Communication strategy of The Regional Agency for Disaster Management of Sumbawa Regency in disaster mitigation

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ABSTRACT

Disaster management is needed to minimize the impact of disasters. It aims to prepare and educate people living in disaster-prone areas to be better prepared to respond to the impact of disasters. Sumbawa Regency is an area prone to natural disasters such as earthquakes, floods, fires, landslides, and others. The Regional Agency for Disaster Management (BPBD) of Sumbawa Regency is to implement a program called "Desa Tangguh Bencana" to improve disaster mitigation management in Sumbawa. This study aims to determine the communication strategy of disaster mitigation planning by BPBD of Sumbawa Regency, early 2020–2021. This study uses descriptive methods and data collection techniques by observation and in-depth interviews with the initiators of the program and their effectiveness in tackling the impact of disasters. The study results showed that communication strategy is the main point of successful program implementation by selecting communicators with scientific credibility, expertise, professionals related to disasters, and good public speaking skills. The targets are the village government and, of course, the people who directly feel the impact of the disaster. A communication platform is used to introduce the program to the community using face-to-face meetings such as outreach and campaigns through social media, using a website network to reach the general public to get information regarding the program's presence. The content of the information submitted in this program is information related to disaster mitigation, stages, and implementation carried out by BPBD in dealing with disasters for people whose living areas are often affected by natural disasters.

Keywords: Communication strategy; disaster management; disaster mitigation; natural disasters; regional disasters

Strategi komunikasi Badan Penganggulangan Bencana Daerah Kabupaten Sumbawa dalam mitigasi bencana

ABSTRAK

Penanggulangan *bencana diperlukan untuk meminimalkan dampak bencana. Hal ini bertujuan untuk mempersiapkan dan mendidik masyarakat yang tinggal di daerah rawan bencana agar lebih siap menghadapi dampak bencana. Kabupaten Sumbawa merupakan daerah yang rawan bencana alam seperti gempa bumi, banjir, kebakaran, tanah longsor, dan lain-lain. Badan Penanggulangan Bencana Daerah (BPBD) Kabupaten Sumbawa akan melaksanakan program "Desa Tangguh Bencana" sebagai salah satu upaya peningkatan penanggulangan bencana di Sumbawa. Penelitian ini bertujuan untuk mengetahui strategi komunikasi perencanaan penanggulangan bencana oleh Badan Penanggulangan Bencana Daerah (BPBD) Kabupaten Sumbawa, awal 2020–2021. Penelitian ini menggunakan metode deskriptif dan teknik pengumpulan data dengan observasi dan wawancara mendalam dengan para penggagas program dan keefektifannya dalam menanggulangi dampak bencana. Hasil penelitian menunjukkan bahwa strategi komunikasi merupakan poin utama keberhasilan pelaksanaan program dengan memilih komunikator yang memiliki kredibilitas ilmiah, keahlian, dan profesional terkait kebencanaan, disertai dengan kemampuan public speaking yang baik. Sasarannya adalah pemerintah desa dan tentunya masyarakat yang langsung merasakan dampak bencana. Platform komunikasi digunakan untuk memperkenalkan program kepada masyarakat melalui pertemuan tatap muka seperti sosialisasi dan kampanye melalui media sosial, menggunakan jaringan website untuk menjangkau masyarakat umum untuk mendapatkan informasi mengenai keberadaan program. Isi informasi yang disampaikan dalam program ini adalah informasi terkait mitigasi bencana, tahapan, dan implementasi yang dilakukan BPBD dalam menangani bencana bagi masyarakat yang wilayah tempat tinggalnya sering terkena bencana alam.*

Kata-kata kunci: Bencana alam; bencana daerah; manajemen bencana; mitigasi bencana ; strategi komunikasi

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INTRODUCTION

Natural phenomena, both natural disasters and those caused by human activities, are hazardous and scary for humankind (Dwivayani & Boer, 2020). So the disaster here is described as much more detrimental to physical things in people's lives, disrupting daily life in a short time. As a result, physical recovery efforts from the impact of disasters require a lot of time and energy. In a data report published by the World Economic Forum, in the next ten years, the highest probability is extreme weather, failure to control climate, and environmental damage caused by humans (World Economic Forum, 2022). The government and all parties should pay more attention to the impact of natural disasters caused by climate change. Climate change has become a global concern, as stated in the United Nations 17 Sustainable Development Goals (SDGs) Goal 13 on Climate Action. In this case, the whole world is expected to contribute to reducing climate change through lifestyle changes and reducing consumerism.

