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**| RESEARCH ARTICLE**

## **Media Framework and Enterprise Management Analysis under Emergencies: “Earth Pit Pickled Cabbage” Incident as an Example**

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**| ABSTRACT**

In the defense of food hygiene and safety, the news media plays the role of information dissemination, social supervision, and call and guidance. The health problem of “Earth pit pickled cabbage” exposed by the 2022 CCTV “315” gala has caused a stir in public opinion and social influence. This paper analyzes in depth how enterprises analyze the framework of media reporting to construct the impact on public sentiment and behavior to develop and optimize management strategies. This paper adopts the content analysis method and adopts the “general framework theory” to analyze the framework of news reports. The research has found that different news reporting frameworks have different focuses on communication content, which has guided the public’s diversified emotional responses, and enterprises can develop targeted coping strategies through analysis. Finally, the crisis management strategy and management optimization opinions were formulated through the “PPRR” theoretical model and the SWOT analysis of specific enterprise cases. This paper emphasizes the key role of communication in enterprise crisis communication and management and hopes that the media communication framework can be analyzed to help enterprises to respond quickly and effectively to the current challenges of the crisis in the critical stage of the crisis and restore and rebuild the corporate reputation in the crisis.

**| KEYWORDS**

Food safety; news framework; crisis communication; crisis management

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### **1. Introduction**

At the “315 Gala” in 2022, CCTV exposed Hunan Flag Vegetable Industry Co., Ltd. to food safety risks in the production process of pickled cabbage. After the broadcast of the party, various platforms have removed the “earth pit pickled cabbage” related products, and KFC, Uni-President, Master Kong, and other related companies have responded. The media reported from the social, economic, health, legal, management, and other levels promoted the rectification of the enterprises involved and the upstream and downstream related chains and found the loopholes in the supervision system in a timely manner. The Fifth Plenary Session of the 19th CPC Central Committee put forward the major task of “improving the ability to respond to public health emergencies”. In the process of fermentation, public health events easily cause public panic, and rumors spread. Therefore, strengthening the research on related issues is conducive to protecting the vital interests of the people and maintaining social stability.

The relevant research on the media communication of public health events in China focuses on the event itself or the direct audience of the news and lacks the role of the news media on the relevant parties of other events. This paper analyzes the relevant interaction between the three parties of media and public enterprises in the “earth pit pickled cabbage” event and divides the event into three parts: media reporting, corporate public relations, and consumer behavior orientation. Discuss how reports under different news frameworks affect public sentiment and how consumers choose, and the influence of public relations of different

enterprises on consumer behavior to provide more perspective for news dissemination of public emergencies; and analyze how enterprises should use the framework of media reports to build the impact on the public to develop and optimize the management strategy.

## **2. General Framework Analysis**

Thurmantek and Woekenberg believe that there is a "general framework" in media reports, such as defining events, conflicts, and economic consequences of responsibility. This paper, through the news statistical analysis according to the theme and topic, with the help of general framework theory and content analysis, further classifies the news of the topic, derives different news frameworks to Internet users' emotional differences and emotional content points, further explores the crisis transmission law, for enterprise management and crisis response put forward targeted Suggestions.

In crisis events, the media can spread information content, guide public cognition, influence corporate image, and carry out risk pre-control. Claare, a public relations expert, believes that the media has accelerated the attention to the incident, turning the company into a media crisis. With the help of media communication, the events involving the subject being questioned and criticized by public opinion emerge in an endless stream. On the other hand, enterprises can also make full use of the media for public relations and corporate image remodeling. From this perspective, the media plays an important role in the communication between enterprises and the public.

### **2.1 Define the Event Framework**

#### *2.1.1 Define News Reporting Under the Framework of Events*

According to statistics, the relevant reports under the framework of the "soil pit pickled cabbage" event accounted for 56.15%. Such frameworks play the role of information exposure. During the outbreak period, nearly half of the media reports defined the framework of the event, introducing the health problem of "soil pit pickled cabbage" to the public. The media focus on the facts and dynamics of the development of things, conduct timely and accurate social information reports, construct a clear and comprehensive information disclosure framework, and give full play to the important social function of the media as the "observation tower".

