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## Analysis of Disaster Risk Communication Strategies in the Disaster-Resilient Village Program in Sidomulyo Flower Tourism Village By BPBD Batu City

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**Abstract:** Disaster risk communication is an important thing to convey to the public so that they can recognize the potential and threats of disaster risk in the surrounding area. This research aims to analyze disaster risk communication strategies in the Disaster Resilient Village Program which has been carried out by BPBD Batu City in the Sidomulyo Flower Tourism Village. This research uses a qualitative approach with a case study method to explore the communication strategies implemented to increase awareness and disaster preparedness among the people of Sidomulyo Flower Tourism Village. Data collection was carried out through observation, in-depth interviews, and documentation studies. The results of the study show that the disaster risk communication strategy can be said to be effective because it is accurate and open. However, the BPBD Batu City is unable to reach all levels of society and has not established relationships with conventional media. This has been analyzed using five critical assumptions by Haddow and Haddow (2014), namely Customer Focus, Leadership Commitment, Inclusion of Communication Planning and Operations, Situational Awareness, and Media Partnership.

**Keyword:** Disaster Risk Communication, Disaster Resilient Village Program, and Disaster Risk Threats.

### INTRODUCTION

This study started from the people of Padangsambian Kaja Village who did not realize that their area was prone to flood disasters, especially during the rainy season (Santika, 2018). This could be due to the low level of disaster preparedness due to the belief that a disaster is impossible to occur (Granville, Mehta, & Pike, 2016). This can result in cultural ignorance, ethnic insensitivity, racial isolation and racial bias which are factors in low levels of preparedness and can lead to a lack of resources for evacuation and gaps in access to aid and recovery when a disaster occurs (Eisenman, Cordasco, Asch, Golden, & Glik, 2007). Based

on the United Nations International Strategy for Disaster Reduction, the occurrence of a disaster can pose risks that have potential losses in the form of lives, health status, livelihoods, assets and services that can occur in a community or society within a certain period of time. Therefore, it can be seen that there are still people who do not care about the conditions of their surrounding environment, thereby causing the risk of disasters in their area.

The importance of communication is also to convey information to the public to deal with possibilities that occur and provide appropriate steps to face a risk (Reynolds, 2002). Through communication, you can also make the public aware of the types of risks they face and the efforts made to protect themselves and others from risks. In addition, risk communication is a form of response and recovery that can be applied to disasters. This is also supported by a communication approach in selecting messages, messengers, and methods of delivering messages (Reynolds, 2002). In 2021, the Sidomulyo Flower Tourism Village was affected by flash floods caused by the high intensity of rain due to the La Nina phenomenon in the East Java region, causing the Brantas River to overflow (Marzuki, 2021). Meanwhile, in 2020, training and education has begun to take place in the formation of disaster resilient villages by the Regional Disaster Management Agency (BPBD) in Batu City (official\_sidomulyo, 2020). However, in December 2023, the Sidomulyo Flower Tourism Village experienced another flash flood which was also caused by the high intensity of rain and the people who made fish cages in the local river so that the water overflowed onto the road and entered residential areas (Ayu, 2023). Through this, it can be seen that the risk of disasters occurring in the Sidomulyo Flower Tourism Village can also have an impact on daily activities both from an economic and material perspective.

So far, the disaster risk communication strategy in the Sidomulyo Flower Tourism Village has been carried out by several stakeholders, such as the BPBD Batu City, conducting outreach in training and establishing disaster resilient villages (official\_sidomulyo, 2020). However, the community itself is still unable to change good behavior or habits to avoid the risk of disaster threats that could strike at any time. Therefore, the disaster risk communication strategy carried out through the Disaster Resilient Village Program has not been able to fully influence community behavior in realizing the importance of risks that occur when a disaster strikes. Based on the background explanation above, research related to disaster risk communication strategies in the Sidomulyo Flower Tourism Village in the Disaster Resilient Village Program by BPBD Batu City needs to be analyzed related to planning effective message delivery so that it can be understood and carried out by the community.

## **METHOD**

This research model uses a qualitative approach and a case study research method. The focus of this research is on disaster risk communication strategies in the Disaster Resilient Village Program to change community behavior for the better in dealing with disaster, especially in disaster risk reduction. The location of the research was BPBD Batu City and Sidomulyo Flower Tourism Village. The types of data used by researchers are primary data and secondary data. The technique for determining informants used by researchers is purposive sampling. Data collection techniques used by researchers are observation, in-depth interviews, and documentation studies. The data analysis techniques used by researchers are data condensation, data display, and conclusion drawing/verification.