The National Agency for Disaster Management (BNPB) released data for 2011-2020, showing 7,574 cases of flood disaster in which the number of people affected reached 40,890,352 from the total number of provinces in Indonesia, with a potential loss of 2.2 trillion (Tyas, Sutisna, Supriyatno, Widana, & Fikri, 2022). From the data presented above, it is sufficient to explain that flooding is the most frequent disaster event in Indonesia, where one of the factors causing flooding is climate change. It is because Indonesia has geographical, geological, hydrological, and demographic conditions that are prone to disasters with a reasonably intense and high incidence rate (Ramli, 2010). Indonesia's geological conditions, such as the two sides of a coin, have a positive impact; Indonesia has high geological resources, such as natural resource wealth such as gas, oil, and many others, but also includes the potential for natural disasters (Ruliani, Susilawati, RJ, & Maulana, 2021). As a country prone to disasters, Indonesia experiences natural disasters almost every year, such as floods (Ramli, 2010). Disasters are grouped into three types: natural disasters (such as earthquakes, tsunamis, volcanic eruptions, and floods), non-natural disasters (such as disease outbreaks), and social disasters (such as terrorism, riots, and inter-ethnic sentiment). Indonesia experienced all three types of disasters, so it became an extra effort for post-disaster recovery (Marfai, Cahyadi, Hadmoko, & Sekaranom, 2012). The series of disasters that Indonesia has experienced, especially in the last few years, has developed the government's awareness of the community's vulnerability to disasters. It can be concluded that the reactive

attitude and disaster management pattern are no longer adequate to deal with disasters effectively. Therefore, the need to develop a new attitude that is more proactive, comprehensive, and fundamental is needed to respond to disasters effectively.

The Sumbawa Regency West Nusa Tenggara (NTB) is no exception, with the most significant area claim in the NTB province based on data. Its total area is 11,556.44 km2. It contains 24 sub-districts that stretch from the eastern end of the Tarano sub-district to the western end of the West Alas sub-district. Geographical conditions consist of lowlands, coastal areas, hills, and mountains. Sumbawa Island and its surroundings are flanked by the movement of two tectonic plates (Indo-Australian) adjacent to the plate collision zone into the Mediterranean mountain range, which is part of the framework of the Indonesian tectonic system (Sunardi et al., 2012). So, their research explained that Sumbawa is an earthquake-prone area from the south. It was caused by the movement of two plates that cause tectonic structures with subduction system characteristics, namely the Benioff zone, oceanic trench, outer arc ridge, outer arc basin, and volcanic arcs. The reasons described above are previous studies that explain Sumbawa's position as an area with high earthquake vulnerability. Several disasters have become regular occurrences in several areas of Sumbawa Regency, primarily when the rainy season occurs, when the watershed condition is starting to be disturbed, such as along Brang Moyo, Brang Labuhan Mapin in Alas, Brang Buer, and Brang Muir.

Threats to residential areas along riverbanks are also a problem in the rainy season. In addition, the threat of drought also has the potential to occur at several points in Sumbawa Regency, especially in the food storage areas in Labangka, Lunyuk, Moyo Hilir, North Moyo, and West Alas sub-districts (BPBD Sumbawa Regency Renstra). Not only that, but the threat of fire has also occurred in Sumbawa, a house fire disaster in Batu Rotok village in November last year. The fire was caused by a battery explosion in one of the residents' houses. The fire spread widely, which resulted in an estimated 100 houses being burned. Frequent flash floods co-occur at several locations in the Sumbawa area; landslides, forest fires, and droughts are also possible in Sumbawa Regency. In January 2020, based on data from the NTB Provincial BPBD, two sub-districts in the Sumbawa district were hit by flash floods, namely Sumbawa sub-district and Labuhan Badas sub-district, due to heavy rainfall. Heavy rain also flushed the Sumbawa Regency area, which triggered flooding in several areas in Lantung and Rhee sub-districts on Monday afternoon, February 17, 2020. The Sumbawa

BPBD alerted personnel to anticipate impacts or other events that could occur at any time. In addition, there has also been a flood on February 20, 2021. Data from the BPBD website of the Province of NTB informs that the Sumbawa area caused flooding at 4 points, namely Karang Dima village, Batu Nisung village, Baru village, and Labuhan Badas village. The total number of victims affected was 693 heads of the family.

Based on the explanation above, the handling is carried out for disaster events. It affected residents, including carrying out initial handling of victims of floods, carrying out logistical distribution, and distributing clean water to flood-affected residents. The Sumbawa BPBD coordinates with the LH (environment) Service, the Social Service, the Fire Department, and volunteers from Sumbawa scouts and guides neatly to help mobilize personnel to clean and handle affected residents in flood-affected locations. It is monitored through social media to monitor progress. The public is also advised to remain vigilant against catastrophic events that can occur suddenly, entering the rainy season accompanied by a period of the Lanina phenomenon that occurs almost every year.