#### *2.1.2 Define the Netizens' Emotions Under the Framework of Events*

The media reports under the framework of the event establish the first impression and first emotion of the public's cognition of the event. Through the word cloud map and emotion analysis, it is found that the main content of netizens' discussion in such news comments lies in the event itself, followed by the emotional expression of surprise and anger. Word frequency statistics show that in the framework of defining events, netizens' discussion content is more focused on discussing the news event itself, for example, "food safety is a major human issue" and "How did this kind of event come to light?", followed by the Internet users the surprise for emergencies, such as "I was shocked, my favorite old altar pickled cabbage is doing this," finally is some netizens to accept extreme anger such as "too sick, angry" "can't stand it, I really angry" negative comments.

#### *2.1.3 Early Stage of Crisis Outbreak: The Professionalism and Credibility of Enterprise Response*

The exposure of the "Earth pit pickled cabbage" incident is sudden, and enterprises cannot rely on experience to predict the occurrence of crisis and the degree of impact. The development of the network brings the diversification of information communication, the improvement of information transmission speed, and the expansion of communication scope, which also enhance the enhancement and the communication ability of the speed of brand crisis and the difficulty of enterprises to deal with the brand crisis.

According to the emotional guidance of netizens to enterprises, in the early stage of public opinion dissemination, enterprises should estimate the guidance and focus of public opinion according to the law of network information dissemination and issue authoritative notices through the official platform to respond to the concerns of the masses in order to achieve the purpose of calming the public opinion sentiment and eliminating doubts. Correct public opinion judgment can help enterprises to reduce negative public opinion, avoid emotional confrontations between the two sides, and prevent the escalation of incident conflicts. Crisis public relations only through tough one-way expression does not achieve the goal of finding the focus of public opinion, the source of the negative public opinion, a positive response through the dialogue and communication between the enterprise and the public, realize the effective dissemination of information, guide the public to form rational thinking, change the knowledge of additive standards and stereotypes, and reduce the negative public opinion to the enterprise.

## **2.2 Dramatized Contradictions and Conflict Frameworks Between Multiple Parties**

### *2.2.1 Journalism in the Framework of Conflicts*

#### *2.2.1.1 The Tripartite "Civil, Commercial and Official Conflict"*

The health and safety problem of "earth pit pickled cabbage" is a public event which contains significant weak demands, sharp contradictions between cadres and the masses, and serious conflicts of public interests. Therefore, some media focus on the antagonism between the many parties. In the mirror image of the media, the media presents the three-party conflict of "civil and commercial official conflict": the enterprises involved in the industrial chain of Tusauerkraut are one side; the enterprises and merchants in the relevant supply chain are one side, and the mass consumers are one side.

The presentation of the conflict between government and business in the incident mainly focuses on the government's investigation of enterprises, which triggers the discussion of government and business relations. Theoretically speaking, establishing an equal relationship between officials and enterprises is the key to maintaining the healthy development of the relationship between government and business. However, in practice, it is difficult to achieve an equal relationship between government and business. The government plays a key role as the decision maker and regulator in economic activities, and the decisions made by the government play a very large and even decisive role in the production and operation of enterprises. Transparent information, open and fair rules, and efficient administrative efficiency are very important conditions for the development of enterprises. When these conditions are not available, or the business environment is very poor, the development of enterprises and the supervision of enterprises will appear to be problems.

The conflict between people and businesses is that the public is the direct victim of food safety problems. The problem of "soil pit pickled cabbage" not only brings health risks and economic losses to consumers but also destroys consumers' trust in the food production, processing, and sales chain, thus affecting the change of consumers' consumption behavior.

The main reason for the conflict between the government and the people is the public's dissatisfaction with the lack of official supervision, which corresponds to the "upward shift" trend of public distrust of the government mentioned by Yu Jianrong: the public's dissatisfaction with the health problems of specific businesses is shifted to the new trust in the supervision of a certain type of industry and may continue to move up.

#### *2.2.1.2 Media's Presentation of the Conflict*

In the theory of "framework list," Tankk proposed that text titles, references, and non-linguistic symbols are of special importance in framework communication. In the field of data news, both the main title and the subtitle play an important role in refining the news, attracting readers, and guiding public opinion. Headlines use certain rhetorical devices, and the use of rhetorical devices is designed to enhance the appeal of coverage.

