

**MEDIA COVERAGE OF JEJU AIRLINES 2216 CRISIS: A
COMPARATIVE FRAMING ANALYSIS OF THE CRISIS IN
MALAYSIAN AND KOREAN MAINSTREAM MEDIA**

BY

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ABSTRACT

The Jeju Airlines 2216 crisis received varied media coverage across the world, reflecting the influence of cultural and political contexts on crisis communication. This study investigates and compares the coverage of the crisis in Malaysian and Korean mainstream media - The Star and KBS News. The Jeju Airlines 2216 crisis in December 2024 is considered the greatest aviation crisis in South Korean history due to its magnitude, attracting massive local and international media coverage. It presented Korean authorities with a new challenge, resulting in various criticisms handled by Jeju Airlines and the Korean government. The media's role during a crisis is not only to provide information, but also to serve as the people's advocate by facilitating public engagement and discussions. However, the media's ability to play this role depends on ownership and the degree of freedom it enjoys in a country. Through quantitative content analysis, this study compares the framing of the crisis by the selected mainstream media outlets, their sources of information, and the news tone. The study found that the Korean mainstream media, KBS News, primarily focused on economic consequences and accountability responsibility, while the Malaysian mainstream media, The Star, focused on the responsibility frame.


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WONG XIN YI

APPROVAL FORM

The research paper attached hereto, entitled “MEDIA COVERAGE OF JEJU AIRLINES 2216 CRISIS: A COMPARATIVE FRAMING ANALYSIS OF THE CRISIS IN MALAYSIAN AND KOREAN MAINSTREAM MEDIA” written and submitted by Wong Xin Yi, in partial fulfilment of the requirements for Bachelor of Corporate Communications (HONS), is hereby accepted.



Date: 15/05/2025

Supervisor

Ms. Yong Xin Yi

DECLARATION

I hereby confirm that the material presented in this paper is the result of my own independent work. Proper acknowledgement has been given to all sources, whether printed, electronic, or personal, as referenced in the bibliography.

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A handwritten signature in black ink, consisting of a series of loops and a final horizontal stroke.

Signature:

Date: 15 MAY 2025

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CHAPTER ONE

INTRODUCTION

1.0 Background of study

1.1 Overview of Impact on Media Framing

Media framing is the public's definition of news and information, and they may have significant impacts on how an individual perceives and acts over social problems (Media Studies, 2021).

For instance, a news story comes to do with a policy change by a specific government, say a policy around economic policy where the politician in question advocates for reduction in corporate tax. While, in a different news report, the same politician may be painted as the villain, to argue that funding for social changes may be cut. In addition to that, the way information is shared on the social media platforms determines how the audience perceives information which is referred to as the social media framing. This idea is critical as it has practical regard to some aspects of communication being either emphasized or subdued to influence behavior and opinion. Opinions of the public are very valuable especially in situations or instances that a crisis has occurred, that is why there is a thing called crisis communication in existence to ensure that the communication is regulated and the damage and humiliation done to the reputation of organizations are done to the minimum, at all costs.

Framing is critical in influencing how audiences view information since it will help decide how the options are viewed by the audience. That is why it may help to manage the public opinion when you highlight some aspects of a message and conceal others. From the study done by Lecheler, Schuck and de Vrees, the researcher learnt that they studied the use of media frames,

especially Episodic Framing and Thematic Framing to discover which one was better for influencing the public opinion about the unvaccinated persons during the COVID-19 pandemic. The authors drew on Episodic Framing, where they included personal stories and personal experiences, which contributed to enhancing the narrative and were discovered for alleviating feelings of anger, vaccination-related segregation, and desire to punish the unvaccinated. Contrary to that, Thematic Framing, which relied on the expert analysis and statistical data to provide wider societal contexts, could not reduce the level of hostility compared to the control group significantly. Overall, the study revealed that Episodic Framing worked better to soften strict public attitudes and humanize the issue as was suggested by previous research whereby personal stories trigger more empathy as compared to abstract information.

This study posited that episodic framing was central to media framing through which public understanding of crises is fashioned and made less polarized through human interest framings. It does impact people's behavior as they either accept or resist policies during disasters. Finally, the framing and institutional trust influence show that media need to be sensitive and effective in the communication to build trust hence reducing societal fractures and improving the policies.

1.2 Problem Statement

In crisis media management it is possible to reach a wider public by framing the crisis story (de Vries, 2004). Goffman (1974) defines framing as a communication and 'schemata of interpretation that enables the receiver to create, nullify, identify and sanction incidents. Media decides what part of every story to tell, how to tell it and what words to use when telling it, especially when presenting to a specific audience with agenda setting empowers media to decide

on which issues get attention and therefore directs the public attention to a specific topic and leaves out the other. On the usage of social media as a means of receiving and disseminating information for the purpose of quick sharing, it provides opportunity to share in the free internet space and untimely as well as timely information which helps to mobilize and respond quickly.

According to the current crisis by Jeju's airlines 2116, that is the reason why in times of crises people turn to the media to help them make the best decision possible. Some of the hypotheses which various mainstream media outlets have put forward concerning the Jeju Airlines 2216 range from bird strike and mechanical failure to some “malevolent” intention of some unseen hand. How such frameworks shape audiences’ understanding, beliefs, and behaviors has not been adequately studied given that they are growing up consuming news.

1.2.1 Current Situation and Relevance

Muan International Airport was the scene of the most recent major flight disaster that occurred on 29th of December 2024, Flight number 2216 of the Jeju Air. The Boeing 737-800 aircraft crashed, overran the runway, and impacted a concrete wall bursting into a terrible inferno, which claimed 179 of the 181 people on board (Park et al., 2024). Before the crash the passenger sent a text message reporting bird strike and people thought that it caused the crash.

More sinister theories have been voiced, including by Professor Ron Bartsch, an aviation specialist; he said that he is concerned about the fact that the scale of the visible damage perhaps cannot be attributed solely to a bird strike. Crackdowns at Jeju Air’s headquarters and Muan International Airport have occurred because of the investigation. The CEO of Jeju Air, Kim Yi-bae cannot travel overseas. He said that preflight inspections also revealed no signs of trouble with

the landing gear. Critics of the aircraft have been concerned with its grueling operational schedule before the disaster; it flew 13 times in two days.

Both the voice recorders and the flight data have been recovered and one of the black boxes has been taken for analysis to the US. To identify the root cause of the disaster, the study is expected to last for several months.

1.2.2 Problem and Gap in Research

While some scholars have attempted a media framing analysis of political and environmental issues, there is hardly any study on a framing analysis of aviation disasters or the impact. While such cultural factors are now not the subject of many current publications, their judgments are likely to stem from different cultural values, media usage, and varying levels of confidence in either local or global news sources. Moreover, there is limited research concerning behavioral consequences of media framing, for instance, people's attitudes toward flying, safety of aviation, or occupations in the aviation sphere. This inequality therefore calls for more empirical research on how Malaysian and Korean media frame the crisis and respond to media coverage of aviation emergencies.

There are gaps found in these areas and thus, this study aims to address them by paying close attention to the way both South Korean domestic media and foreign media have constructed the Jeju Airlines 2216 issue. Through analysis of these tales, the study will analyze how different media frames and the level of confidence that they have in such types of information. The survey will further provide information regarding the change in perception and emotions that are centered on culture and other societal factors that will present an understanding on the Malaysian media -

The Star. Finally, the research will compare how the use of the two framing styles influenced the perceived travel options, the safety of airplanes, and interest in aviation professions. By means of these ventures, the study will also contribute to the advancement of interrelated theoretical phases of media framing and aviation crisis communication in the culturally specific context.

1.2.3 Implications if the Problem Remains Unaddressed

The potential negative effects of media framing in aviation crises and its significance on how both media frame about the crisis are if deemed unresolved the following may take place such as misinformation and mistrust, elevating levels of anxiety and changes in behaviour, poor crisis management, and external economic effects on the aviation and specifically the tourism industries. The tourist could have developed damaging or even fake perceptions about the safety of aviation where they lack understanding of the concept of media framing. Prolonged presentation of sensationalized or contrary stories may erode the public trust in aviation bodies and other organizations as well as the media. Also, negative portrayal of travel and or events relaying a given media may heighten the pre-trip anxiety, create a phobia of flying thus discouraging youthful individuals from going for trips. This may discourage them from seeking opportunities for international mobility such as studying or working, which would in the long run restrict their opportunities of growth individually and in their careers.

Nevertheless, it is now evident that young people who fail to develop critical assessment skills which were critical for evaluating the media narratives during emergencies will not be well poised to dealing with future emergent situations. This may even hinder the enhancement of nutritious and experienced people that should be able to deal with similar situations. These

negative perceptions of aircraft safety could one day deter young Malaysians from flying in the future, which would threaten the tourism and aviation industry's growth in the future.