## **RESULT AND DISCUSSION**

The research analysis presented below uses five critical assumptions by Haddow and Haddow (2014). This was done in order to analyze the preparation and design of an effective disaster risk communication strategy by the BPBD Batu City so that it can be well received by

the community. As is known, disaster risk communication is very important so that the public can recognize the potential and threats of disaster risks that may occur.

### **Customer Focus**

In implementing outreach activities and training on disaster prevention and mitigation in the Disaster Resilient Village Program, the public election strategy carried out by the BPBD Batu City was to focus on the Disaster Risk Reduction Forum (FPRB) of Sidomulyo Flower Tourism Village. Through this, the BPBD Batu City also maximizes the role of the FPRB of Sidomulyo Flower Tourism Village to be able to convey information to the people of Sidomulyo Flower Tourism Village and their families or closest relatives. So the role of the FPRB in Sidomulyo Flower Tourism Village is one of being an intermediary between the government and the community. Not only the FPRB of Sidomulyo Flower Tourism Village, but the Community Welfare Division of Sidomulyo Flower Tourism Village which also handles disasters also carries out disaster risk communication which is more focused on the community through RT/RW, especially those with settlements in areas prone to disasters. Disaster risk communication conveyed by the Community Welfare Division of Sidomulyo Flower Tourism Village was carried out during the implementation of the village development planning meeting or musrenbangdes.

### **Leadership Commitment**

The strategy for selecting communicators in implementing socialization and training activities held by BPBD Batu City is certainly an important thing. In selecting communicators for this activity, the BPBD Batu City of course chose communicators who were competent and able to convey messages related to disaster risk reduction. One of the institutions chosen for this activity was the PMI Batu City. It can be seen that the PMI Batu City is one of the institutions that has the ability to convey messages and practices directly to the audience related to risk management when a disaster occurs. Apart from that, the Head of the Prevention and Preparedness Division of BPBD Batu City was also one of the communicators in this activity because he had an understanding and was able to convey information related to the Disaster Resilient Village Program.

### **Inclusion of Communication Planning and Operations**

Basically, the BPBD Batu City, the FPRB of Sidomulyo Flower Tourism Village, and the Community Welfare Sector do not yet have a special communications team that can manage communication components related to disaster risk reduction in the Disaster Resilient Village Program. However, one strategy for disaster risk communication to run effectively is the need for planning that involves all elements, especially communicators, to be able to ensure that communication runs on time and the information is accurate. Even though they do not have a special communications team, the BPBD Batu City, the FPRB of Sidomulyo Flower Tourism Village, and the Community Welfare Sector are able to include communication planning and operations by maximizing socialization and training activities and implementing community service by making appeals to the community. This activity is carried out to ensure that information related to disaster risk can be conveyed accurately.

### **Situational Awareness**

Disaster risk messages conveyed to the public are of course important in order to anticipate the threat of disaster risks. The message selection strategy by the BPBD Batu City, the FPRB of Sidomulyo Flower Tourism Village, and the Community Welfare Sector also

adjusted disaster risk messages to be conveyed to the people of Sidomulyo Flower Tourism Village. In their delivery, the three institutions convey disaster risk messages using local languages and formal languages. The local language used to convey disaster risk messages is Javanese Krama Halus. Apart from that, the BPBD Batu City also collects data, analyzes data, and disseminates information via social media as a form of disaster risk communication so that it can run effectively.

### Media Partnerships

In carrying out disaster risk communications, it is also necessary to have relationships with media partners so that the messages conveyed are also received by the public. The BPBD Batu City carries out disaster risk communication in the Disaster Resilient Village Program in the Sidomulyo Flower Tourism Village not only through outreach and training. But also communicating disaster risks through social media such as Instagram, Facebook and Twitter, the official account of BPBD Batu City. However, through this, the Batu City BPBD has not yet established media partner relationships with conventional media such as television stations, radio, newspapers, and so on

### CONCLUSION

Through the discussion above, it can be concluded that the disaster risk communication strategy in the Disaster Resilient Village Program by BPBD Batu City can be said to be effective. This is because the message conveyed to the public is accurate and open. Even though the BPBD Batu City maximizes outreach and training activities related to disaster prevention and mitigation, disaster risk communication carried out by the BPBD Batu City, the FPRB and the Community Welfare Sector of the Sidomulyo Flower Tourism Village cannot reach all levels of society. This is also because the BPBD Batu City does not yet have a special communications team to convey and provide understanding of potential disaster risks in the Disaster Resilient Village Program to the people of Sidomulyo Flower Tourism Village.

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