The author analyzes the title of the relevant report. According to statistics, a total of 45.7% of the articles used the rhetoric of calling (exclamation), most of the reports expressed anger and condemnation of the incident, indicating the concern of public opinion about food hygiene and safety, which is conducive to the resonance and attention of readers. In addition, a total of 67.7% of the articles use the figure of figures, which is easy for readers to understand, more persuasive, and impact. In addition, 35.4% of the articles used questions/questions in the title, condemning the manufacturers involved and the dereliction of duty regulatory authorities, with a certain emotional color. The above rhetorical devices are used more mixed, which enhances the attraction of the article to the readers. It expressed media condemnation, further promoted the readers' anger through the impact of numbers, emphasized the seriousness of the incident, and brought difficulties to the subsequent media public relations and response.

#### *2.2.2 Netizen Sentiment in the Framework of Ambivalent Conflict*

With a large number of media reports under the framework of contradictions and conflicts, netizens' emotions have formed complex reactions under the framework of contradictions and conflicts. This conflict is mainly reflected in the contradiction between the public's high attention to food safety and the poor management of food safety in enterprises, as well as the conflict between the expectation of corporate ethics standards and actual behavior.

The negative sentiment of netizens for the enterprise is mainly due to the strong condemnation of the enterprise's failure and the dissatisfaction of the subsequent response of the enterprise. First of all, pickled cabbage is a common food raw material; its production process of no safety guarantee, poor health conditions, excessive preservatives, and other problems directly touched the sensitive nerves of consumers regarding food safety. Netizens generally believe that these companies ignore the importance of food safety and ignore the health of consumers, which is extremely irresponsible. After the incident was exposed, some enterprises responded inconsistently and covered up their problems. This attitude made netizens feel that the enterprises lacked sincerity and responsibility, which further aggravated their dissatisfaction with the enterprises.

The negative emotions of netizens for government departments are mainly due to the criticism of ineffective food safety supervision and doubts about the speed and intensity of handling by relevant departments. It is generally believed that the food safety issue is not only related to enterprises but also the responsibility of local food safety supervision and administration departments. However, in this case, some grassroots food safety supervision and management departments may neglect supervision and fail to find and stop the illegal behavior of the enterprises involved in time, thus leading to the occurrence of the incident. This poor regulation has disappointed and angered netizens. Secondly, some government departments are in the process of delay, opaque information, untimely response, and other situations, which further aggravates the netizens' distrust and dissatisfaction with the government departments. This also reminds the government departments to strengthen food safety supervision and improve the speed and intensity of processing in order to safeguard the rights and interests of consumers and the healthy development of the food industry.

### *2.2.3 Businesses Respond to Conflicting Conflict Reports*

According to the 5S theory of crisis PR, Uni-President Enterprise has responded quickly, but the key details of the supplier are mixed, making the public question the credibility of the statement. Not only that, the second and third statements are more inconsistent, which leads to the unity of criticism and questioning among online public opinion. As if to support the third statement, we responded for the fourth time on March 16, which not only released the pictures of the old tan pickled cabbage in the factory but also invited 1,000 people to visit the pickled cabbage processing factory of the company. However, this unification still has not been widely recognized by public opinion. Some netizens questioned the pictures released by the unification, saying the new degree of the jar is not reasonable, that the unification newly bought the jar for a show, and some public opinion on the authenticity of the jar, but pointed out that it may be the supply of foreign exports.

For enterprise public opinion, the statement is the enterprise the most authoritative, the most powerful response at the beginning of the public opinion fermentation calm public question, save consumer confidence is of great significance, and repeatedly overturn his own statement, is the enterprise public opinion "taboo", compared with the problem itself, "repeated" action behind the enterprise is not the rigorous, not professional and sincere attitude for enterprise reputation more fatal. In this public relations response, Unified gradually lost the public trust in the repeated changes, reflecting that the company had not formed a scientific and effective public opinion response mechanism and did not make full plans for sudden public opinion. Therefore, for large enterprises, it is very important to do a good job of monitoring regular public opinion and planning public relations risk. From the perspective of the industry itself, strengthening enterprise self-discipline, strengthening food quality control, and firmly keeping the enterprise food safety red line are the basis for the long-term development of enterprises.