1.2.4 Purpose of the Research

The research proposes to gather information to show how the media from Malaysia and Korea frame, feel or even react to the issue which is Jeju Airlines 2216. Therefore, the purpose of this research is to identify most present generic frames used by Malaysian and Korean media in reporting the Jeju Airlines 2216 Crisis. To make sense of such differences in reporting styles by both media, the study also aims to explore the cultural and societal factors that shape their perceptions of these frames. Thus, the project aims at contributing to the body of literature on crisis communication and exploring potential behavioral consequences, including changes in attitude to the safety of aviation and travelling.

Consequently, the aim of the research is to provide thoughtful recommendations for improving the media strategies and communication in the cases of aircraft incidents, including cultural diversity of the context.

1.3 Research Questions

RQ1: What are the most present generic frames used by Malaysian and Korean media in reporting the Jeju Airlines 2216 crisis?

RQ2: What are the differences between Malaysian and Korean media in reporting the Jeju Airlines 2216 crisis?

RQ3: What are the tones used by Malaysian and Korean media in reporting the Jeju Airlines 2216 crisis?

1.4 Research Objectives

The purpose of this study is to examine how Malaysian and Korean media frames on the Jeju Airlines 2216 crisis relate to one another, as well as how media framing affects Malaysian youth on social media. Thus, the following are the study's precise objectives.

RO1: To differentiate the reporting styles of media framing used by Malaysian and Korean media.

RO2: To examine the most present generic frames used by Malaysian and Korean media in reporting the Jeju Airlines 2216 crisis.

RO3: To identify the tones used by Malaysian and Korean media in reporting the Jeju Airlines 2216 crisis.

1.5 Significance of Study

The significance of the study lies in its ability to build on existing knowledge about how framing of media messages during aviation disasters can impact the behaviour of young Malaysians. Thus, the focus of the study is on the necessity for better specific crisis communication approaches with ethnic considerations by analyzing this specific audience well connected with media and forming a large segment of the global traveling market. It will reveal how Malaysian adolescents perceive messages about aircraft safety and may reveal how different framing approaches such as positive, sensational or crisis that may influence readers' emotions.

The research adds value to studies of crisis media influence because it evaluates unique cultural elements which affect public reception of media content. Thus, the results of this study might contribute to improving young people's crisis-resilience, enhancing the avoidance of anxiety and the sharing of false information for the media and the aviation sector. Finally, based on the findings of the study, some recommendations shall be provided to the policymakers and media professionals with an aim of enhancing the youthful involvement in aeronautical disasters while enhancing culturally sensitive, informed and balanced means of communication.

1.6 Research Scope

In this research paper that aimed to focus specifically on how these frames relate to calls for explaining the reporting styles of both media. This research will analyze the media framing processes that Malaysian and Korean news organizations engage in crisis communication: Jeju Airlines 2216 incident. Since frames are used to mobilize people and obtain support, motivational frames generally amplify features of a perceived reality (Media Framing and How It Can Shift the Narrative, 2022). The delivery of quick and accurate communication helps prevent operational complications as well as negative impacts to reputation. The delayed response along with poor communication from organizations results in more severe situations that lead to major negative impacts. In short, crisis communication framing can bring a huge impact in Malaysian and Korean media.

1.7 Definition of Keywords

1.7.1 Media Framing

In communication studies, framing refers to the techniques by which persuasive or specific perception regarding news stories is crafted (Media Studies, 2017). For example, in a news story, the politician is made the story's hero because of the positive economic policy of reducing corporate tax rates.

1.7.2 Crisis Communication

Crisis communication is defined as the management and transmission of significant information used in an organization during business emergencies, public issues, or any unpredictable event that threatens the organization (Sky, n.d.).

1.7.3 Engagement patterns

The activity that tends to accompany social media and other digitized platforms refers to engagement patterns as they pertain to the engagement properties of the consequences of this communication that is revealed through the actions and behaviors triggered when one is using the platform (Head, 2024). The analysis of current trends helps marketers to position their content better including strategy which automatically leads to increased user engagement and brand affinity as well as sales. The investigation of user engagement behaviors across platforms demands attention since both the platforms and their user base differ substantially so the behaviors require investigation for digital marketing success.

1.7.4 Crisis Narratives

Narratives of Crisis has shown that we gain empirical knowledge and a new angle on consensus creation when a calamity happens, which is helpful for studying history and changing the world (*Narratives of Crisis* | Stanford University Press, 2024).

1.7.5 Cultural Context

As elements of cultural context, the first is the society in which people are reared; the second is the ways in which culture defines conduct (IGI Global, 2022). It consists in patterns of behavior that are mean to groups of people and values, which are acquired. These comprise of beliefs, meanings, customs, ideas, language, and or standards.

1.8 Chapter Summary

This study paper about the Jeju Airlines shaped the views, emotion and behavior of young people in Malaysia. The impact of the above different narrative forms on the belief that young people have in safety of aviation, media sources and aviation authorities will be learned from this study as the crisis was depicted by both international and local media. To enhance depth and get an understanding of the specific Malaysian media climate, specific cultural and sociological factors, the various messages conveyed within the media will also be analysed. Consequently, the current study aims at examining how both media frame the Jeju Airlines 2216 Crisis during aviation

disasters and provide recommendations for effective communication in crisis situations attractive to lead to better behavioral outcomes and acceptability.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The Framing Theory is defined in this chapter along with its application to related topics and earlier studies on occurrences involving international airlines.

2.1 Jeju Airlines 2216 Crisis

2.1.1 Reporting Styles of Malaysian Media Framing

Resulting in the total comprehension of the framing of the Jeju Airlines 2216 event in Malaysia media, a quantitative analysis of local news content will be needed. In order to ascertain how the occurrence is framed, this analysis would look at the language employed, the importance of the coverage, and the particular aspects highlighted.

The Star story analyses Malaysia's response to the Jeju Airlines 2216 tragedy in which Prime Minister Anwar Ibrahim condoled with Thailand and South Korea (The Star Online, 2024). The situation is presented in genuine terms so that themes like the tragedy's emotional appeal and a form of vindication for life's vulnerability are emphasized. The Malaysian media has adopted a stance of sympathetic orientation; placing Malaysia in an observing involvement, empathetic involvement, and focusing on mortality rather than questioning on what led to such occurrence. During the disaster, this frame emphasized the loss, unity and partage while people go through the same disaster situation.

Meanwhile there is another news media in Malaysia called The Sun that also publishes the news and information about the Jeju Airlines 2216 incident. Accident, grief and sorrow: these

are the key themes of the Sun article on the Jeju Airlines 2216 crash. Post-event depictions by the media and the great rescue operations which were described as the worst disaster in South Korea's history show that one needed to be serious (The Sun, 2024). The piece outlines the search for possible causes of the disaster such as bird strike, the reaction or lack thereof by the airline involved as well as the political leadership of the interim south Korean government. All these features reflect grief, unity and ongoing investigations in a somewhat pessimistic key.

2.1.2 Reporting Styles of Korean Media Framing

On top of that, there is a news article from the biggest news media company in Korea called YTN. The article discusses a naming dispute over the Jeju Air passenger plane disaster, with some calling it the "Muan Airport accident" despite the investigation being ongoing. The ongoing argument reveals difficulties in determining liability before establishing what caused an incident. Experts and aviation professionals argue that, following international standards, it should be referred to as the "Jeju Air Flight 2216 accident". Media framing in different aspects defines how experts interpret and share information about this tragic event.

Another news company in Korea called KBS News also publishes the news on that day titled "Jeju Airplane Carrying 181 Crashes; 174 Confirmed Dead." The KBS News article reports on the Jeju Airplane crash at Muan International Airport, framing the incident as a major tragedy. The media frames the tragic event through its focus on the dangerous accident's large number of casualties and powerful images of wreckage. The article reveals an uncertain cause for the accident because investigators searched for reasons including suspected landing gear problems during their investigation which continues. The text presents a serious approach combined with factual details about how the investigation continues while showing emphasis on the human loss.

2.2 Freedom of the Speech and Crisis Coverage

2.2.1 Malaysia

Article 10 of the Federal Constitution protects freedom of speech provided that it has the potential to disrupt the peace, order and morality, is prejudicial to national security or likely to disrupt harmony between different races (SUHAKAM, 2020). Fundamental right to freedom of speech and expression remains a rarity in Malaysia through the Official Secrets Act 1972, the Communication Multimedia Act 1998 and the Sedition Act 1948. Litigation tends to occur after an aversion of the government or sensitive issues such as ethnicity, color, religion, or the British monarchy.

There is almost always a tendency to downplay crisis reporting in Malaysia because of its limitations and restrictions. Using samples from media and news reporting in Malaysia, Ismail, Ahmad Mohd, and Mustaffa (2017) discovered internal and external issues to the Malaysian profession of journalism and its practice in newsrooms. External issues include a legal action, information readiness, issue readiness, truth-sourcing, weak enforcement, and low effectiveness. Also, eight local newsroom challenge factors are identified for Malaysian journalists which are skills, cultural differences, time, danger, cost, people, perception, and media viability. According to the views of the experts, four of the internal threat factors bear very close connection with the government restrictions and ban. This suggests that Malaysian journalists may have concern for Investigative journalism; however, through official control coupled with ownership barriers, the spirit behind such concern has reduced the platform for journalistic expression.