BPBD is a non-departmental government agency that carries out disaster management tasks in the region based on the policies set by The National Agency for Disaster Management (BNPB) (Muslim & Anjani, 2021). This

agency functions as the field coordinator in charge of mitigating disasters in emergencies, rehabilitation in the aftermath of a disaster, and improving community preparedness for disaster response (Fauzi & Rusdy, 2020). For this reason, comprehensive efforts are needed, namely an application of natural disaster management to reduce the risk of natural disasters, the first of which is disaster mitigation. Disaster mitigation activities are focused on paying more attention to reducing the negative impacts of disasters (Nurjanah, Sugiharto, Kuswanda, Siswanto, & Adikoesoemo, 2012). So, in this case, the government must pay more attention to people living in disaster-prone areas and educate the public.

Second, the right communication strategy can optimize disaster management activities carried out by the Sumbawa Regency BPBD so that they have an impact in the form of disaster risk reduction (Prasanti & Fuady, 2017). A communication and information system in disaster management is essential in educating the community to respond to future disasters (Syarif & Unde, 2014). The role of communication must be well organized to create more quality and effective communication so the audience can easily understand it (Liliweri, 2011). Strategic planning in communication is a management application to achieve goals. An operational communication strategy is needed

Source: Research documentation, 2021.

Figure 1 Members of the Sumbawa Regency BPBD, when conducting socialization.

to demonstrate its role as a guide.

The handling carried out for the community affected by the disaster, among others, carried out initial treatment for victims who were psychologically and psychologically affected; carried out logistics distribution in the form of food, drinks, and proper clothing; and distributed clean water for affected communities. The Sumbawa BPBD also coordinates with the Environmental Service, Social Service, Fire and Rescue, and volunteers from Sumbawa scouts to help mobilize personnel to alert and respond quickly to affected residents in disaster-affected locations developments and disaster situations through social media. In order to maximize this, the authors assume that an appropriate communication strategy is needed to deal with regional disasters and to plan through the

Disaster Resilient Village program to minimize the potential for disasters at the village level. The media has a compelling strategic mission in disaster communication by providing timely and accurate information to the public in the mitigation, preparedness, response, and recovery phases. In a disaster, the media plays a significant role in communicating with the public (Widyastuti, 2021).

Importance of communication strategy, he argues that communication strategy is the result of a combination of planning and communication management to achieve the goals that have been set (Alfikri, 2021). His presentation of a communication strategy shows that it will successfully achieve a goal if it is planned with careful planning and management (Alfikri, 2021). An organization needs to set up

a communication strategy. So that the messages conveyed to the public can be received and processed as a whole without interruption. This research aims to see how BPBD carries out the communication strategy in a Disaster Resilient Village program. To seek public awareness of disasters and minimize the impact of disasters by educating the public through the program so that people's anticipation of nature increases.

In disaster management, communication strategy plays a crucial role in the success of policy implementation. It depends on the policyholder in managing disaster management in the community. An effective National Communication Strategy encompass (PPRD East 2, 2017); (1) Facilitate the provision of information to all target groups (e.g., experts, the general public) and other stakeholders about natural hazards and risks of manufactured disasters and disasters caused by natural hazards. (2) Facilitate the provision of information to all target groups (e.g. experts, the general public) and other stakeholders about what the Government and other relevant actors are doing to prevent, prepare for, respond to, and recover and rehabilitate from manufactured disasters caused by natural hazards. (3) Contribute to creating and nurturing partnerships between the national/regional/local authorities and civil society. (4) Facilitate national and regional cooperation between various stakeholders and increase knowledge of the different Government institutions involved in disaster risk reduction and management. (5) Ensure effective communication between the Government and stakeholders and involve them in setting priorities and allocating resources.

Disaster management is an effort to anticipate, prevent, and deal with disasters. Disaster management is also needed to prepare the Sumbawa people to face disasters and increase their awareness of being involved in disaster management. This study aims to learn about the communication strategy of disaster mitigation planning carried out by the Regional Disaster Management Agency (BPBD) Sumbawa, early 2020–2021. The communication strategy is based on constructing a communicator for disasters based on the existing disaster paradigm. The disaster paradigm is divided into four paradigms: the emergency aid paradigm, the mitigation paradigm, the development paradigm, and the risk reduction paradigm.

Furthermore, here the researcher wants to focus research on the mitigation paradigm. The construction of the communicator will then affect the communication strategy for the activities to be carried out. The communication strategy is based on the communicator/messenger to the community regarding the disaster in Sumbawa.

