

RISK COMMUNICATION STRATEGY IN DEALING WITH THE TSUNAMI DISASTER

Marlinda Irwanti¹, Dian Nuriman², Puji Lestari³, Ridzki Sigit⁴
Universitas Sahid, Jakarta, Indonesia^{1,2,4}
Universitas Pembangunan Nasional Veteran, Yogyakarta, Indonesia³
Email: dianagustinenuriman@gmail.com

Abstract

Umang Beach Club Private Island Resort is located in Sumur village, Pandeglang, Banten. Has a unique location, located at two potential tsunami sources. The first is Seismic, which is at the center of the Sunda Strait megathrust. The second, namely Unsesmic, is located at a distance of about 70km from Mount Anak Krakatu. This study aims to find a risk communication strategy in dealing with the tsunami natural disaster. This study used a qualitative descriptive method and collected data by interviews, documentation and observation. Interviews were conducted with informants, namely local governments and disaster-related institutions. The results of the study found that risk communication strategies in dealing with tsunamis were initiated by common perceptions of the tsunami hazard, setting goals, developing messages, face-to-face communication.

Keywords: *communication strategy, risk communication, natural disaster, tsunami*

INTRODUCTION

Law of the Republic of Indonesia Number 24 of 2007 concerning disaster management, explains about natural disasters as a disaster caused by an event or series of events caused by nature, including earthquakes, tsunamis, volcanic eruptions, floods, droughts, hurricanes, and landslides. Natural disasters are quite frightening disturbances to a group around the disaster site which can cause material, economic, or environmental losses that are beyond the capabilities of the surrounding community who are affected or affected by the impact of the natural disaster so that they must deal with it through their own resources.

Natural disasters keep coming without stopping either through signs or coming without being preceded by a signal that becomes a sign of danger that a natural disaster will occur so that the risk to the safety of the soul is very vulnerable to natural disasters.

Since 2018, there have been recorded occurrences of major natural disasters such as earthquakes, tsunamis, volcanic eruptions and liquefaction phenomena with the highest number of victims and damage occurring in Indonesia. Based on data from the National Disaster Management Agency (BNPB), the earthquake that occurred has claimed the lives of 572 people. One of the biggest disasters was the tsunami natural disaster in the Sunda Strait in 2018 which was caused by the avalanche of Mount Anak Krakatau which caused waves of seawater to hit the western coast of Banten and a number of areas in the South Lampung region.

The massive increase in tourism development, especially in coastal areas in Pandeglang district without being followed by tsunami disaster mitigation, has made the tourism sector had the worst impact when the Sunda Strait tsunami occurred on December 22 2018, the tourism sector was the most affected sector compared to other sectors.

Umang Beach Club Private Island Resort is located on Umang Island, Sumur Village, Pandeglang Ujung Kulon – Banten. The location of Umang Island is in the location of the Sunda Strait megathrust which has the potential for a seismic tsunami or tsunami caused by a tectonic earthquake, and is close to Mount Anak Krakatau which is about 70 km away which caused an unsemic tsunami or tsunami. not caused by a tectonic earthquake.

The 2018 Sunda Strait tsunami had a major impact on Umang Island and the people living in Pandeglang, Banten and its surroundings on the coast. The risk communication carried out by Umang Beach Club Private Island Resort so far is by making a press release to inform the state or condition of Umang Island after the tsunami that occurred. Press releases are informed via email, website and social media to all Stakeholders. Risk communication activities are carried out in a disaster response simulation with all employees.

Until now, several efforts have been made to increase community resilience both before (pre) and after the tsunami disaster in 2018. For example, such as disaster risk assessment and mapping, training, outreach in the context of disaster risk reduction and community capacity building which in the end to increase community resilience to the threat and risk of a tsunami disaster.

With regard to communication, training activities and socialization on mitigation are a process of communication. Risk communication has a definition, namely an activity or communication activity related to something that is not expected, for example, is the tsunami disaster. Therefore, a risk communication strategy is needed in dealing with the tsunami natural disaster in order to reduce the adverse effects of this natural disaster.

Middelton in Cangara (2013: 61) communication strategy is the best combination of all communication elements ranging from communicators, messages, channels (media), receivers to influences (effects) designed to achieve optimal communication goals. There are four objectives in the communication strategy as follows: (1) To Secure Understanding, namely to ensure that there is an understanding in communication. (2) To Establish Acceptance, namely how acceptance is continuously fostered properly. (3) To Motivate Action, namely activation to motivate it, and (4) To Goals Which Communicator Sought to Achieve, namely, how to achieve the goals to be achieved by the communicator from the communication process.

For any effort to be effective, some planning is required. To plan a risk communication effort, whether a one-time message or multiple messages for various audiences over a longer period of time, it is necessary to define aims and objectives, analyze the audience, develop the message, determine the appropriate method, establish a schedule, and gather all of these parts into a plan that is comprehensive. Having a risk communication plan can help focus efforts to keep everyone involved in assessing, communicating, and managing risk informed so they can work together as a team.