Through its work at Human Rights Watch, Malaysia is intensifying its use of criminal investigations to stifle dissidents including journalists and protest activists as well as other

government critics. All may be prosecuted, and many have been interrogated about their work or anything they said publicly. Several sections in the Malaysian Penal Code that are worded as very broad or ambiguous empowers authorities to investigate or arrest anyone for several activities or words that are deemed undesirable by the government Sedition Act, Peaceful Assembly Act, Communications and Multimedia Act. Targets have included sharing a sarcastic playlist in recent cases, making cartoons, reporting on the police abuse claim, and on planning for a public protest.

In the words of the Asia legal expert Linda Lakhdhir, “The government does not equate journalistic practice with crime and the criticism and satire are allowed in a rights-respecting democracy.” Judging by increased application of criminal laws on critics, the Malaysian government is quickly eroding the standards of human rights.”

Furthermore, based on the ‘serious case’ known as the “1MDB scandal” the crisis initially gained minimal media coverage until the international publications disclosed them. Moreover, the government controlled the messages in crisis situations in the wake of COVID-19 epidemic, while the distribution of ‘fake news’ was prohibited under the Emergency Ordinance. Overall, there is a significant limitation of the ability of the media to provide complete and balanced information although there is freedom of speech and ability to cover crises. But social media is a powerful response to these limitations nowadays.

2.2.2 Korea

There are legal protections in Korea which include Freedom of expression, freedom of the Press and freedom of assembly and battalion are enshrined in the article 21 of the constitution of South Korea (Republic of Korea English Law Mobile Site, 2019). However, as will be observed,

the media environment is much more open compared to many of the other developing Asian countries. Despite having robust safeguards, South Korea has certain restrictions. For example, the National Security Act prohibits communication that is thought to be supportive of North Korea, which is a delicate subject because of the nation's geopolitical concerns. Legal restrictions on defamation often take the form of criminal defamation to suppress dissenting opinions and views. Even if the truth can be used as a defense, it could still lead to consequences if it is thought to be against the public interest. Biased reporting of the results because many larger mainstream media news outlets are owned by massive conglomerates or controlled by large corporations and the political establishments (Kim, 2024).

Although the media in South Korea is usually free to cover emergencies, occasionally sensationalism, political objectives, or official involvement may have an impact. During COVID-19 and similar public health crises South Korea frequently receives praise for its advanced crisis communication system because it demonstrates transparency and powerful performance. The government attempts to steer or control stories toward desired directions when faced with politically important events such as corruption cases. Through social media applications including Naver, KakaoTalk and YouTube Koreans update instantly while concurrently targeting authorities in criticism and holding them responsible. The amount of power these platforms hold reaches considerable levels.

Numerous flaws emerged in both media coverage and governmental catastrophe response when the Sewol ferry sank in 2014 per So-hyun (2023). The media along with the government faced criticism from Sewol Ferry disaster victims' family members because they spread wrong information while providing insufficient rescue aid. Besides, public calls for tougher labor rules

are sparked by the media's frequent coverage of workplace safety issues in South Korea, such as manufacturing accidents.

Compared to many of its neighbors North Korea, South Korea has rather robust freedoms of speech and the media (Yoon, 2024). The overall coverage quality of crisis events suffers from three key issues involving sensationalism combined with defamation regulations as well as government intervention in news coverage. Social media and citizen action functions as crucial proof to validate both official stories shared by mainstream media outlets.

2.3 MH370 Crisis vs Jeju Airlines 2216 Crisis

The comparison of Jeju Airlines 2216 response in South Korea against Malaysia Airlines 370 incident illuminates' crucial approaches to public handling and media operation during crisis scenarios. During the MH370 Crisis Quinn and Branigan (2014) confirmed how 239 individuals including passengers together with crew members went missing when Malaysia Airlines Flight 370 disappeared between Kuala Lumpur and Beijing. It was an international aviation mystery that involved search and investigative activities in several different countries. People became aware of transparency as well as information management issues because of the crisis. Shortly after departure, Jeju Airlines Flight 2216 had to make an emergency landing due to a rapid cabin depressurization. 180 people were engaged in the event, and many of them complained of health problems as a result of the depressurization. Despite being less disastrous, it brought up concerns over safety procedures and crisis management in the aviation industry in South Korea.

The international community heavily condemned Malaysia Airlines and the Malaysian government because of their slow communication along with their inconsistent and unclear

messaging shortly after the disaster began. In addition, press briefings handled by media relations were haphazard, and contradicting information caused misunderstandings and conjecture. Furthermore, openness was mentioned when public trust was weakened by claims of withholding important information such as radar data. Finally, Malaysia's shortcomings in managing a global crisis were revealed by crisis management, which was hampered by the absence of a centralized communication plan.

Korea demonstrated immediate action when Jeju Airlines publicly disclosed the incident while confirming their passenger safety measures. Local South Korean media provided extensive coverage by analyzing both airline responsibility and passenger experiences during this matter. Subsequently, numerous passengers criticized Jeju Airlines for underestimating the severity of the health problems caused by depressurization, even though the airline supplied information. The proactive disaster response alongside effective communication methods proved to be fundamental reasons why South Korea showed superior disaster preparedness.

The public's response to the MH370 situation indicates that the families of the passengers expressed their annoyance by planning demonstrations and press conferences to call for responsibility. The search received worldwide interest because China and Australia joined the effort. Authorities also believe that the public's confidence in Malaysia Airlines and the Malaysian government was damaged by the crisis' poor handling. The public responses to Jeju Airlines 2216 incident remained calmer than other accidents because all passengers survived even though flight safety concerns existed. Then, calls to strengthen government oversight of low-cost airlines were made to South Korea's aviation authorities. Furthermore, because the occurrence was seen as an isolated incidence, public confidence in the government and airline remained mostly constant.

2.3.1 Key Differences in Crisis Management

Aspect	MH370 (Malaysia)	Jeju 2216 (Korea)
Communication	Inconsistent and opaque	Timely and relatively transparent
Media Role	Politically influenced, reactive	Proactive and citizen-driven coverage
Public Trust	Declined significantly	Largely maintained
Global Attention	Extensive due to the mystery and scale	Limited to South Korea and aviation industry
Outcomes	Long-term reputational damage to Malaysia Airlines	Renewed focus on budget airline safety in Korea

2.4 Framing Theory

The concept of reporting styles used by Malaysian and Korean media for Jeju Airlines 2216 could be well explained by Framing Theory.

2.4.1 Definition

Goffman outlined the concept under the title known as Framing theory. He suggested that it helps to make use of a primary framework to analyze what is occurring in the environment (Mass Communication Theory, n.d.). Since the user takes this framework for granted, it is primary. The framework utility can therefore be used on its own or in a nexus with other frameworks. According

to Goffman, basic frameworks can be divided into two categories: natural and social. Both of them are used to help the people to understand what other things might be told by the data so that they might be given a social context in which they might be experiencing. In the process there is a functional differentiation between the two.

It is significant that natural frames pick out events as physical happenings; natural quotes are defined literally and do not see social forces at work at all. The public responses to Jeju Airlines 2216 incident remained calmer than other accidents because all passengers survived even though flight safety concerns existed. These frameworks and the frames they offer to us in our communication determine the data interpretation and processing as well as the means of communication. This means that although these frameworks can be used effectively in daily life according to Goffman, people may do it without necessarily being aware of the fact. The process by which a communication source defines and builds any information sent is referred to as framing. In my opinion framing is inescapable because people suggest their very own ledger on how differently encounters are framed.

Framing as per the concept of mass communication means how the media presents information for the public or in other words, how the media presents information to the public (COMMUNICATION STUDIES, 2012). According to the theory regarding its role in 'framing' the media alerts the audience to particular events before placing these incidents into context in order to force or maintain particular interpretations. In this way, the media effectively biases individuals' perception to the reality of the world. It was introduced by an anthropologist Gregory Bateson in 1972.

2.4.2 Theoretical Framework

Data collection and analysis focus on framing theory in an effort to determine the way Malaysian youth make sense of the media narratives surrounding the Jeju Airlines 2216 crisis. Through Framing theory anthropologist Erving K. Goffman and later communication theorist Robert Entmann explain how media versions information that their audience will accept. Frames enable users to comprehend issues because they selectively highlight or conceal aspects of reality.

Framing theory is used in this study to analyze how Malaysian and Korean media outlets construct the Jeju Airlines 2216 crisis. Certain political-social perspectives, which cater to cultural beliefs; attributions, which offer blame or prognosis; pity appeals, which create sympathy for victims; and action impact, which addresses the ways media coverage influences further behavior including fear of flying or confidence in flying.

This study will use framing theory to investigate the following important areas which includes media frames, the way Malaysian and Korean media covered the incident regarding Jeju Airlines; youth perceptions, interaction and interpretation of young people of these frames present in Malaysia; cultural influence, what impact these interpretations exert to regional cultural values and media consumption; behavioral impact, this paper will explore how media framing affects later juvenile conduct or ensuing decisions such as modes of transport or attitudes towards the usage of airplanes.