RESEARCH METHOD

This type of research is qualitative descriptive. Sugiyono (2014) defines this type of research as research that produces data such as written or spoken words from the object being observed. The problems fully explained are regarding the communication strategy carried out by BPBD of Sumbawa Regency related to disaster mitigation planning management and the Disaster Resilient Village program. This research was conducted at The Regional Agency for Disaster Management (BPBD) office of Sumbawa Regency, *Jl. Bungur No. 13, Labuhan Badas, Kec. Sumbawa,* Sumbawa Regency, West Nusa Tenggara, 84316.

Primary data collection techniques were used through interviews, observation, and document studies to gather research object data. Observation is used as an effort to observe the object that is used as research material directly or face-to-face. In this research, direct observations were made at the BPBD office in Sumbawa Regency about how the planning method or strategy was in dealing with disasters in Sumbawa. In-depth interviews are needed to obtain information through face-to-face contact with the object of research to obtain complete and in-depth data with high intensity and intensity. According to Kriyantono (2007), this method allows researchers to get exact reasons based on

the results of the informants' statements, among others, to include ideas, encouragement, values, or statements of informants based on stories of their experiences.

In order to achieve the research objectives, documentation data is needed, such as notes in the form of written drafts, visual data, or works that are the momentum of someone (Sugiyono, 2014). The documentation is in the form of photos of the activities carried out, documentation carried out when conducting field research and some researcher notes that explain their activities based on observations. The selection of informants used a purposive sampling technique to determine the informants according to their needs and meet the predetermined criteria. Researcher considerations in selecting informants are based on: (a) the chief executive involved in dealing with disasters at BPBD Kab. Sumbawa; (b) informants who have served more than five years and can be interviewed. Based on the results of the description of these criteria, it has been determined that the selected informant is the Head of the Prevention and Preparedness Division of BPBD Sumbawa and the Head of BPBD Sumbawa.

Data analysis in qualitative research can be carried out during and after data collection is completed within a certain period. This data analysis is carried out interactively and takes

place continuously until it is completed so that the data is saturated (Sugiyono, 2014). The data analysis technique uses the Miles, Huberman, and Saldana (2014) model, namely: (1) data condensation, (2) data presentation, and (3) conclusion. Data condensation is selecting, focusing, simplifying, abstracting, or changing data from written field notes, interview transcripts, documents, and other empirical material. Data condensation will be continued during data collection by writing summaries, developing themes, and writing analytical memos. Data presentation is the organized and compressed collection of information that allows conclusions and actions to be drawn. Data presentation can be displayed in matrices, charts, graphs, relationships between categories, and tests, the most commonly used forms of data presentation. Through the presentation of data, it will be easier to understand what happened, draw conclusions, or continue the next stage of analysis based on what has been understood. Coming to conclusions in qualitative research are new findings that have never existed (Sugiyono, 2014). These findings can be in the form of a description or description of an object that was previously unclear so that after research, it finally becomes transparent and can be in the form of casual or interactive relationships, hypotheses or theories. The initial conclusions are still temporary and will develop after the research is in the field. If the conclusion is supported by valid and consistent evidence when researchers collect data in the field, then the conclusions are credible (Sugiyono, 2014).

Communication strategy, as the main topic of this study, aims to assess the success of a program or activity being or has been implemented by a person or agency with a particular interest in achieving a planned goal. As a new face in disaster management, new media and social media can present new data sources and real-time information from the field (Widyastuti, 2021). The success of a program depends on the message conveyed. If the program is commercial, the goal is to invite people to take specific actions to benefit the party delivering the message. The message must be persuasive and provocative (Saqinah, 2019). In this case, the communication strategy used by BPBD Sumbawa is because it is inviting in the form of counselling. The message conveyed must be wrapped in a compelling and educative way. It is because the communicator or program implementer expects feedback reactions from the targeted audience as the recipient of the message in this program.

As one of the efforts to deal with disasters, disaster communication receives contributions from new ideas from academics and communication practitioners because this study field is very much needed by society today

(Iqbal, Rahiem, Fitrananda, & Yusuf, 2021). The objectives of the communication strategy, according to Liliweri (2011), are; (a) to announce that the information submitted must be related to the primary information that represents the complete information; (b) to motivate, the message conveyed must be able to provide a motivational boost for the community in getting the opportunity to participate; (c) to educate, the message conveyed must be educational and not deviate from the educative nature; (d) to inform, information that is disseminated to the public must be explicitly delivered and is actual; (e) assisting decision making: In order to make decisions, information must be carefully classified and analyzed so that it can be used as the primary source of information in the decision-making process.