METHODS

This study uses a qualitative research approach with a focus on case study research to determine risk communication strategies in dealing with the tsunami natural disaster. Source

of data through primary and secondary data. Primary data collection techniques are carried out by in-depth interviews (Sugiyono, 2019). In-depth interviews were conducted with internal and external stakeholders at Umang Beach Club Private Island Resort. Secondary data collection through internal and external document analysis studies of Umang Beach Club Private Island Resort and stakeholders related to risk communication activities through websites, social media and literature studies.

Researchers conducted participatory observations starting from the Anyer, Labuan, Panimbang beach locations to the main location, namely Umang Beach Club Private Island Resort. This study uses triangulation with sources, namely informants consisting of hotel stakeholders both internal and external who are considered to have experience or insight and also knowledge related to the occurrence of the tsunami natural disaster, especially the Sunda Strait tsunami on December 22, 2018.

Data analysis uses the Miles and Huberman models. Data analysis is used when data collection is in progress and when data collection is finished at a certain time. During the interview, the researcher analyzed the answers from the interviewees.

RESULTS AND DISCUSSION

There are three general perspective approaches to risk according to Ortwin Renn's theory. The first perspective can be called the scientist's approach to risk. The second perspective can be labeled a psychological approach to risk. The third approach can be called the cultural approach to risk. Based on the findings of researchers in the field, risk communication in dealing with the 2018 Sunda Strait tsunami natural disaster focused on two perspectives on risk, namely a psychological approach and a cultural approach to risk. This can be seen from the various perceptions of risk when researchers find out about the meaning of tsunami risk and related to public awareness of the potential for a tsunami that might occur.

There is a different stigma in understanding the risk itself, so there are various perceptions regarding public awareness in terms of participation in tsunami preparedness outreach. In fact, not only the community, but this also happens to entrepreneurs who are involved in the world of coastal tourism in Banten and South Java. They still think that externally communicating to the public that their location is a tsunami-prone area is a disgrace. Therefore, risk communication cannot be carried out optimally and simultaneously.

The following are the findings of the researchers based on interviews conducted with several informants regarding risk perception and public awareness of the natural tsunami disaster: According to Udrek - Director of Mapping and Evaluation of Disaster Risk at BNPB, talking about risk communication, of course the really hope is how the community can understand what is called risk which raises awareness, understanding so that discipline and obedience arise to carry it out. Especially for the tsunami case, actually really hope that the community understands the risks because of the tsunami problem compared to this other disaster is a relatively unpredictable disaster. Looking at the events of the Sunda Strait tsunami in 2018, it was phenomenal because it was not caused by an earthquake. So that what is being done by BNPB is towards efforts to build, especially what is called Destana or

the abbreviation of Tangguh Disaster Village. According to Udrek, however, communication through Destana is the most ideal because people can grow and develop in a community, for example a village or village. So, when talking about things that are only for socialization, basically it doesn't really have a lingering effect on society.

To build awareness and also change people's perceptions of the tsunami hazard, Udrek made a film called Repdeman which tells a story earthquake and tsunami in Mentawai in 2010. Through movies can see various social perspectives related to the tsunami. Repdeman is a Mentawai language which means taking care of memory. Actually, the expected risk communication is one of them by making a documentary film like Repdeman so that it can reach the public. However, there are still many people there who tend to think that there is no need to discuss the tsunami. Udrek said that when BNPB held a Destana in southern Java, conducting socialization with traces from east to west, at that time the community did not want signs to explain the tsunami,

When Widjo Kongko made a tsunami model, many were rejected by the community and various parties because many people still denied it, even though this was explained scientifically. However, at that time it reached the people with different perceptions, causing unrest and assuming that this had caused the tourist spots to become deserted. This means that therein lies the problem of risk communication itself, so the approach that BNPB is trying to do is to an approach that is similar in nature to creating the KATANA program, which means Disaster Resilient Family and DESTANA, which means Disaster-Resilient Village. It's a huge program and it exists labeling and recognition.

For example, Tanjung Benoa, there is a place that has received an award or recognition from UNESCO as a community Tsunami Ready. They can get the award because the people are truly open-minded and very responsive and understand risk. The people in Tanjung Benoa are making efforts to build resilience without denying the fact that their village is prone to tsunamis, and this is contradictory to the Banten area. Tanjung Benoa did not just seek the recognition of being Tsunami Ready and they did not say that the tsunami was not in their area, but they informed them that they were ready to be safe and not panic if one day a tsunami occurred because they were already prepared with a safe place.

The tourists who flock to Bali in this area must be saved. The United Nations did assessment in advance to the Tanjung Benoa location before being awarded. When visiting Tanjung Benoa, you will be able to feel why they are entitled to receive that award or recognition. They succeeded in establishing cooperation with all existing hotels so that all existing hotels had the right to be boarded by all residents around the location as tsunami shelters.

Hotels provide access to all residents to save themselves through existing hotels. The hotel realizes and submits that they are in a tsunami-prone area, and they prepare themselves by making evacuation routes, gathering places, access roads and so on. So, what they are preparing is preparedness for a tsunami, not removing the word tsunami, it is successful risk communication, according to Udrek.