In the context of Malaysian culture, framing theory provides a conceptual understanding of media communication and crises by explaining how cognitive and affective framing mediates young peoples' understanding and affective response processes (An & Gower, 2009).

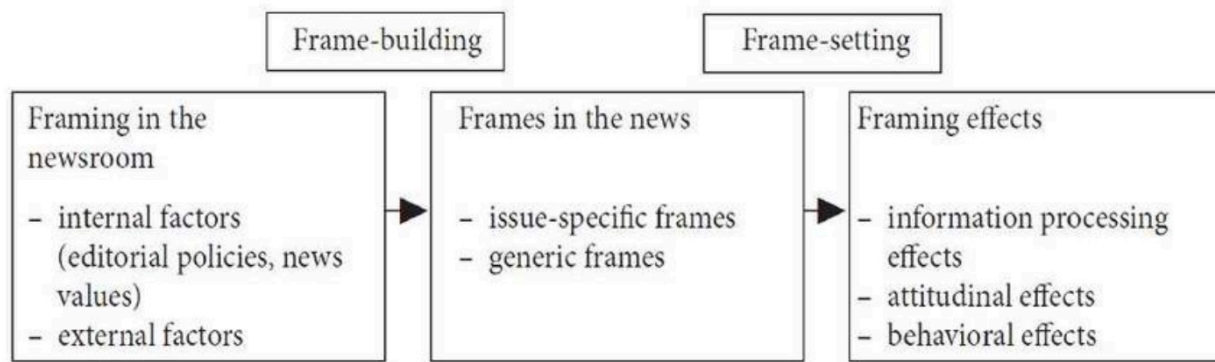


Figure 1: Process of media framing

2.4.3 Conceptual Framework

As seen in the figure below, the conceptual framework in this study acts as a guide to divide the focus of research into three components, (Swaen & George, 2022). The media, generic frames, and tones employed by both media are all involved. The relationships between the components are approached in an organized manner by this framework.

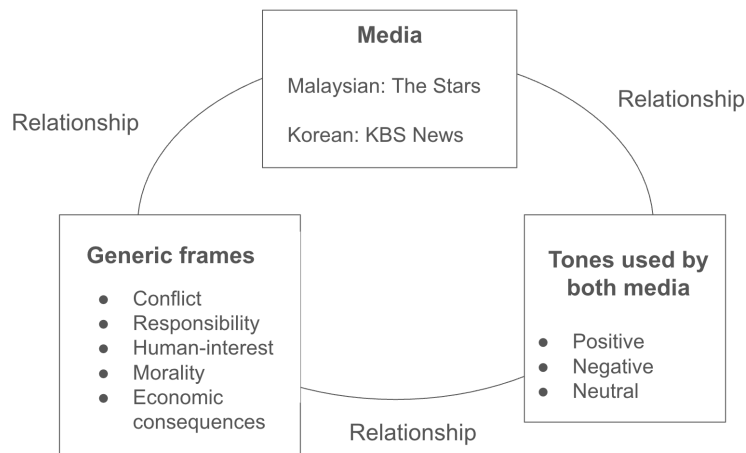


Figure 2: Relationships between media, generic frames, and tones used by both media

2.5 Chapter Summary

This analysis demonstrates how media presentations create public understanding and response patterns through its investigation of Jeju Airlines 2216 in South Korea against the MH370 crisis in Malaysia. The conceptual basis rests on framing theory which explains how media outlets choose certain aspects of information along with silence over other factors to develop meaningful stories for their target audiences.

The MH370 crisis experienced distrust from public audiences because of Malaysia's unclear communication efforts while political factors and media furcation exposed flaws in the crisis management structure. The Jeju Airlines 2216 crisis demonstrated South Korean authorities to maintain public trust through clear communication combined with fast-paced media action while addressing airline safety issues in the industry.

The framing theory shows how media stories shape public comprehension especially among Malaysian youth who use cultural-based thinking patterns to interpret emergency situations. The authority to create trust during crises derives from transparent communication approaches that acknowledge cultural sensitivities through proper organization in times of crisis.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter outlines the research methodology that includes research design together with reporting styles and tones and ethical aspects and content analysis techniques. A methodology creates an analytical framework that increases research reliability by keeping projects on target with their research goals. As a result, researchers may more easily manage their study.

3.1 Research Design

A quantitative content analysis served to analyze both reporting styles and tones of Korean and Malaysian media outlets about the Jeju 2216 crisis. This study chose The Star as Malaysian media, and KBS News as Korean media. Being a well-established English language not to mention a large audience, The Star is a very credible newspaper, written in English and printed in both printed and online versions. It takes account of a broad range of topics, from economics, culture and lifestyle, while its political, business and social standing is maintained on roughly even keel. As a member of the Star Media group, it bears on the public conversation about national issues (The Star | Malaysia News, 2015). However, KBS News is a reliable information source that provides objective and in-depth coverage of both local and foreign news from the main news arm of South Korea's biggest public broadcaster. As a government funded organization, it covers important national topics in detail and covers a big audience through digital, radio and television broadcasts. The variety of its coverage fits the digital age and reflects the ever-changing face of Korean society.

The core purpose of quantitative research consists of gathering helpful data to understand social or global events or challenges. The research investigates causal relationships of problems to make predictions about outcomes and extend findings to display the reporting styles that are used by both media. Psychology together with economics, sociology and marketing implement this study approach as their standard protocol. The precision of quantitative research findings of differences of Malaysian and Korean media frames the crisis in which prevents interpretation uncertainties thus making the results suitable for secondary use. The sources of secondary data include major sources which are internet and government websites along with public libraries and public information including online newspapers and journals.

3.2 Ethical Consideration

Data and news are collected based on the official website of The Star of Malaysia and KBS News of Korea. Therefore, all the news is displayed for the public to analyze and acknowledge.

3.3 Data Collection and Analysis

The researcher collected the selected news and data regarding the Jeju Air crash 2216 crisis two weeks after the incident occurred in The Star news of Malaysia and KBS News of Korea. The analysis technique helps successful data presentation accompanied by pattern discovery to fulfill all data requirements. Standard deviation and cross-tabulation with table creation serve as frequently used analytical techniques in this method. It demonstrates great independence from data while maintaining objectivity to deliver an extensive description of the subject even when analysis

relies on a single variable. This analysis method works with original data without alteration, so it remains linked to genuine real-life circumstances.

Reality-based output data results from the ability of analytics to process data in its native form. This strategy does not seek to make forecasts, but rather to offer insights from the past, which can be extremely useful for organizations in making educated decisions. Another advantage of descriptive analysis is that it can eliminate ineffective material, leaving only relevant data for the investigation.

3.4 Data Collection Process

For this study, the content analysis will be based on the content of online news stories published from The Star's official website, as well as other Malaysian media, as well as KBS News, Korean media. From 29th February 2025 onwards the researcher will start collecting and analyzing the data from The Star and KBS News. The dates of the news collection period are from 29th December 2024 to 11th January 2025. The analysis carried out lasted for 14 days (two weeks). Examined over this era will be the frequency of terms during the crisis period. The data will be then created with SPSS program version 29.0 following that. Based on the content analysis approach, the data will be used to check whether the results from The Star and KBS News answer to Research Questions 1, 2 and 3.

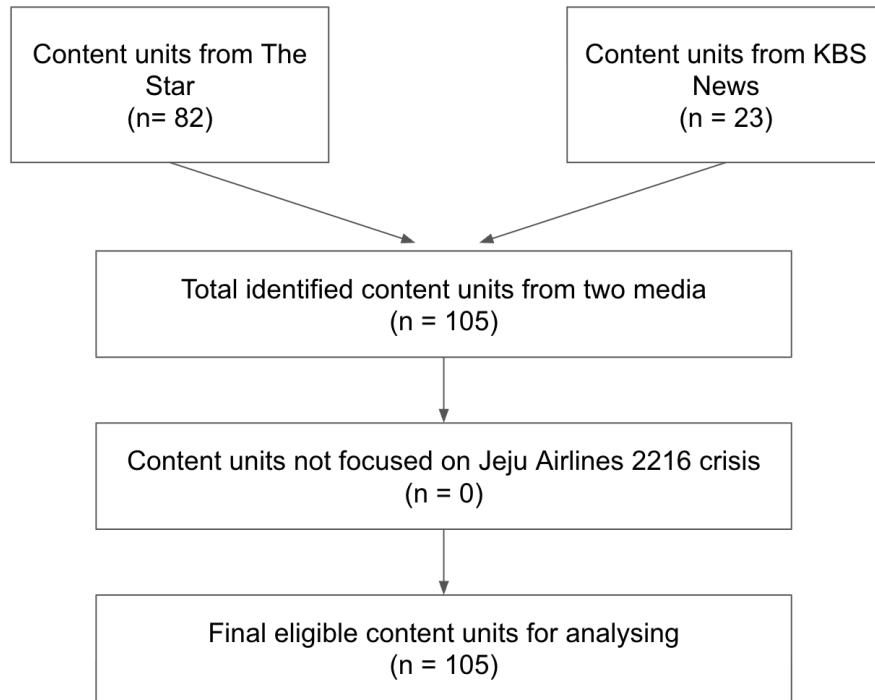


Figure 3: Process of data collection by researcher

3.5 Coding procedures

To analyze the framing of the Jeju Airlines 2216 crisis shown in the news, a quantitative content analysis was conducted on selected news stories taken from the site. This included many critical phases of the coding procedure needed to reach consistency and reliability of recognizing framing patterns. The first is the creation of a coding framework using current media framing theories and generic frames including conflict framing, responsibility framing, human interest framing, morality framing, and economic consequences framing. Furthermore, the coding process includes the tones used by both media such as negative, neutral, or positive. During initial data assessment, these categories were adjusted to capture adequately the narratives used in media coverage.