The stages of carrying out a communication strategy are carried out by; (a) identifying the vision and mission; (b) determining programs and activities; (c) determining objectives and outcomes; (d) selecting the target audience; (e) developing the message; (f) identification of communicators; and (g) media mechanisms as a communication platform (Liliweri, 2011). Based on the stages above, the communication strategy must be well planned by the organization or agency that runs the program. In this case, the Sumbawa BPBD is interested in conveying messages about disaster management

or mitigation to the community. The Sumbawa BPBD is the party authorized to implement the Disaster Resilient Village program. They act as a communicator who provides counselling and guidance to residents in villages and sub-districts categorized as disaster-prone areas. These strategy stages have been described through the interview and observation methods the authors used during the research. That is done to find out how the communication strategy carried out by the Sumbawa BPBD in persuading and educating the community to participate in caring for the impact of disasters and how to cope with disasters independently.

RESULTS AND DISCUSSION

After carrying out the entire research process, the researchers obtained data from interviews with Turino Junaedi, the Head of Preparedness and Disaster, stating that the Sumbawa area has a high potential for disaster. Based on this, the local government makes a strategic plan and a disaster management program. The Sumbawa local government, in this case, acts as a coordinator, facilitator, and implementer of disaster management programs in their area. This strategy will be applied in preparing the Sumbawa Regency Regional Disaster Management Plan Document (RPBD).

According to Law No. 24 of 2007 concerning Disaster Management, BPBD generally has

three main functions: the command function, coordination function, and function as executor (Ginting & Simamora, 2020). Preparing disaster management programs is based on the policies of the Sumbawa Regency Government to reduce the impact of disasters in the Sumbawa Regency. The disaster management activity program is prepared based on an assessment of regional disaster risk, regional resilience level, community preparedness, learning from the experiences of other regions, and taking into account the views of various parties in the Sumbawa district.

Based on data, the preparation of the Sumbawa Regency Disaster Management Plan (RPB) is aligned with the National Disaster Management Plan (RENAS PB). This equation aims to monitor the success of national programs and make it easier for Sumbawa Regency to get assistance facilities in carrying out programs that are used as national policies. Seven disaster management strategies are divided into two groups—generic strategies for all disasters, strengthening regulations and institutional capacities. Regulatory strengthening is focused on preparing the regulatory framework for regulating regional budgets related to the implementation of disaster management. It is pursued by preparing PERDA/PERBUP (Regional Regulation or Regent Regulation) on disaster management and allocating funds in

the APBD (Regional Revenue and Expenditure Budget). Capacity building of institutions related to disaster management is carried out by establishing and strengthening BPBDs and their facilities; establishing local organizations as coordinators in the regions; increasing the quality and capacity of government human resources; community volunteers; collaborating with universities; and building logistics centres at the local level, training centres, and Pusdalops PB (Disaster Management Operations Control Center) as part of the optimization of natural resources.

Integrated Countermeasures Planning. This strategy focuses on preparing the Regional Disaster Management Plan (RPB) to build districts that are safer and more resilient to disasters. The programs launched are (1) determining policies and targets for social development programs by the government or non-governmental organizations (NGOs) to minimize the level of regional vulnerability. (2) understanding disaster risk at the regional level. (3) highlighting the RPB in the development strategy. (4) creating a regional level RPB. (5) planning and establishing a disaster emergency response operating system. (6) education, research, and training. The emphasis of research and development strategies on disaster technology and knowledge, increasing information sharing and dissemination

through education and training and improving community skills through education and the application of research results.

The programs are: (1) researching and studying the characteristics of regional disasters by establishing cooperation among academics. (2) applying research findings to reduce disaster risk by implementing disaster research findings at the local level, developing policies, and improving and deploying disaster management technology and science. (3) education and training in information sharing and dissemination. (4) develop guidelines and aid the teaching and learning process on disaster risk reduction issues in formal educational institutions by establishing policies on disaster preparedness education implementation in formal education. (5) providing assistance in the form of handbooks and learning materials and compiling and providing CBDRM handbooks. (6) improving the quality of human resources for disaster education to prepare for disaster situations in schools by integrating disaster management knowledge into the school curriculum and implementing preparedness programs.

The following strategies are capacity building and community participation. This strategy focuses on increasing local capacity through partnerships and mainstreaming a culture of disaster risk reduction and capacity

building for communities and all stakeholders. The planned programs are (1) developing a disaster resilient village pilot at the Sumbawa Regency level by determining which villages are included in the priority zone for disaster management. (2) Strengthening the Sumbawa Regency's DRR (Disaster Risk Reduction) forum to increase synergy and accelerate progress in disaster management. (3) Strengthening government and institutional partnerships in DRR to support the implementation of disaster management programs in Sumbawa Regency by supporting business institutions' participation and coordination with the media to disseminate disaster information. (4) Implementation of community and stakeholder capacity-building programs.