In addition, the enterprise in the crisis public relations also wants to keep pace with The Times, change the old public relations, and change the network public opinion guide response attitude in order to provide possible dialogue between the enterprise and the public, such as too two pickled fish stores each table put the pickled production workshop, to dispel consumers doubts about pickled cabbage food safety, is a positive case.

## **2.3 Accountability Framework and Economic Consequences Framework**

### *2.3.1 Media Coverage Framework*

The accountability framework focuses on the presentation of responsibility attribution and attribution in news reports, while the economic consequence framework pays attention to the direct economic losses caused by the "soil pit pickled cabbage" incident on relevant enterprises and the impact on the industrial chain, and observes the market response and policy adjustment. The news reports combining the two frameworks focus on the correlation between responsibility and economic consequences, the presentation of multiple perspectives, and the proposal of policy suggestions. It gives a deeper understanding of the event and a solution.

By analyzing the financial statements of the enterprises after the event, the media showed the direct or indirect impact of the event on the enterprises with the data, accounting for 18.4%. The social division of responsibility for food safety issues should not be to put the responsibility on whom, but to clearly define the scope of responsibility to avoid risks and to take solving these existing responsibility problems as the core, which is a more forward-looking responsibility method. In the analysis of responsibility identification, media reports act as the role of beacon and vanguard.

### *2.3.2 Netizen Sentiment and Economic Consequences in the Framework of Responsibility*

According to the word cloud figure, the news netizens mainly discussed the event related subject of accountability, including "flag," "people," "director," "regulators," "market regulation," "media," "tingyi," and "unified" related subjects "and" disappointment "cold "nobody tube "express netizens for responsibility subject tend to negative emotions, such as" the market regulator has always been turning a blind eye, really chilling!" " I am completely disappointed in the regulatory authorities, "and other negative feelings about the supervision of the responsible subjects of the government departments;" severe punishment "," strict inspection, "and"

health standards “and other keywords express the responsibility demands of the netizens to the relevant subjects, such as” the leaders of the vegetable industry must be severely punished “and” the regulatory authorities must regulate the health standards “.

Haixia Pickles Factory in Junshan District of Yueyang City was fined more than 1.094 million yuan and was listed as a person executed for trust-breaking for failing to fulfill the fine obligation. In addition to direct fines, companies also face long-term economic losses arising from damage to their brand image and reputation. As consumer trust declines, product sales could fall sharply, thus affecting corporate revenue and profits.

In terms of the influence of the industrial chain, Huarong County is the largest production base of leaf mustard in China. Due to the “earth pit pickled cabbage” incident, a large number of local mustard is unsalable. It is estimated that the incident has affected the livelihoods of more than 130,000 local vegetable farmers, possibly losing more than one million yuan. Pickled cabbage processing enterprises face huge economic losses due to product removal and recall. In addition, due to the overall decline of consumers' trust in sauerkraut products, the sales and profits of the whole industry chain may be seriously affected.

In terms of market reaction, after the incident, 55.4 percent of consumers said they would not buy sauerkraut flavored instant noodles, and 50.2 percent said they would reduce the number of sauerkraut flavored instant noodles consumed. China Merchants Securities has analyzed that due to the “earth pit pickled cabbage” incident in 2022, Master Kong recalled some products, causing the loss of hundreds of millions of yuan; part of the loss continued to the third quarter of 2022, and it is expected that in the 2023 fiscal year, the sales of pickled cabbage products can reach the level before the event.

### *2.3.3 Social Citizenship Theory and Corporate Social Responsibility*

The source of netizens' emotions lies in the violation of the social contract theory by enterprises, including the agreement reached between enterprises and the government or social organizations to legally exercise power and fulfill social obligations. Enterprises belong to social citizens. While enjoying the development resources and certain rights provided by society, they need to unconditionally pursue the corresponding tasks. This obligation can be understood as the social responsibility of enterprises. Different from other theories, the corporate citizenship theory regards corporate social responsibility as an “altruistic” behavior actively taken by enterprises, which ensures the legitimacy of corporate social responsibility.” Social responsibility is the responsibility and mission of corporate leaders, so as to exchange social benefits for them.” Qu Xiaohua stated that “one of the important indicators to consider the business objectives of enterprises is the fulfillment degree of corporate social responsibility, which covers the overall legal and moral level and reflects the health degree of the relationship between enterprises and social groups”. In terms of legal liability, while enjoying the right of production and operation granted by the society, it does not consciously fulfill its legal obligations in accordance with the provisions of relevant laws and regulations, and the products and services provided do not fulfill the commitment to the quality of consumers. In terms of ethical responsibility, the operation and operation of enterprises do not meet the moral and ethical standards respected and recognized by society and fail to assume social responsibility.