Next, the data was then imported into Excel, where each article or post was coded systematically based on the preset categories. The research team evaluated news reports before classifying important phrases together with headlines and main topics using recognized frames and tones. The initial coding phase included minor sample size testing to enhance definitions and boost coder agreement precision. Two independent coders looked at the data independently and reported their findings for consistency and dependability. If these discrepancies in coding were not resolved through conversation until an agreement can be made. Once the codes were finalized, the data was analyzed to find cycles, trends and changes in framing common to both media channels.

The coded data was finally looked at to find what were the prevalent framing tactics and if they were effective in manipulating public perception. The evaluation of the findings was considering media's reporting surrounding the Jeju Airlines 2216 Crisis.

3.6 Intercoder reliability

Inter-coder reliability is used only in quantitative research that has many researchers involved to ensure consistency in the analysis done on the qualitative data for study listeners (Stewart, n.d.).

The coding procedure was subjected to an intercoder reliability test to ensure consistency and dependability of the coding. The coding framework was based on the generic frames of conflict framing, responsibility framing, human interest framing, morality framing as well as economic consequences framing, using media framing theories and tones. The framework was trained by two different coders. Positive, neutral or negative tones can be used.

A partial coding of 105 news articles was carried out randomly during a pilot coding phase. This is done with the sample data in two ways, by coding it independently by both coders and then comparing their codes (Dominik Szahidewicz, 2024). After discrepancies in the code were examined and settled by discussion, the coding framework improved with more clarity and application. The code scheme was changed to account for any discrepancies in the coding scheme, and the complete dataset was then moved forward before any discrepancies were further explored. By establishing good intercoder reliability, this study ensures that the media framing analysis of the Jeju Airlines 2216 crisis is done consistently and with almost no subjective bias in them.

3.7 Data analysis

The data gathered from the study was analyzed quantitatively to observe how the Jeju Airlines 2216 crisis was presented in Malaysian and Korean mainstream media. It was content analyzed with LexisNexis, while SPSS 29.0 was used to analyze the data using a statistical perspective. The coding scheme was thus based on a six-section codebook modeled to guarantee uniformity of coding of media coverage in the two nations.

3.7.1 Descriptive Analysis

The summary of the dataset was through descriptive statistics using source attribution, coverage sentiment, and the frequency of different media frames. It was the comparison of how the KBS News as Korean media outlets and The Star as Malaysian media outlets framed the issue. Measurement of the form of the above metrics was used to illustrate patterns in media representation.

3.7.2 Chi-Square Test for Media Framing Differences

The Chi-square test is a hypothesis testing method. Two typical Chi-square tests determine if observed frequencies in one or more categories match expected frequencies, (JMP Statistical Discovery, 2025).

Using SPSS, a chi square test of independence was used to investigate the differences between Korean and Malaysian news sources in their media framing. In examining whether framing categories include conflict framing, responsibility framing, human interest framing, morality framing, and economic consequences framing could predict the differences between the framing of a news outlet based in Malaysia and one based in Korea, this test was performed. Significance level of $p < 0.05$ was used to assess statistical significance of the differences.

3.7.3 LexisNexis Content Analysis

LexisNexis was used to collect 105 news articles from The Star and KBS News. Articles were chosen based on keywords connected to the Jeju Airlines 2216 crisis and published within a set window. A six-section codebook was used to assess the media material and find framing trends.

3.7.4 Keywords Content Analysis

The content analysis was based on 105 news articles from The Star's official website between 29th December 2024 until 11th January 2025 (two weeks) during the crisis period. The Jeju Airlines 2216 crisis news released by The Star official website was divided into five categories which included 'Korean Flight', 'Jeju Airlines', 'Air Crash', 'Muan Airport', and '2216'. There

are 105 news articles, which implies that all articles contain the keywords with 'Korean Flight'. The news article containing the keywords or phrases 'air accident' and 'explosion of flame' will be classified as 'Korean Flight'.

Moreover, news stories with 'Jeju Airlines' keywords have been detected in 3. The news articles included the keywords or phrases 'extends condolence', 'crashed passenger jet', and 'worst airline accident' that have been classified under this category. There were 98 news articles with the keywords 'Jeju Airlines', and 41 news articles regarding 'extended condolences. There were 26 news stories with the keyword 'crashed passenger jet', and 39 articles regarding the 'worst airline accident'.

Furthermore, 3 keywords about the 'Air Crash' category have been identified. There were 95 news articles in this category with the keywords or phrases 'landing gear malfunction', 1 in 'solidarity', and 15 in 'bird strike'. Additionally, 75 news articles had the category 'Muan Airport' in two keywords. This category includes 27 news articles about 'worst disasters' and 5 news articles regarding 'airline safety probe'.

Last but not least, there are 105 news articles, which indicates that every article has the keywords and has the category '2216'. This keyword refers to the number of flights, which is why we can search 2216 for comprehensive crisis information. The news article containing the keywords or phrases 'victims', 'explosion of flame', 'secures black boxes', and 'deadliest crash' will be classified as '2216'.

3.8 Chapter Summary

This chapter defines the research approach for studying the media coverage of Jeju Airlines 2216 crisis. A quantitative research design traces the approaches to crisis reporting in Malaysian and Korean media within the first section. Analysis of numerical data leads to determining cause-effect relationships and developing generalized findings throughout the study. Reliable public information accessed from The Star and KBS News serves as the basis of this research due to ethical considerations.

The data collection and analysis procedure involve gathering news items two weeks following the occurrence. Cross tabulation or standard deviation is used to find trends and to present results in an impartial manner. The descriptive analysis technique is used to preserve data integrity and to extract such practical insights without changing the original content. By using this approach, we are removing additional information without losing the accuracy or unimportant information that is found.

CHAPTER FOUR

FINDINGS

4.0 Introduction

The data gathered from the study was analyzed quantitatively to observe how the Jeju Airlines 2216 crisis was presented in Malaysian and Korean mainstream media while SPSS 29.0 was used to analyze the data using a descriptive analysis.

4.1 Types of Generic Framing by Both Media

The Star and KBS News both presented the Jeju Airline 2216 issue in various ways. The findings indicate that The Star emphasized the attribution of responsibility framing. At the same time, KBS News also focuses more on the responsibility framing. Nonetheless, both newspapers relied on the government as a source of information throughout the crisis. The results can be found in the table below.

Table 1: Types of News Frame

Types of News Frame	Malaysia - The Star		Korea - KBS News	
	Frequency	Percentage	Frequency	Percentage
Conflict	5	6.1%	0	0%
Responsibility	46	56.1%	14	60.9%
Human-interest	21	25.6%	7	30.4%
Morality	4	4.9%	0	0%
Economic consequences	6	7.3%	2	8.7%
Total	82	100%	23	100%

Both The Star and KBS News featured 105 news pieces mentioning various sorts of frames. As seen in Table 1 above, The Star used the responsibility frame (56.1%), followed by the human-interest frame (25.6%), the economic repercussions frame (7.3%), the conflict frame (6.1%), and the morality frame (4.9%). In general, The Star focused on the victims' families' feelings, as well as the pilot and crew members' backgrounds.

The primary framing method in KBS News spread according to responsibility at 60.9% of total instances and then human interest at 30.4% and economic effects at 13.9%, and conflict and morality frames remained absent from their reporting. The majority of KBS News coverage focuses on the disaster, the causes of the situation, and the tragic story of victims with just minutes to live.

Table 2: Chi-Square Test of Frame

	Value	df	Asymp.Sig (2-sided)
Pears on Chi-square	2.798 ^a	4	.592
Likelihood Ratio	4.716	4	.318
Linear-by-Linear Association	.057	1	.811
N of Valid Cases	105		

a. 5 cells (50.0%) have expected count cells less than 5. The minimum expected count is .88.

A chi-square test was used to determine the association between the two mainstream media and the five different frame types (conflict, responsibility, human-interest, morality, and economic consequence) as shown in Table 2 above. Five cells (50.0%) had an expected count of less than five, according to the data. Since all of the expected cell sizes are larger than 5, the outcome has not deviated from the assumption. It is possible to conclude that the result is significant because

the values of .592, .138, and .811 are greater than the alpha value of 0.05. Alpha level 0.01, 0.05, and 0.1 = corresponding to 1% 5% and 10%, chances of type 1 error. In this study, the level of significance was set as $P > .05$. Stated differently, it indicates that the kinds of frames utilized in The Star and KBS News differ significantly.