The Disaster Resilient Village Program has been implemented in various regional disaster management agencies since 2012. It is based on BNPB PERKA (Regency Regulation) No. 1 of 2012 concerning General Guidelines for Disaster-Resilient Villages/Sub-Districts as a National Priority Program. The core objective of the program is to increase public awareness about disasters. The ability to adapt independently in the face of disaster threats is the mission of establishing a Disaster Resilient Village (Ginting & Simamora, 2020).

This program was implemented by increasing public awareness. Including the

Source: Research documentation, 2021

Figure 2 Socialization of Disaster-Resilient Villages

importance of knowledge about disaster management, providing facilities for implementing community-based DRR programs throughout the Sumbawa district, increasing volunteer participation with stakeholders to reduce DRR (Disaster Risk Reduction), and reducing the risk of being affected by women, children, and other small groups. The specified strategy is divided into several coping strategies, such as (a) disaster risk reduction; the priority focus of this strategy is to increase structural and non-structural mitigation efforts. (b) increasing the effectiveness of disaster emergency management: the priority focus of this strategy is to improve the emergency response system, increase the ability to respond to emergency response events, increase community capacity, implement early response activities, and implement emergency response activities. (c) optimizing disaster impact recovery, focusing on strategic priorities for a rapid rehabilitation process and sustainable reconstruction in the spirit of "build back better". The strategies above are the basis for the formation of programs for disaster management efforts, which are defined as the main objectives of regional disaster management in the Sumbawa Regency.

Disaster Resilient Village is one of the flagship work programs of the Sumbawa Regency BPBD. Turino explained that one way to increase community capacity is to form a disaster-resilient village.

Strict in that the village can grow and be resilient when a disaster occurs." The village is fostered and facilitated by training on disasters, for example, types of disasters, how to deal

with disasters independently, ways to remain resilient and grow when a disaster occurs, and how to be able to live side by side with disasters (Interview, Turino, May 24, 2021).

In the presence of BPBD members in the established Disaster Resilient Village, the Regional Government facilitates activities in the form of communication tools to facilitate coordination and communication in the field. The local government plans to establish a Disaster Resilient Village by implementing the planned development every year. A Disaster Resilient Village was formed through the following stages: (1) creating a legal umbrella, then BPBD determined the village as a Disaster Resilient Village with a Decree. (2) A decree regarding establishing a Disaster Resilient Village will be issued if the village has met and completed the requirements set by the Sumbawa BPBD, including establishing an organizational structure for disaster management and forming a standby team.

In a book entitled "Mitigation Management (*Manajemen Bencana*)," dividing the disaster management paradigm into four paradigms, namely (a) the Emergency Assistance Paradigm, the primary purpose of this paradigm is to ease the burden suffered by disaster victims, as well as preventive efforts. It lessens the severity of the damage and speeds up recovery. (b) Mitigation Paradigm: the main objective is to construct building structures, relocation of settlements, laws and regulations, spatial planning, and others. (c) The development paradigm aims to improve the community's capabilities, such as improving the community's economy, improving the quality of life, ownership of land, and seeking access to capital and technological innovation. (d) The risk reduction paradigm aims to increase the community's ability to manage and reduce disaster risk (Nurjanah et al., 2012). It is not only the responsibility of certain groups but also the obligation of every level of society to participate in disaster mitigation efforts.

On July 23, 2017, the Head of BPBD Sumbawa, Zainal Abidin, said that so far, disaster-resilient villages have been established in three sub-districts, namely Lopok, North Moyo, and Alas.

The members' roles so far have been good. They can be self-sufficient in disaster management. They immediately work according to what we have provided at the training. They can mobilize the community to take action against the disaster. Like what happened in Alas yesterday, once the Disaster Resilient Village was formed, training was carried out for members not long after the disaster occurred.

Regarding the presence of members in the Disaster Resilient Village that has been established, the Regional Government only provides communication tools to facilitate

Source: Sumbawa Regency BPBD, 2021.

Figure 3 Socialization of Disaster-Resilient Villages

coordination and communication. Every year, the local government plans to establish a Disaster-Resilient Village, with the development of a Disaster-Resilient Village already established so that training for group members is still being carried out. From 2012 to 2019, 13 Disaster Resilient Villages have been formed (Table 1).

