh-susu-bayinya?page=all)		Maternal food insecurity	Breastfeeding mothers were portrayed as experiencing severe food insecurity while striving to maintain breastfeeding during displacement.	A11: Terjebak Banjir 2 Hari, Ibu di Aceh Makan Padi Demi Menyusui Bayi 04 December 2025 CNN Indonesia (https://www.cnnindonesia.com/nasional/20251204084841-20-1302640/terjebak-banjir-2-hari-ibu-di-aceh-makan-padi-demi-menyusui-bayi)
					Child illness	Media represented diarrhoeal disease and respiratory infections as common health consequences affecting children in disaster settings.	A12: Imbas Banjir Sumatera, IDAI Catat Diare-ISPA Dominasi Penyakit Anak 02 December 2025 CNN Indonesia (https://www.cnnindonesia.com/gaya-hidup/20251202183207-255-1302012/imb-banjir-sumatera-idai-catat-diare-isp-dominasi-penyakit-anak)

	Poor sanitation	Poor sanitation and inadequate shelter conditions were portrayed as environmental factors increasing health and feeding risks for mothers and children.	A06: Cerita Pengungsi di Aceh Tamiang, Gunakan Air Seduh Susu Bayinya (Mulyana & Persada, 2025) 17 December 2025 Kompas (https://www.kompas.tv/region/638068/cerita-pengungsi-di-aceh-tamiang-gunakan-air-seduh-susu-bayinya?page=all)		Govern-ment leadership	Govern-ment agencies were portrayed as regulatory authorities responsible for protecting breastfeeding and guiding emergency infant feeding policies	A09: Kemenkes Tak Rekomendasikan Bantuan Susu Formula Untuk Korban Banjir Sumatera (Shabrina, 2025) 06 December 2025 Tempo (https://www.tempo.co/politik/kemenkes-tak-rekomendasikan-bantuan-susu-formula-untuk-korban-banjir-sumatera-2096320)
	Disrupted health services	Disruptions to maternal and child health services were represented as barriers to optimal infant feeding, nutrition support, and healthcare access.	A13: Pemerintah Diminta Perhatikan Kesehatan Ibu dan Anak di Daerah Bencana 27 December 2025 Antara News (https://bengkulu.antaranews.com/berita/452644/pemerintah-diminta-perhatikan-kesehatan-ibu-dan-anak-di-daerah-bencana)				A03: Dilema Bantuan MP-ASI Pascabanjir Aceh Tamiang (Ramadhian & Anna, 2026b) 07 January 2026 Kompas (https://health.kompas.com/read/26A07130000868/dilema-bantuan-mpasi-pascabanjir-aceh-tamiang) A07: Alasan Donasi Makanan Kemasan Untuk Anak Korban Banjir Tidak Disarankan (Ramadhian & Anna, 2026a) 06 January 2026 (https://health.kompas.com/read/26A06131000768/alasan-donasi-makanan-kemasan-untuk-anak-korban-banjir-tak-disarankan)

Professional organizations	Professional organisations (IDAI and AIMI) were represented as trusted expert voices providing evidence-based recommendations on breastfeeding and complementary feeding.	A05: IDAI Tekankan Pentingnya ASI Bagi Bayi Korban Banjir (Anna, 2025) 02 Desember 2025 Kompas (https://health.kompas.com/read/25L02090444268/idai-tekanan-pentingnya-asi-bagi-bayi-korban-banjir.) A02: Berbagi MP-ASI di tengah Bencana, Begini Cara AIMI Menjaga Kualitas Makanan (Kusumastuti & Dewi, 2026) 06 December 2025 Kompas (https://lifestyle.kompas.com/read/2025/12/06/13328920/berbagi-mpasi-di-tengah-bencana-begini-cara-aimi-menjaga-kualitas-makanan)	Humanitarian and community responses	Humanitarian organisations and community groups were portrayed as collaborative actors providing practical nutrition assistance, community kitchens, and complementary feeding support during emergencies.	A01: MPASI di Masa Bencana, AIMI Gunakan Dapur Bantuan Gizi (Kusumastuti & Anna, 2025) 05 December 2025 Kompas (https://lifestyle.kompas.com/read/2025/12/05/210000220/mpasi-di-masa-bencana-aimi-gunakan-dapur-pmba-untuk-bantuan-gizi) A02: Berbagi MP-ASI di tengah Bencana, Begini Cara AIMI Menjaga Kualitas Makanan (Kusumastuti & Dewi, 2026) 06 December 2025 Kompas (https://lifestyle.kompas.com/read/2025/12/06/13328920/berbagi-mpasi-di-tengah-bencana-begini-cara-aimi-menjaga-kualitas-makanan)
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Source: Newspaper Articles

4. DISCUSSION

This study provides, to our knowledge, the first qualitative analysis of how Indonesian online news media represented breastfeeding and Infant and Young Child Feeding in Emergencies (IYCF-E) during a major disaster. Overall, media narratives aligned closely with international IYCF-E recommendations by portraying breastfeeding as the preferred emergency feeding strategy, highlighting the risks of inappropriate infant formula use, and

positioning institutional actors as trusted sources of guidance. However, complementary feeding and broader structural determinants of infant feeding received comparatively less attention. These findings suggest that disaster news media function not only as information sources but also as agenda-setting and framing mechanisms that shape public understanding and policy discourse surrounding infant feeding during emergencies (Dhawan et al., 2023; Vilar-Compte et al., 2021).