4.2 Tones used by Both Media

The Star and KBS News published a total of 105 news pieces from the time of the crisis till two weeks later (29th December 2024 to 11th January 2025). The Star has published 89 news articles, whereas KBS News has only published 23 news articles in that period. According to the data below, Malaysian media, The Star, uses predominantly negative tones (68.3%), followed by neutral tones (26.8%), while positive tones (4.9%) are the lowest.

However, KBS News, the Korean media outlet, uses the most neutral tones (69.6%), followed by negative tones (26.1%) and positive tones (4.3%). As a result, Korean media is more impartial, with less negative and positive messages.

Table 3: Types of Tones Used by Both Media

Tones	Malaysia - The Star		Korea - KBS News	
	Frequency	Percentage	Frequency	Percentage
Negative	56	68.3%	6	26.1%
Neutral	22	26.8%	16	69.6%
Positive	4	4.9%	1	4.3%
Total	82	100%	23	100%

Furthermore, Table 4 below shows a chi-square test conducted to understand the relationship between the three different tones on reporting the crisis (negative tones, neutral tones, and positive tones) and both mainstream media. The results indicate that 2 cells (33.3%) have an expected count of less than 5. This means that the result has not violated the assumption as all our expected cell sizes are greater than 5. The value of 0.001 and 0.003 is smaller than the alpha value of 0.05, therefore it can be concluded that the result is significant. In other words, it means that there is a significant difference between the types of tones used in The Star and the ones in KBS News.

Table 4: Chi-Square Test of Tones

	Value	df	Asymp.Sig (2-sided)
Pears on Chi-square	14.494 ^a	2	<.001
Likelihood Ratio	14.241	2	<.001
Linear-by-Linear Association	8.998	1	.003
N of Valid Cases	105		

a. 2 cells (33.3%) have expected count cells less than 5. The minimum expected count is 1.10.

4.3 Chapter Summary

The findings of the study are discussed in this chapter as a use of SPSS 29.0 for quantitative descriptive analysis covering how the Malaysian and the Korean mainstream media reported the Jeju Airlines 2216 situation, using SPSS 29.0 for data describing quantitatively. In particular, the investigation looks at two major dimensions which includes the framing types and the coverage tone. The Star (Malaysia) and KBS News (Korea) used a responsibility frame, although their framing techniques were not the same. Duty (56.1%), human interest (25.6%) and economic

consequences (7.3%) were prioritized in addition to use of a few pieces of conflict and most ease of morality frames.

On the other hand, KBS News framed responsibility (60.9%) and human interest (30.4%) and did not employ conflict or morality framing. A difference in both media channels consumption of frame was statistically significant by a chi square test. Based on tone, The Star had been employing a negative tone (68.3%), whereas KBS News reported in a neutral tone (69.6%), which is a more impartial reporting style. The tone chi square test also told a difference between the two sources. In total there is a significant variation in media reporting techniques and cultural approach to crisis coverage in Malaysia and Korea.

CHAPTER FIVE

DISCUSSION AND CONCLUSION

5.0 Introduction

This chapter will concentrate on the summary of main findings, consequences, limits and recommendations. Also, the findings of the content and data analysis of the previous chapters are presented.

5.1 Research Summary

This study investigates the differences in how Malaysian and Korean mainstream media reported the Jeju Airlines 2216 disaster, as well as the most frequent generic frames employed by Malaysian and Korean media in reporting the crisis. It also highlights the tones employed by Malaysian and Korean media in covering the Jeju Airlines 2216 issue. Using a quantitative method, this study discovered that the most frequently employed generic frames for both media are responsibility frames, with The Star (Malaysia) showing 56.1% and KBS News (Korea) showing 60.9%. Follow by the most used tone by The Star (Malaysia) is negative (68.3%) while KBS News (Korea) is neutral (69.6%).

5.2 Research Problem

Academic research about media framing in aviation disasters is minimal despite other scholars examining political and environmental contexts. The study chose to focus on the framing method and tones by Malaysian and Korean media on the Jeju Airlines 2216 Crisis because it is the recent crisis that happened in Korea, and it is a huge tragedy. This research explores how Malaysian and Korean media frames and presents the Jeju Airlines 2216 crisis.

In essence, it aims at finding out which are the most frequently used generic frames in news stories of the two countries. The study also investigates the influence cultural, and society have over these reporting styles. Overall, it aims to extend crisis communication literature and examine possible behavioral effects such as reaction to aviation safety and travel.

5.3 Research Objectives

RO1: To differentiate the reporting styles of media framing used by Malaysian and Korean media.

RO2: To examine the most present generic frames used by Malaysian and Korean media in reporting the Jeju Airlines 2216 crisis.

RO3: To identify the tones used by Malaysian and Korean media in reporting the Jeju Airlines 2216 crisis.

5.4 Research Method

Quantitative content analysis is used to analyze reporting styles and tones in framing the Jeju Airlines 2216 crisis by The Star (Malaysia) and KBS News (Korea). The Star is a widely read balanced English language newspaper covering a wide range of topics while KBS is South Korea's leading public broadcaster for its balanced reporting across multiple platforms. The chosen method uses a quantitative analysis to identify media patterns and establish relationships that will benefit following research investigations. Online news, government websites, and public information are the data sources for it.

5.5 Implications

The research delivers valuable findings regarding how media framing influences public perception during aircraft disaster situations. Firstly, the study shows the impact of different cultural environments on media framing techniques thus establishing why crisis communication requires cultural sensitivity. The reporting styles of Malaysian media consisted of negative tones while the Korean media focused on a neutral reporting approach.

The media serves as a tool to establish credibility during crises and distribute accountability by adopting responsibility framing practices according to Korean and Malaysian news organizations. Managers of crisis information in the media need appropriate ways to present information to avoid public panic while preserving trust levels. According to the research, frames in information influence both short-term travel actions among juveniles and their final aviation safety perceptions beyond initial emotional responses. The knowledge of such effects enables

media centers and government bodies and airline companies to enhance their emergency messaging and decrease public panic.

The analysis shows media operations must differ according to the political environment people live in specifically in contexts with varying degrees of press liberty. The research framework receives theoretical advancement through an expansion of its application to aviation crisis situations that the study addresses despite their relatively lower research emphasis when compared to environmental events. Media framing remains a strong tool for public influence in critical situations according to this new evidence about its power.

5.6 Limitations and recommendations

The research has some restrictions while making its beneficial findings. This study limited its analysis to The Star in Malaysia and KBS News in Korea regarding framing of the Korean crisis which might not adequately represent media environments in these two countries. The two-week data collection period might have prevented researchers from accessing vital follow-up reports which would have delivered additional framing elements. The analysis of secondary data and content patterns does not reveal how receiver emotions react with the news frames thereby limiting theory-based conclusions about behavioral results.

The full assessment requires future research to include different media outlets especially independent and alternative news sources when expanding their sample. A comprehensive observation of framing transformation during and after this crisis period requires research extending beyond the current emergency timeframe. Research using audience reception analysis

with survey and interview methodologies permits investigators to study public behavioral and emotional reactions towards different media frames. Modern investigations on emergency public narratives should include a study of the shaping ability of social media because of its growing influence on such narratives.

5.7 Conclusion

This study aimed at exploring framing of the Jeju Airlines 2216 crisis by Malaysian and Korean mainstream media with regards to reporting styles, generic frames and tone of coverage. Thus, the study of news items published by The Star (Malaysia) and KBS News (Korea) with the use of framing theory and quantitative content analysis provided the evidence that both media were highly dependent on the responsibility frame, while being far from each other in terms of tone and narration structure. Malaysian media inclined more to use negative tones while Korean media were neutral and factual in the reporting. These differences are an expression of more profound cultural, political, and journalistic standards that inform crisis communication in each country.

The findings highlight the influence of media framing on opinion making in crises. In aviation disasters where uncertainty and fear are rife, the framing of information by the media may sway people on issues such as safety, authority accountability and an emotional effect. The emotional and negative tone of the Malaysian media could have amplified fear or anxiety in flying among the public. At the same time, the Korean media's unbiased tone and news reporting can have led to the preservation of the public confidence and prevention of panic. This defines the

crucial role of the media outlets in controlling not only the facts, but the emotional climate as well during the crisis.

Apart from that, this study emphasizes the role of cultural context in media framing. Though reporting on the same event, the trends of journalistic traditions, restrictions to freedom of the press, and public perceptions guided the countries differently. In Malaysia where media are commonly under the influence of political pressures, reporting was tending to be more dramatized and oriented to loss and blame. On the contrary, Korean media, which was functioning in a relatively freer and more transparent media sphere, focused on investigation, responsibility, and procedural accuracy. These contrarities demonstrate that framing could not be separated from the socio-political/cultural setting, wherein the media is operating.