The importance of communication strategies to provide understanding to the community and carry out programs by the government cannot be overstated. One of the targets and communication strategies carried out by the Sumbawa Regency BPBD is to reduce the risk and impact of disasters, both by

Table 1 Data on Disaster Resilient Villages in Sumbawa Regency

| No	Village / District	Number of participants	Year of formation
1	Desa Malili Kec. Moyo Hilir	30 people	2012
2	Desa Sengkal Kec. Moyo Hilir	30 people	2012
3	Desa Kakiang Kec. Moyo Hilir	30 people	2012
4	Desa Kukin Kec. Moyo Utara	30 people	2012
5	Desa Songkar Kec. Moyo Utara	30 people	2012
6	Desa Baru Tahan Kec. Moyo Utara	30 people	2015
7	Desa Berora Kec. Lopok	30 people	2015
8	Desa Lopok Beru Kec. Lopok	30 people	2016
9	Desa Baru Kec. Alas	30 people	2016
10	Desa Kalimango Kec. Alas	30 people	2016
11	Desa Pelat Kec. Unter Iwes	30 people	2018
12	Desa Karang Dima Kec. Lab. Badas	30 people	2019
13	Desa Lab. Sumbawa Kec. Lab. Badas	30 people	2019

Source: BPBD Sumbawa district, 2021

carrying out physical rebuilding and by building awareness of the community's ability to respond to disaster events through training and disaster simulations. Therefore, a communication strategy is needed by BPBD to achieve its goals and can be appropriately conveyed.

The purpose of the series of information dissemination activities is to provide disaster education that can be implemented by the community in preparing mentally and physically to face disasters to help the community increase awareness of reducing the impact of disasters. The purpose of BPBD is to launch programs and have strategies linked to achieving the goal of delivering communication, so this aligns with the goal of educating to disseminate information (Liliweri, 2011). Educating in a communication strategy means that any information conveyed about an activity must be packaged educationally. On the other hand, the purpose of disseminating information is to try to contain messages that are more specific and true to reality so that the community can accept them. The purpose of educating the public can be seen from the content of messages about disaster education that are socialized using educational packaging and by directing programs to areas that often experience disasters. Meanwhile, through this socialization, it can be a place for the community to train themselves to deal with disasters in the future.

The communication strategy of the Sumbawa Regency BPBD – one of them – is through the Disaster Resilient Village Program, which is the flagship program. Theory of Communication Strategy Harold D. Laswell states that an effective communication strategy is to answer questions whose answers are interrelated, namely: the selection of an extension or communicator to deliver the message; the content of the message to be conveyed; and the selection of the use of media to be used so that it is appropriate goals, determination of communicants, and expected results (Mulyana, 2017). An interesting strategic media mission in disaster communication is to provide factual, actual, and current information to the public in the mitigation, preparedness, response, and recovery phases. In a disaster, the media has an essential role in communicating with the public (Widyastuti, 2021).

Communicator selection strategy. The communicator is the most dominant element in the entire communication process because the communicator is tasked with compiling and delivering messages to the audience (Liliweri, 2011). Fajar (2009) considers that the position and function of the communicator to create effectiveness in the communication process are very important because, from this communicator, it will be seen whether or not a message is conveyed more effectively. In some
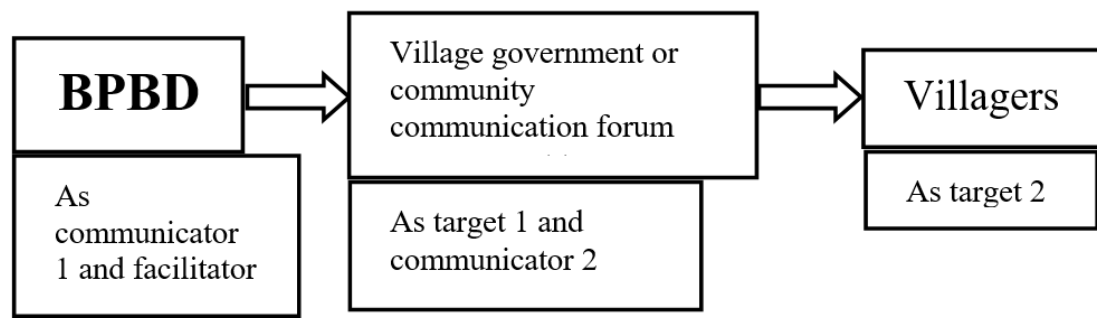
Source: Researcher's process, 2021

Figure 4 Hierarchy of communicators and targets

disaster mitigation efforts, a person in charge of communicating with the community will be appointed an *"opinion leader"*. Someone who has earned the public's trust and whose ideas are heard more because he has made efforts to approach the community to provide information related to disaster mitigation (Syahara, Alfaruqi, Alkhoroni, & Rosyidi, 2021). The Disaster Resilient Village Program, created by the Sumbawa BPBD, is a program that aims to make the community ready to face all possibilities related to disaster mitigation, from pre-disaster to post-disaster. Therefore, the criteria for determining communicators in conveying messages is to appoint certain people with scientific credibility in disaster mitigation. In conveying messages to the Sumbawa community, BPBD as communicator guides the team or management of the Disaster Resilient Village Communication Forum, and then the team or administrator as communicator conveys messages about disaster mitigation to

village communities.