### *2.3.4 Economic Consequences Framework*

When applying the economic consequences framework in crisis management, companies focus on discussing the specific impact of events on the economy, including the potential economic consequences for companies, employees, shareholders, and the industry as a whole. Data and analysis provide the basis for decision-making, explain the temporary or long-term nature of the impact, and show how the business plans to mitigate it. Release a detailed response plan, including cost control, fund-raising, business adjustment, and other strategies, to ensure the stability and growth of the enterprise economy. Publicize specific plans to support employees and partners, such as maintaining employment and providing training, to reduce economic shocks. Maintain a high degree of transparency regularly report progress, and adjust plans to the public and investors. Use investor conference calls, public letters, social media, and other channels to communicate information.

## **3. Corporate Crisis Management Strategy**

When enterprises are faced with a crisis, especially when food enterprises are faced with public health emergencies, the coping strategies of enterprises will have a profound impact on their survival, image, market positioning, and strategic development. This paper will use the “PPRR” theoretical model of enterprise crisis management to analyze the enterprise crisis management strategy.

### **3.1 Pre-crisis Prevention (Prevent)**

#### *3.1.1 Goal*

To prevent the occurrence of similar crises and reduce the potential risks.

### *3.1.2 Management Strategy*

Risk assessment: Regular comprehensive risk assessment with a special focus on supply chain management and product quality control to identify risk points that may lead to similar events.

Staff training and awareness improvement: Strengthen staff training on food safety and crisis management to ensure that all employees are aware of the relevant operational standards and emergency response procedures.

Establish crisis management institutions: enterprises should establish a perfect system of crisis management institutions; work content should contain the daily public media crisis system, customer management crisis system, strategic management crisis system, financial management crisis system, and so on, so as to in the outbreak of crisis using different systems timely response, maintain the corporate image and normal operation.

Regular use of transparency framework PR: regularly publish updates on its risk management and prevention measures through corporate social media and public relations activities to build public trust and a transparent image of the enterprise.

## **3.2 Preparation Phase (Preparation)**

### *3.2.1 Goal*

To ensure that enterprises have the ability to respond quickly and effectively to a crisis.

### *3.2.2 policy*

Crisis response plan: The crisis management organization develops a detailed crisis response plan, including the communication process, the responsibilities of key people, and emergency contact information.

Simulation exercises: Regular crisis response simulation exercises to test and improve the effectiveness of crisis response plans.

## **3.3 Response Phase (Response)**

### *3.3.1 Objective*

Effectively manage the situation and reduce the impact of the crisis.

### *3.3.2 Policy*

Identification issues: When a crisis breaks out, companies will face complex reporting information, public opinion pressure, and market and government accountability. In such a dangerous and emergency moment, enterprises should identify the current situation and problems. Enterprises can use the analysis of the content and focus of different frameworks of news reports to quickly grasp the content of crisis events, public opinion guidance, enterprise problems, and physical impact of crisis events so as to carry out the "response" stage of crisis identification.

Rapid response: the enterprise should respond correctly the first time, immediately start the crisis response plan, and conduct the crisis public relations the first time to show the attitude, including first informing the public of the facts and the initial response of the enterprise. And be calm, open, and transparent.

Continuous update: Provide continuous updates of events through various channels, especially social media.

## **3.4. Recovery Phase (Recovery)**

### *3.4.1 Goal*

To restore normal operations as soon as possible after the crisis, and to repair the brand image.

### *3.4.2 Policy*

Assessment of impact: to evaluate the long-term impact of the crisis on the enterprise and develop corresponding recovery strategies.

Brand reconstruction: to rebuild and enhance the brand image through active marketing strategies and social responsibility projects.