From a theoretical point of view, this study enriches the utilization of the framing theory by developing it in the field of aviation crisis coverage, the field that has not been widely covered in the existing literature. It shows how generic frames, and tonal characteristics might work as a combined force to alter the reading of audiences on crises. The findings reinforce the notion that framing is not so much regarding the presentation of information, but the direction of audiences to certain interpretations, emotions, and actions. It also reinforces the fact that the media frames can influence more than the public thought, it can influence the public trust, travel behavior, and even dreams for career aspirations in aviation.

Finally, the Jeju Airlines 2216 crisis is a key case study in how media in diverse cultural settings create sense in the events of tragedy. With the growing global nature of aviation as well as news that travel almost instantly across border lines, it becomes necessary that media practitioners and crisis communicators must embrace culturally grounded, transparent and ethical

framing strategies. With the increased understanding of the power of media narratives and they are more widespread effects in society. This research will add to the developing body of knowledge in the field of crisis communication while providing practical suggestions for journalists, public relations experts as well as policymakers. Studies on the audience responses, and social media dynamics in future will also add to our comprehension of how media framing occurs in a critical situation and the ripple effects on global communication.

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APPENDIX A

Search Strings for Data Collection

Database	Search Field	Search Setting
The Star News	All Field	atleast2("Korean Flight" OR "Jeju Airline" OR "Air crash" OR "Muan Airport" OR "2216")
KBS Official News	All Field	(atleast2 "Korean Flight" or atleast2 "Jeju Airline" or atleast2 "Air crash" or atleast2 or "Muan Airport" or "2216")

Note. The length of news stories in The Star News database is determined by default parameters rather than search strings. The report focuses on the Jeju Airline 2216 Crisis. The inclusion of the keywords "Jeju Air crash" ensures that all relevant data is collected.

APPENDIX B

Codebook

Introduction

The dispute over Malaysian and Korean news media's reporting styles on the Jeju Airline 2216 Crisis has provided insight into the tones used by both media to portray the crisis. Nevertheless, limited is known about how the Malaysian media presented the Jeju Airline 2216 Crisis two weeks after it occurred. This study uses the technique of manual quantitative content analysis to analyze the reporting styles of Malaysian and Korean news media in framing and tone in their online news articles (December 29th, 2024, to January 11th, 2025), as well as examine differences between Malaysian and Korean media frame types in the presentation of the topic.

Units of Analysis

Registration Unit: The entirety of each news article.

Context Unit: The entirety of each news article.

General Coding Instructions

The codebook contains comprehensive coding instructions and descriptions of every variable. Every news piece should be read at least twice, or more if needed. For the first time, to determine the issue's significance, the coder must read the entire piece, comprising the news headline and the body. The coder must complete the codebook as it appears on the Qualtrics coding sheet for the second time.

Identifications of News Articles

The ID is composed of five digits in numbers.

- The 1st and 2nd digits represent the newspaper:
11 *The Star*
12 *KBS Official News*
- Each news article's allocated serial number is represented by the 3rd, 4th, and 5th digits. (Note: Based on the dates of publication, stories are organized chronologically for each news articles. The news articles will be sorted in ascending order by time on the publications if they are published on the same day. The articles will be sorted according to word count if two news headlines are the same.)

An Overview of Variables

1. Online News Articles
2. Publication Date
3. Article Length
4. Article Type
5. Issue-Specific Frames
 - 5.1 The presence of conflict frame
 - 5.2 The presence of responsibility frame
 - 5.3 The presence of human-interest frame
 - 5.4 The presence of morality frame
 - 5.5 The presence of economic consequences frame
6. Tone

1. Online News Articles

What is the source of the news article? Please select the newspaper from the following options:

11 = *The Star*

12 = *KBS News*

2. Publication Date

The date of the publication of the news article should be coded as follow:

DD/MM/YYYY

For example, if the news article publishes on December 29th 2024, it should be coded as 29/12/2024.

29/12/2024

30/12/2024

31/12/2024

01/01/2025

02/01/2025

03/01/2025

04/01/2025

05/01/2025

06/01/2025

07/01/2025

08/01/2025

10/01/2025

11/01/2025

3. Article Length

How long is the news article? Please code the article length (i.e., word count) in numbers (e.g., 156).

4. Article Type

Is the news article an editorial or an opinion piece? Please code “No” or “Yes”.

0 = No

1 = Yes, this is an editorial or an opinion piece.

5. The presence of generic frames

[General Coding Instructions]

(a) Please double-check to ensure that all coded frames are relevant to Jeju Airline 2216 Crisis.

(b) Please distinguish the “The Star” from Malaysia; “KBS News” from Korea. They should NOT be treated as synonymous during the coding process.

(c) Please note that if one of the following frames is identified in the article, both for the “The Star” or “KBS News”, should be coded.

5.1 The presence of conflict frame

To pique the interest of the viewer, this frame alludes to conflict or disagreement between people, organizations, or groups. This frame adds a personal narrative to the way an event, problem, or issue is presented.

Does the news article refer to a conflict frame? Please code “No” or “Yes”.

0 = No

1 = Yes

[Example]

“South Korean acting President Choi Sang-mok, named interim leader of the country on Friday in an ongoing political crisis, arrived at the scene of the accident and said the government was putting all its resources into dealing with the crash.” (“At least 124 dead after South Korean airliner crashes, explodes in fireball”, 2024, line 29)

This sentence links the crash response to an ongoing political crisis, suggesting conflict within leadership.

The presence of a conflict frame should be coded as “01 = Yes”.

5.2 The presence of responsibility frame

Presents an incident, issue, or problem in a way that assigns responsibility to the government, an individual, organization, party, or institution.

Does the news article refer to a responsibility frame? Please code “No” or “Yes”.

0 = No

1 = Yes

[Example]

“Investigators are looking into bird strikes and weather conditions as possible factors, Lee said. Yonhap cited airport authorities as saying a bird strike may have caused the landing gear to malfunction.” (“At least 124 dead after South Korean airliner crashes, explodes in fireball”, 2024, line 15)

This sentence displayed shifts potential blame toward external factors rather than the airline or authorities.

The presence of a responsibility frame should be coded as “1 = Yes”.

5.3 The presence of human-interest frame

The term "personalized news" refers to presenting an event, issue, or problem with a human face or emotional angle. It involves using adjectives or personal vignettes to elicit emotions such as outrage, empathy, sympathy, or compassion. It also emphasizes how individuals and groups are affected by the event, issue, or problem. News items are often presented in private or personal lives.

Does the news article refer to a human-interest frame? Please code “No” or “Yes”.

0 = No

1 = Yes

[Example]

“A passenger texted a relative to say a bird was stuck in the wing, the News1 agency reported. The person's final message was, ‘Should I say my last words?’” (“At least 124 dead after South Korean airliner crashes, explodes in fireball”, 2024, line 18)

“Two crew members, a man and a woman, were rescued from the tail section of the burning plane, Muan fire chief Lee Jung-hyun told a briefing.” (“At least 124 dead after South Korean airliner crashes, explodes in fireball”, 2024, line 5)

These sentences display survival and human resilience tragedy, making more relatable and heart-breaking.

The presence of a human-interest frame should be coded as “1 = Yes”.

5.4 The presence of morality frame

Considers the event, topic, or problem considering religious or moral principles, emphasizing collaboration and community.

Does the news article refer to a morality frame? Please code “No” or “Yes”.

0 = No

1 = Yes

[Example]

“Authorities have switched from rescue to recovery operations and because of the force of the impact, are searching nearby areas for bodies possibly thrown from the plane, Lee added.” (“At least 124 dead after South Korean airliner crashes, explodes in fireball”, 2024, line 7)

This sentence displays implies a moral responsibility to recover and honor the deceased, public apology reflects moral responsibility and duty in crisis management and suggests ethical responsibility toward victims' families.

The presence of a human-interest frame should be coded as “1 = Yes”.

5.5 The presence of economic consequences frame

Reports the impact of an incident, issue, or problem on individuals, organizations, parties, institutions, or the country. Also includes the outcome of a court case and any legal action taken against individuals, groups, parties, or institutions.

Does the news article refer to an economic consequences frame? Please code “No” or “Yes”.

0 = No

1 = Yes

[Example]

“All domestic and international flights at Muan airport had been cancelled, Yonhap reported.” (“At least 124 dead after South Korean airliner crashes, explodes in fireball”, 2024, line 28)

This sentence displays hypothetical addition to clarify economic impact.

The presence of a human-interest frame should be coded as “1 = Yes”.

6. Tone

The presentation of news or information is tailored to a certain audience's interests. It also refers to how news stories are told. Tone may be positive, negative, or neutral. The tone should be determined by the predicate. A predicate gives information about a topic, such as its actions or characteristics.

What is the dominant tone of Jeju Airline 2216 Crisis portrayed in the news article? Please select one of the following options:

1 = Negative

2 = Neutral

3 = Positive

[Coding Instruction]

The coder is required to consider three aspects when coding the tone: (a) the presence of words and phrases that suggest attitudes (e.g., support, be against, oppose); (b) the presence of sensational and emotional words (e.g., anger, extremely unsatisfied, apparent excitement); and (c) the presence of reporting styles of Jeju Air Crash 2216 Crisis by Malaysian and Korean media (e.g., generic frame types, tone of reporting the news).