Furthermore, Turino said, *"The role of BPBD, in this case, is only to facilitate until the village is formed to become a disaster-resilient village."* In this case, facilitators provide space and prepare whatever is needed to realize a Disaster Resilient Village, for example, by giving directions to the village government to conduct socialization and issue decrees, and so on. Liliweri (2011) explains that criteria are needed in choosing a communicator, including credibility in science, expertise, professionalism, and skills related to specific issues.

The target targets for the Disaster Resilient Village activity program are selected in disaster-prone villages. So, suppose the BPBD determines that the first target is the village government or the community communication forum team for the Disaster Resilient Village. In that case, the village or team will deliver and provide training to the community as the second target.

Fajar (2009) explains that communicators must understand the experience and background of the communicant appropriately to identify the target audience's characteristics. One includes the mental and physical condition of the community, which consists of knowledge of the subject matter and the community's ability to receive messages that convey messages—delivered through the medium determined to have the most widespread and dominant effect.

Disaster management forms include the selection of messages, Disaster Resilient Village program, and disaster mitigation. Disaster management is the government's effort to prepare the community to face disasters and increase awareness of being involved in the stages of disaster management (Ramli, 2010). Meanwhile, disaster mitigation is an effort to prevent or minimize the impact of a disaster (Ramli, 2010). Disaster mitigation is included in the pre-disaster stage of disaster management, so this effort is referred to as a local government preventive effort to form a disaster-aware community.

In this case, the information about mitigation to be conveyed contains directions to prepare the community for the upcoming disaster. As explained from the interviews, the mitigation messages conveyed were related to understanding mitigation, evacuation plans, and mitigation plans if a disaster happens again.

The socialization conveyed that when disaster strikes again, they already have an evacuation plan so that they know what to do when disaster strikes.

Communication strategies in disaster management must consider several things, one of which is getting people talking, namely through approaches to communities affected or potentially affected by disasters. Then it can help plan communication based on understanding and exchanging information between various parties regarding the impact of disasters and how to overcome them. It follows the disaster mitigation approach, according to Ramli (2010), namely the human approach, which is shown to form a community that understands and is aware of the impact of disasters that he faced.

Selection of media. Effendy (2008) explains that there are two ways for communicators to convey messages: face-to-face and mediated communication. In this program activity, the communication used is face-to-face communication. Face-to-face communication is carried out so that what is conveyed by the communicator can be right on target and understood. Also, through interviews, BPBD uses social media to introduce this Disaster Resilient Village program, quoted from Turino.

The communication forums maintain, communicate, educate, and socialize the latest disaster regulations. We have continued to have

a website so that they are known. So the output of establishing the Disaster Resilient Village is that we are trying to be comprehensive or comprehensive.

In this study, emphasizing the process of the communication strategy carried out by BPBD in tackling disasters in Sumbawa Regency, the results show that the expansion of the disaster-resilient village program can develop quickly and precisely to answer community needs for the role of government in dealing with disaster problems. Of course, in this case, the community also has an essential role in the success of the program because this program is focused on providing education to the community in carrying out disaster mitigation together. So, when the Disaster Resilient Village was formed, the government also wanted to introduce this program to the broader community. A website was made so that the public increasingly knew about this program.

CONCLUSION

Based on the research results above, researchers can draw several conclusions following the mitigation management and communication strategy. First, the construction of communicators in the implementation and planning of programs, when viewed based on mitigation management, is following mitigation management by building disaster awareness collectively when faced with disaster situations using the right key opinion leaders as bearers of mitigation messages to the community. Second, the selection of communicators and messages must first go through information filters based on credibility and scientific criteria to avoid panic and achieve massive message goals. Last, the design and use of information media based on social needs and information disclosure to the public to achieve the objectives of disaster mitigation. It is time for the government and stakeholders to consider effective communication strategies (such as selecting the exemplary communicator in the delivery of disaster management, which aims to make the message complete and accepted by the communicant) to minimize misinformation in disaster and mitigation areas. In addition, disaster communication messages must be persuasive, no longer normative or informative, by taking into account the risks that may occur. Based on the research that has been done, the researcher can convey the following suggestions: It is expected to attract more qualified human resources. It is because researchers feel that the existing human resources lack the qualifications to be an adequate disaster management provider.

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