If hotels in the southern region of Java deliver the same as in Tanjung Benoa and make the same effort, it will be successful. Hotels in Tanjung Benoa are trying to get a

stickerTsunami Readywhich has criteria for getting it from BNPB so that almost all hotels in Bali have clear evacuation routes and procedures. So, what is being sold in the communication is that tourist attractions must be dangerous, but when tourists come to Tanjung Bena, the hotel managers have thought about and prepared for the safety of tourists.

Udrek in the interview revealed that he had often talked about the programTsunami Readythis is with the province of Banten, and have visited Cilegon several times but the results have not been seen so far. However, from a social perspective, it is not as strong as the system that examines the tsunami model technically by making tools and so on. Udrek feels that resilience cannot be generalized, for example, from the story about Siberut in the film Repdeman, it cannot be applied to people in South Java because there are cultural differences and other factors. It's also different when they come to Merapi, the people already understand the risks and realize that they will face continuous natural disasters so they are well aware that their life is side by side with disasters.

Safe seas are seas where there is no potential for a tsunami, people understand that tsunamis do exist, but they must fully understand the risks. They are still active in that place but they are already armed with very detailed knowledge about what they should do if a tsunami occurs. So that people keep doing activities and there is no prohibition on activities at sea. The concept is that you are welcome to do activities at sea, but what needs to be understood is how to prepare yourself at sea and provide knowledge to them so they know the risks.

There is still a stigma in Banten from hotel tourism managers that they don't want to be exposed to the issue of the tsunami or the installation of signs related to the disaster because they are afraid it will make tourists reluctant to take a vacation to this Banten location, especially on the coast, even according to Deni from the hotel there is also who argue whether this is exhaled from Puncak Bogor so that tourists do not want to come to Anyer. After the 2018 tsunami there was a change in people's views regarding the dangers of earthquakes and tsunamis. According to Deni, the community used to care less, but now the community is even actively involved in whatsapp groupsdisaster. Like Tarjono from BMKG, I am also in the group. Every day Deni informs about the weather and earthquakes. According to Deni, initially Tarjono also discussed the limitations of information that would be conveyed in the whatsapp group. Then there are also people who make disaster response groups independently and that is women.

According to the Regent of Pandeglang, Irna Narulita, the tsunami was not a disgrace. So that the installation of tsunami warning signs will give guests confidence because there is a lot of information and education. According to Irna, tourism industry actors at PHRI must conduct a lot of training. If this information is covered up, it will actually make people not want to come to Pandeglang. Irna has conveyed this to PHRI, conveyed it through a monitor connected to BMKG. Business actors must spend capital for these monitors so that the economy can run and so that migrants are comfortable. Then when a tsunami occurs they run to the hill, how many kilometers they run, so that at that moment they are recorded and they don't panic. According to Irna, there should be a lot of education about things like that.

With regard to risk, there is such a thing as perception which is one of the main factors in terms of risk communication because to be able to convey a message and be received the same as what is expected, it is necessary to first equate the perception regarding the risk itself. Sometimes what happens is like in Tanjung Bena which has been named Tsunami Ready by UNESCO and BNPB so that the hotels there work together to achieve the 12 indicators of achieving Tsunami Ready, they already have the same perception of the disaster risks they will face. Unlike Banten, where there is still a stigma that people know there is a disaster-prone area, it is a disgrace for them and they are afraid that tourists will be afraid to visit there.

CONCLUSION

From the results of field research, the researchers found that a risk communication strategy in dealing with a tsunami must begin with a shared perception of the meaning and understanding of risk itself.

As the researchers found, in the field there are still differences in perceptions regarding the understanding of tsunami risk, starting from the leadership down to the community. However, there are also people who already understand the risk of a tsunami, while the regional leaders do not yet understand the risk of a tsunami, instead they consider it something taboo.

So the equation of perception is the initial process of doing risk communication strategy in dealing with tsunamis so that we can determine the objectives of the risk communication together with the same perception of tsunami risk. Then in setting goals must be measurable so that they can be evaluated in the end.

The next is developing messages, in a tsunami risk communication strategy it is important to create key messages that everyone can remember so that they can make recovery actions more effective and reduce confusion. Key messages are very important for communicators to always echo.

The next step is face to face communication. Face-to-face communication in this tsunami risk communication strategy is applied in the form of simulation activities such as tsunami drills, evacuation drills, and other risk communication activities.

Then work with the mass media. Looking at the media that can still be relied on to reach a wide audience, even to remote villages, is radio.

The next step is stakeholder participation (Stakeholders) in each process of the tsunami risk communication strategy. Starting from discussion, analysis, and risk management.

Then there is communication technology support to discuss or disseminate risk information or enable audience members to ask and receive various information about risks. Whatsapp group is one of the most used options by stakeholders in receiving and conveying information. In addition, there is also social media to share opinions, thoughts and other information through text, graphics and videos about risks that are considered relevant to the audience.

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