If the article employs a mixed tone (i.e., including both positive and negative attitudes), please code the more prominent one. If both positive and negative aspects are equally portrayed in the article, please code “neutral”.

[Examples]

1. “Authorities said most of those on the ill-fated flight from Bangkok are presumed dead, although two people were rescued from the tail section of the plane.” (“Jeju Airplane Carrying 181 Crashes; 174 Confirmed Dead”, 2024, para 1)

- A strong negative attitude toward Korean media on framing this news (i.e., uses "ill-fated" to highlight the tragedy and the high death toll.) The tone should be coded as “1 = Negative”.

2. “Although two people were rescued from the tail section of the plane.” (“Jeju Airplane Carrying 181 Crashes; 174 Confirmed Dead”, 2024, para 1)

- A minimal positive attitude toward Korean media on framing this news (i.e., focuses on survivors rather than only loss.) The tone should be coded as “3 = Positive”.

3. “A passenger jet carrying 181 people crashed on Sunday morning while landing at Muan International Airport in South Korea’s southwestern region.” (“Jeju Airplane Carrying 181 Crashes; 174 Confirmed Dead”, 2024, para 1)

- Korean media just reporting the news as fact, no attitude can be inferred. In this example, the Jeju Air Crash Crisis are about facts, not attitudes and opinions. Therefore, the tone should be coded as “2 = Neutral”.

APPENDIX C

Part I. Identification Process of the Malaysian and Korean Media Frame

Step 1: Open Coding - Create codes through a line-by-line analysis of newspaper articles on Jeju Airline 2216 Crisis

Note: To clearly illustrate the identification process, we only present sentences referring to the Malaysian and Korean media frame Jeju Airline 2216 Crisis in the left columns and codes pertaining to the Malaysian and Korean media frame Jeju Airline 2216 Crisis in the right columns.

KBS Official News - Jeju Air CEO Kim E-bae has issued an apology after the airplane crash at Muan International Airport on Sunday.

The Star - MUAN COUNTY, South Korea (Reuters) -At least 124 people were killed when an airliner landed without wheels, veering off the runway and erupting in a fireball as it slammed into a wall at South Korea's Muan International Airport on Sunday, the national fire agency said.

Code: KBS Official News – The apology session by Kim E-bae, Jeju Air CEO; The Star – Reporting the number of victims from this crisis, and what is happening in this crisis.

KBS Official News - In a statement posted on the low-cost airline's website, Kim extended his deepest condolences to the victims and their families, saying he felt a profound sense of responsibility for the crash, regardless of the cause.

The Star - Jeju Air flight 7C2216, arriving from the Thai capital Bangkok with 181 people on board, was attempting to land shortly after 9 a.m. (0000 GMT) at the airport in the south of the country, South Korea's transport ministry said.

Code: KBS Official News – CEO of Jeju Air extended his deepest condolences to all the victims and their families; The Star – Stating the airline code of Jeju 2216 crisis.

KBS Official News - Kim said the cause of the crash has not yet been determined, adding that an official announcement from the relevant government agencies is still pending.

The Star - It is the deadliest air accident involving a South Korean airline in nearly three decades, according to ministry data.

Code: KBS Official News – Still confirming on the cause of crisis; The Star – It is deadliest air accident in South Korea.

KBS Official News - He pledged to make every effort to address the matter and support the families of those on board.

The Star - The twin-engine Boeing 737-800 can be seen in video from local media skidding down the runway with no apparent landing gear before slamming into a wall in an explosion of flame and debris. Other photos showed smoke and fire engulfing parts of the plane.

Code: KBS Official News – CEO promised will support the families of victims; The Star – Reporting the cause of crisis, and on-site conditions.

KBS Official News - Kim also said he is committed to working closely with the government to uncover the cause of the crash.

The Star - Two crew members, a man and a woman, were rescued from the tail section of the burning plane, Muan fire chief Lee Jung-hyun told a briefing. The fire was extinguished as of 1 p.m., Lee said.

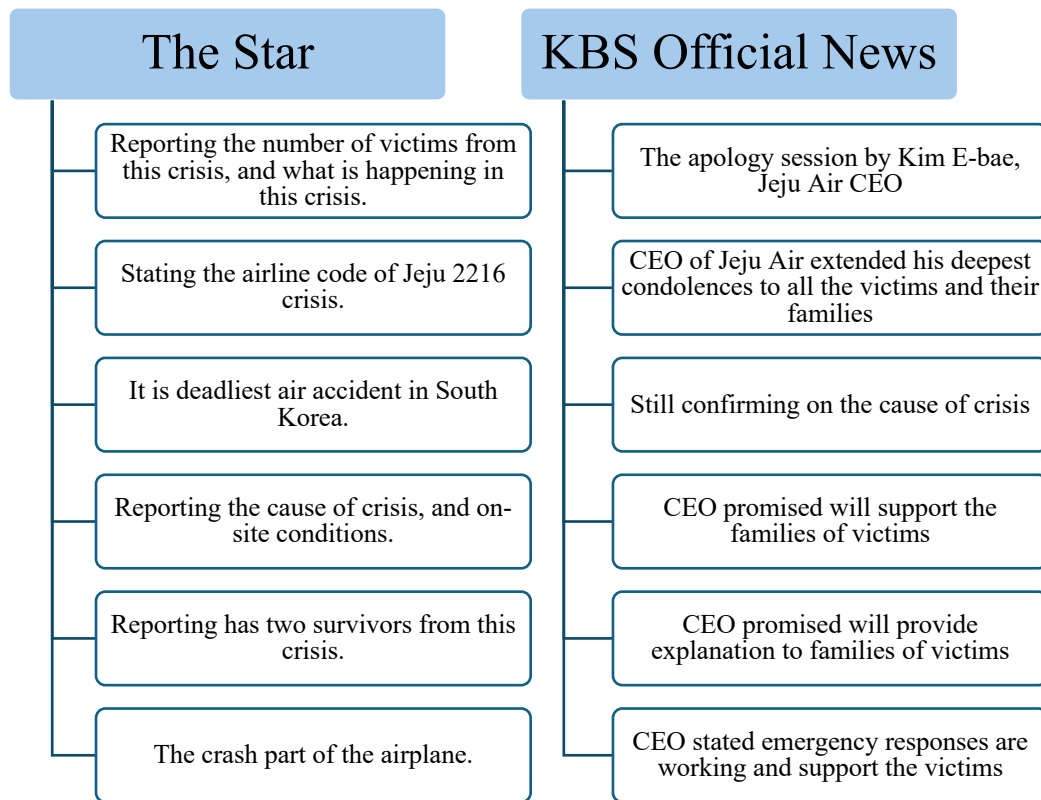
Code: KBS Official News – CEO promised will provide explanation to families of victims; The Star – Reporting has two survivors from this crisis.

KBS Official News - Jeju Air announced that it is currently operating under a companywide emergency response system and will provide thorough support to the victims and their families.

The Star - "Only the tail part retains a little bit of shape, and the rest of (the plane) looks almost impossible to recognize," he said.

Code: KBS Official News – CEO stated emergency responses are working and support the victims; The Star – The crash part of the airplane.

Step 2: Axial Coding – Draw connections between codes and group codes into categories



Part II. Identification Process of the Conflict Frame

Step 1: Open Coding - Create codes through a line-by-line analysis of online news articles on Jeju Airline 2216 Crisis.

Note: To clearly illustrate the identification process, we only present sentences referring to the conflict and Jeju Airline 2216 Crisis in the left columns and codes pertaining to the conflict and Jeju Airline 2216 Crisis in the right columns.

KBS Official News - The officials said the fuselage was mostly destroyed and it is difficult to identify the dead, adding that the crash appears to have been caused by birds getting caught in the plane's engine.

The Star - The crash is believed to have been caused by 'contact with birds, resulting in malfunctioning landing gear' as the plane attempted to land, Yonhap reported.

Code: Both media have the similar on conflict frame that stated potential controversy over the cause, as bird strikes may be questioned as the main reason.

KBS Official News - In video footage that KBS obtained, the plane's landing gear appears to have failed to deploy as it approached the runway just before the crash-landing.

The Star - Yonhap, citing airport authorities, said that the flight was attempting a crash landing due to a landing gear malfunction when the crash occurred, after its first landing attempt failed.

Code: Both media have similar on conflict frame that stated possible mechanical failure vs. external factors.

KBS Official News - However, the exact cause of the accident has not yet been determined.

The Star - The plane, however, appears to have failed to reduce its speed until it reached the end of the runway and crashed into the structures at the outer edge of the airport, the authorities said.

Code: KBS Official News – Uncertainty fuels potential disputes over responsibility; The Star – Implying possible human or mechanical error.

Step 2: Axial Coding – Draw connections between codes and group codes into categories