Public relations management: Enhance public recognition of corporate social responsibility by demonstrating how companies support affected communities and individuals.

#### 4. SWOT Analysis of Master Kong, Uni-president Enterprise

This paper will use SWOT analysis, select event related parties, “master kong” and “Uni-president” two enterprises as an example, analysis in the crisis of the internal and external environment, and combine with the external environment above event news framework and public sentiment, help enterprises to better understand the position in the face of the crisis, and further discuss how to use the internal advantage to the crisis, at the same time in the face of external threats and disadvantages, and further discuss how to manage the crisis through media reports and optimize the public relations strategy.

##### 4.1 Advantage

###### 4.1.1 Master Kong

Brand influence: As an old head domestic enterprise, Master Kong has absolute leadership in the domestic instant noodle market. According to the report of Master Kong Holdings in 2021, the annual income of Master Kong is 28.4 billion yuan, with a market share of 45.6%, ranking first among its peers, and Master Kong's operating income basically maintains a growth trend by 2024. In the field of consumers, Master Kong instant noodles have a high consumer base and consumer loyalty. This stable market share and a good consumer base enable it to better convey positive attitudes and responses to the market and consumers in the face of public health event crises.

Quick response: After the incident of “earth pit pickled cabbage”, master kong, the first quick response website, twice issued a statement acknowledging problems and apologizing, and started the related products from the shelves program; master kong did not escape attitude the statement and product recycling measures, made part of the consumer understanding, for master kong saved part of consumer reputation. Companies use the “responsibility framework” in media reports to show their attitude and countermeasures and recognize and assume corporate responsibility.

###### 4.1.2 Unified Instant Noodles

According to the financial report of 2022, it ranks second in 20% of China, which also has a brand advantage.

Market advantage: In addition, the unified diversified product strategy and international business network are unified domestic and foreign market advantages to deal with emergency crises.

##### 4.2 Disadvantages

###### 4.2.1 Master Kong Instant Noodles

Supply chain management: The “earth pit pickled cabbage” incident has exposed the loopholes in Master Kong's supply chain management and his problems in quality management over the years. Many media outlets have increased the use of the “moral framework” and “responsibility framework” to report on the quality problems of Master Kong over the years, which has triggered public condemnation and reduced brand loyalty and consumer needs and trust.

###### 4.2.2 Uni-president Instant Noodles

Lack of information transparency: After the incident, the Uni-President also issued a statement, but in contrast, the Uni-President had “multiple statements and contradictory information before and after” in public relations, which triggered a second outbreak of public opinion. Early inadequate disclosures in its responses led to a decline in public trust. Unification failed to clarify its relationship with the problem suppliers in the early stage, and the opacity of this information exacerbated consumer unease and negative emotions.

Internal management vulnerability: The first response adopted the “Definition event framework.” In the first two statements, it changed the time to terminate the cooperation with Hunan Chaqi Vegetable Industry”, but never adopted any “moral framework” or “responsibility framework” to indicate its attitude and position on the incident. This unprofessional behavior with unclear responses and contradictory attitudes also explains the problems of supply chain management and crisis management within the enterprise, causing negative emotions in the public and consumers.

##### 4.3 Opportunities

###### 4.3.1 Master Kong

Strengthening quality: The incident not only exposed Master Kong's supply chain management problems but also exposed the quality problems of Master Kong instant noodles over the years. The media publicized the problem of Master Kong to the public through “the news framework,” which attracted the attention of consumers, markets, enterprises, and other parties. This is also a comprehensive rectification of the enterprise, the company's supply chain management, quality management, and improved product quality.

Brand remodeling: enterprises can show their attitude and position, solve internal problems and rectification through transparent, sincere communication and positive responses to brand construction, the feedback over the years market and consumers to the brand, to establish the brand image, enhance consumer trust and loyalty.

Strengthening market leadership: As a market leader, it can consolidate its market position by effectively managing the crisis and demonstrate its responsibility and ability to face challenges as an industry leader.

#### *4.3.2 Uni-president*

Strengthen internal management: In this public relations response, "Uni-president" gradually lost public trust through repeated changes. The company did not form a scientific and effective public opinion response mechanism, nor did it make sufficient plans for sudden public opinion, reflecting the company's lack of a systematic crisis and risk management system. Therefore, enterprises can reflect on the internal management problems through this opportunity, learn the crisis management of other enterprises, strengthen the management system construction and brand construction so as to have positive and effective communication with the market and consumers and have the opportunity to restore the damaged brand image.