The prominence of breastfeeding reflects recommendations from WHO, UNICEF, the Operational Guidance on Infant Feeding in Emergencies, and the Academy of Breastfeeding Medicine, which identify breastfeeding as the safest infant feeding practice during humanitarian crises because it provides optimal nutrition and immunological protection without requiring clean water or sterilised equipment (Bartick et al., 2024; Emergency Nutrition Network, 2017; World Health Organization., 2021). Similar findings have been reported in Türkiye, Pakistan, Italy, and the United States (Giusti et al., 2022a; Hirani et al., 2023; Mizrak & Kabakci, 2024). Unlike previous studies focusing on maternal experiences and clinical practice, this study demonstrates that online news media also reinforce evidence-based breastfeeding messages, highlighting their potential role as partners in disaster communication.

Media showed infant formula as context-dependent rather than inherently inappropriate, consistently linking its use to unsafe water, poor sanitation, and uncontrolled humanitarian donations. This is consistent with international IYCF-E guidance discouraging indiscriminate distribution of breast-milk substitutes during emergencies (Bartick et al., 2024; Emergency Nutrition Network, 2017). By emphasising environmental conditions rather than formula itself, media adopted a risk communication approach that may

promote better public understanding while supporting evidence-based humanitarian practice (Hwang et al., 2021; Pramono et al., 2025).

A notable finding was the limited attention given to complementary feeding. Although reports acknowledged shortages of age-appropriate foods and food safety concerns, complementary feeding was primarily portrayed as a humanitarian logistics issue rather than a developmental practice requiring age-specific guidance. This contrasts with WHO and UNICEF recommendations emphasising continued breastfeeding alongside safe and nutritionally adequate complementary feeding for children aged 6–23 months (Bilgin & Karabayır, 2024b; World Health Organization., 2021). Similar gaps have been identified in previous IYCF-E reviews (Mizrak & Kabakci, 2024; Mudiyansele et al., 2022), suggesting a need for more balanced disaster communication addressing infant feeding beyond breastfeeding alone.

Media also situated infant feeding within broader humanitarian vulnerabilities, including food insecurity, poor sanitation, limited clean water, childhood illness, and disrupted health services. These findings support socioecological perspectives that optimal infant feeding depends not only on maternal behaviour but also on supportive environmental and health-system conditions. Similar structural barriers have been documented in previous disaster settings (Giusti et al., 2022a; Hirani et al., 2023; Russell et al., 2025), indicating that media can help shift public discourse from individual responsibility towards broader social and policy responses.

Government agencies, professional organisations, and humanitarian groups were consistently portrayed as complementary sources of authority. Government institutions provided regulatory guidance (Shabrina, 2025), professional organisations such as IDAI and AIMI delivered evidence-based

recommendations (Anna, 2025; Kusumastuti & Dewi, 2026), while humanitarian organisations were represented through practical nutrition support (Kusumastuti & Anna, 2025). From a health communication perspective, this convergence of credible institutional voices may strengthen public trust, reduce misinformation, and improve consistency of infant-feeding recommendations during emergencies.

This study extends the IYCF-E literature by shifting attention from clinical practice and maternal experiences to media representations as an integral component of disaster communication. Integrating qualitative content analysis with health communication perspectives demonstrates how medias influences public health discourse and highlights the importance of communicating complementary feeding, food safety, environmental determinants, and coordinated institutional responses alongside breastfeeding promotion. Overall, Indonesian online media communicated messages largely consistent with international IYCF-E recommendations while constructing broader narratives of humanitarian vulnerability and institutional responsibility.

5. CONCLUSION

This study demonstrates that Indonesian online news media largely represented infant and young child feeding during emergencies in ways that were consistent with international IYCF-E recommendations, particularly by promoting breastfeeding, communicating the risks of inappropriate infant formula use, and reinforcing the role of credible institutional actors. However, complementary feeding and broader structural determinants of infant feeding, including food security, sanitation, and health service access, received comparatively limited attention. These findings highlight the influential role of media in shaping public understanding of

infant feeding during disasters and extend the IYCF-E literature by positioning media representation as an important component of disaster health communication. Strengthening collaboration between journalists, health professionals, professional organisations, and disaster management agencies may enhance evidence-based communication and support more comprehensive protection of breastfeeding and optimal infant feeding in future humanitarian emergencies.

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