Market expansion and innovation: "Uni-president" can use its diversified product strategy to use the post-crisis market changes to enter new markets or expand existing markets so as to find new development opportunities and brand strategic development plans to meet the changing consumer needs.

### **4.4 Threat**

4.4.1 The Main Threats Faced by Master Kong and the Uni-President in the "Earth Pit Pickled Cabbage" Incident Mainly Include  
Loss of public trust: Food safety incidents are directly related to the health and safety of consumers, so any negative news can quickly lead to a decline in public trust. Once consumers lose trust in the brand, restoring it is difficult and time-consuming.

Brand image damage: As a well-known ready-to-eat food manufacturer, Master kong and a Uni-President brand image is extremely important in the public mind. The crisis may seriously damage the positive brand image it has built for many years.

Sales decline: Due to public concerns about product safety, events may directly affect product sales. Consumers may avoid buying the company involved temporarily or for a long time and choose other brands.

Legal and regulatory risks: Food safety incidents often attract the attention of regulators, which can lead to stricter scrutiny of businesses or even fines and legal proceedings. This may not only pose a financial burden but also further affect the corporate reputation.

Increased market competition: Competitors may take advantage of this crisis opportunity to attract customers lost from Master Kong and Uni-president through marketing and promotion activities, intensifying the pressure of market competition.

Supply chain disruptions: If the crisis involves a specific supplier or production process, the supply chain may need to be reassessed and adjusted, which may lead to production disruptions or increased costs.

Consumer behavior change: In the long term, such crises could change consumers' perception and purchases of the entire product category, especially if public doubts about the safety of ready-to-eat food continue.

#### *4.4.2 Specific Threats from Master Kong*

High dependence on dominating the market: Master Kong is highly dependent on the Chinese market, and while this provides it with a strong market influence, it also means that any negative events could have a significant impact on its overall performance.

Consumers 'health awareness improvement: As a FMCG giant, Master Kong needs to pay close attention to consumers' attention to trends for healthy food. As health awareness increases, Master kong needs to adjust the product formulation to reduce reliance on ingredients that may be considered unhealthy.

Geographic concentration of the supply chain: If Master kong's supply chain is mainly concentrated in a specific region, any problems in that region, such as natural disasters, political turmoil, etc., may cause serious disruption to its production and distribution.



#### 4.4.3 Uni-President Specific Threats

The complexity of international markets: operating in multiple countries, which means it needs to respond to regulatory changes and consumer responses in multiple markets simultaneously. The different legal and cultural contexts of the international market may have exacerbated the complexity of crisis management.

Challenges of brand diversification:

The Uni-President product line is very diverse, covering instant noodles, drinks, and other fields. In a crisis, it is necessary to ensure the quality and safety of all product lines; otherwise, the brand extension may become an additional burden.

The sensitivity of external communication:

As a Taiwanese enterprise, Uni-President may face more sensitive issues in the political and economic environment of the mainland market, especially in the crisis event involving food safety, which may affect the image and sales of its brand in the mainland market.

### 5. Insufficient Crisis Management and Optimization Strategy of Enterprises

According to the SWOT analysis and the previous crisis management strategy based on the PPRR model, we can specifically identify the insufficient crisis management of Master Kong and Uni-President in the "earth pit pickled cabbage" event and put forward the corresponding optimization strategy.

#### 5.1 The Insufficiency and Optimization of Crisis Management

##### 5.1.1 Inadequate Conditions

Insufficient prevention: The incident exposed Master Kong's shortcomings in supply chain and quality control.

Insufficient response: Despite the rapid response, it needs to be strengthened in managing consumer and public sentiment and restoring trust.

##### 5.1.2 Optimization Strategy

Prevention: Strengthen the quality review and regular evaluation of suppliers to ensure that all supply chain partners meet the enterprise's safety and quality standards. Introduce more advanced risk monitoring and management technologies, such as using big data and AI technologies to predict potential supply chain risks.

Response: In addition to a rapid response, more transparency and continuous information updates should be provided to reassure the public. Strengthen cooperation with the media to ensure the consistency and accuracy of information transmission and avoid additional public uneasiness caused by misleading information.

Recovery: After the crisis, rebuild the brand image and public trust through active social responsibility projects and consumer interactions. Regularly release post-crisis improvement measures and results to enhance brand transparency and responsible image.

#### 5.2 Insufficient and Optimization of Unified Crisis Management

##### 5.2.1 Inadequate Conditions

Insufficient prevention: the event exposed the Uni-President and immature crisis management, the lack of professional crisis management institutions, and complete public relations processes and measures, leading to public relations attitude and information contradictions.

Lack of preparation: the inconsistent statement of unification triggered the second outbreak of public opinion, revealed that the Uni-President did not carry out sufficient analysis and prediction of the current situation in the crisis public relations, and the emergency response did not reflect the sincerity and professionalism of the enterprise and played a negative effect.

Insufficient response: In the early stage of the crisis, the information released was inconsistent, which led to the decline of public trust, exposed the internal management problems of enterprises, made the crisis communication strategies inconsistent, and formed no effective public opinion guidance in the critical stage of crisis management.

##### 5.2.1 Optimization Strategy

Prevention: Strengthen internal management, especially in information management and crisis prevention, to ensure that all information is strictly reviewed before release. Establish a stricter information release system to ensure that all information is fully verified before public statements.

**Preparation:** Regular crisis management workshops and drills to improve team response and consistency to crises. Develop strong internal and external communication networks, including good relationships with the media, to ensure rapid and accurate dissemination of information during crisis.

**Response:** Implement a consistent crisis response strategy to ensure that all public statements are clear and consistent and dispel public doubts. Strengthen the use of media and social platforms to ensure that information can be released in a timely and accurate manner and explain and refute wrong information when a crisis occurs.

**Recovery:** After the crisis, rebuild the brand image and public trust through active social responsibility projects and consumer interactions. Regularly release post-crisis improvement measures and results to enhance brand transparency and responsible image.

## **6. Conclusion**

With the background of the "earth pit pickled cabbage" event, this paper deeply discusses how enterprises use the news media reporting framework to analyze and grasp the event content, public opinion trends, public sentiment, and consumer behavior so as to help enterprises formulate and optimize their crisis management strategies. The paper uses the "general framework analysis theory" to classify the media reporting framework after the event, discusses the content emphasis of the media and the influence on the direction of public opinion, and how enterprises should use the framework to formulate crisis management strategies.

The study found that the media influenced the emotional reactions and behavioral tendencies of the public through different news frames. Under different frameworks, such as the event framework, conflict framework, responsibility framework, and economic consequence framework, the content of media communication is different and guides different Internet users' emotions and consumer behaviors. Enterprises can identify enterprise problems and formulate crisis management strategies according to the analysis of these contents.

According to the "PPRR" model, we get the enterprise's specific crisis management strategy. Taking "Uni-President" and "Master Kong" as examples, we analyze the internal and external environment of the enterprise in the face of crisis events so as to get the "Uni-President" and "Master Kong" enterprise crisis management shortcomings and the optimization strategy.

The importance of enterprise crisis management: enterprises must establish a sound crisis management mechanism, which includes not only the crisis prevention strategy but also the rapid response and recovery strategy when the crisis occurs. In the "earth pit pickled cabbage" incident, Master Kong showed a lack of information transparency and crisis response consistency, which directly affected the corporate image and consumer trust.

Double-edged sword effect of media reporting framework: as a channel of information transmission, media plays an important role in public crisis events. Companies need to effectively use the media framework for positive information dissemination and prepare for possible negative reporting. For example, in the event definition framework, companies can build public trust by providing accurate and timely information, while in the accountability framework, companies need to be prepared to take responsibility and respond promptly to mitigate negative impacts.

In the face of a crisis, companies should not only focus on immediate solutions but also need to have a long-term perspective and consider how to use the crisis as an opportunity for transformation and improvement. Through the analysis of this paper, we hope to provide strategic and methodological support for enterprises in the face of similar public health crisis events such as "earth pit pickled cabbage" and help enterprises to make better use of the media framework and optimize their crisis management strategies, so as to occupy a favorable position in the future market competition.

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