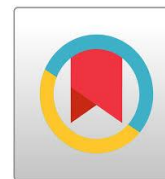


The Urgency of the Bantul Regional Disaster Management Agency in Increasing Disaster Awareness among Women’s Community



Urgensi BPBD Bantul Dalam Peningkatan Kesadaran Bencana Kelompok Perempuan

Laras Lingganingrum^{1*}, Sakir²

¹²Department of Government Affairs and Administration, Faculty of Social and Political Science, Universitas Muhammadiyah Yogyakarta, Indonesia

¹²Brawijaya Street, Geblagan, Tamantirto, Kasihan District, Bantul Regency, Daerah Istimewa Yogyakarta zip. code. 55183

laras.l.isip20@mail.umy.ac.id^{1*}, mas.sakir@fisipol.umy.ac.id²,

Corresponding Author: laras.l.isip20@mail.umy.ac.id^{1*}

ARTICLE INFORMATION

Keywords

Bantul BPBD;
 Disaster;
 Pusdalops;
 Social Media;
 Women;

ABSTRACT


Women are included in the list of vulnerable victims of disaster due to their lack of skills and lower physical strength than men. The role of the Regional Disaster Management Agency (BPBD) as a communicator or messenger is required in the efforts to increase disaster awareness and information among women's community. This urgency is supported by the condition of the area which has a high risk of disaster as well as the fact that the total female population outnumbers the males. This research aims to find out how the BPBD of Bantul Regency uses social media to promote disaster awareness and information to the women's community. In the digital era, social media is considered capable of channeling messages more widely to reach underserved communities. This research used a qualitative method with a case study approach. The research results show that the BPBD of Bantul Regency have made some efforts to increase disaster awareness and information among women's community by involving direct participation. In carrying out the role, the communicator has a structured information delivery and processing chain by involving Pusdalops (the Operational Control Center) and teams from each field. This results in messages wrapped in the form of social media content, even though the disaster narrative does not yet represent efforts to increase disaster awareness and information for women's community. The target of this social media communication is the general public, both men and women. The existence of a structured information delivery and processing chain as well as mastered materials can make the messages reach the women's community. The researchers propose an alternative model for disaster communication through social media as an effort to increase disaster awareness and information among women's community without changing existing disaster information communication patterns. The researchers propose this model to fill the gap in the role of teams in each field who should have knowledge capacity related to the disaster awareness and information among women's community.

Kata Kunci

Bencana;
 BPBD Bantul;
 Media Sosial;
 Perempuan;
 Pusdalops;

ABSTRAK

Perempuan masuk ke dalam daftar korban rentan bencana karena kurangnya keterampilan dan kekuatan fisik relatif lebih kecil daripada lawan jenis. Peran Badan Penanggulangan Bencana Daerah (BPBD) dibutuhkan sebagai komunikator pembawa pesan untuk upaya peningkatan kesadaran bencana dan informasi kelompok perempuan. Urgensi hal tersebut didukung dengan kondisi daerah berisiko bencana tinggi ditambah total penduduk perempuan lebih banyak dibanding laki-laki. Penelitian ini bertujuan untuk mengetahui bagaimana sosial media milik BPBD Bantul sebagai sarana peningkatan kesadaran dan informasi bencana kelompok perempuan. Sosial media di era digital dinilai bisa menyalurkan pesan lebih luas untuk menjangkau bagian yang tidak terjangkau. Penelitian ini menggunakan metode kualitatif dengan observasi dan interview secara mendalam. Hasil dari penelitian ini BPBD Bantul telah melakukan upaya peningkatan kesadaran bencana dan informasi

	<p>kelompok perempuan dengan melibatkan keikutsertaan secara langsung. Komunikator dalam menjalankan perannya telah memiliki rantai penyampaian dan pengolahan informasi terstruktur dengan melibatkan Pusdalops dan tim tiap bidang. Sehingga menghasilkan pesan dibalut dalam bentuk konten media sosial, walau narasi kebencanaan belum merepresentasikan upaya peningkatan kesadaran bencana dan informasi kelompok perempuan. Target komunikasi media sosial untuk umum baik laki-laki maupun perempuan. Namun, adanya rantai penyampaian dan pengelolaan informasi dan materi yang pasti dikuasai maka keterjangkauan pesan kepada kelompok perempuan dapat terealisasi. Peneliti mengajukan model alternatif komunikasi bencana melalui media sosial sebagai upaya peningkatan kesadaran bencana dan informasi kelompok perempuan. Dengan tidak mengubah pola komunikasi informasi bencana yang telah ada, namun model yang peneliti ajukan adalah sebagai pengisi kekosongan peran atas tim tiap bidang yang seharusnya memiliki kapasitas pengetahuan terkait kesadaran bencana dan informasi kelompok perempuan.</p>
<p>Article History Send 18th May 2023 Review 14th August 2023 Accepted 5th December 2023</p>	<p>Copyright ©2024 Jurnal Aristo (Social, Politic, Humaniora) This is an open access article under the CC-BY-NC-SA license. Akses artikel terbuka dengan model CC-BY-NC-SA sebagai lisensinya.</p> 

Introduction

The unitary state of the Republic of Indonesia is vulnerable to geological hazards since it is located between the confluence of three world plates, causing frequent natural disasters to occur (Niken & Setyorini, 2020). Topographically, Bantul Regency is an area consisting of plains, hills and beaches with 9 disaster threats including tsunamis, landslides, fires, drought, disease outbreaks, floods, extreme weather, extreme waves, and abrasion. It is located in the southernmost part of the Special Region of Yogyakarta and has a coastline with 17 kilometers length (Chairunnisa et al., 2019). To this day, Bantul Regency is one of the tsunami-prone areas that should be taken into consideration (Subardjo & Ario, 2016). The history of disasters occurred in Bantul Regency cannot be underestimated. One of the reasons is that the location of the Indian Ocean which directly opposite Bantul Regency is recorded as having a history of major tsunami disasters due to the 2006 earthquake (Waluyo & Wardhani, 2021). Thus, it is necessary to increase public awareness in Bantul Regency, which must always be enforced. Referring to the data of the Indonesian Disaster Risk Index (*Indeks Resiko Bencana Indonesia/ IRBI*) released by the National Disaster Management Agency (BNPB), Bantul Regency is included in the area with high disaster risk with a score of 187.20, making information and communication aspects related to disasters as one of the things that should be given more attention in disaster management (Taaaj, 2022).

Referring to population data on the Bantul Regency Government website (Bantul, 2021), the population of Bantul Regency is 998,647 people in 2021, consisting of 497,175 men and 501,472 women, with a difference between men and women of 4,297 people. Moreover, it is also clarified that 69.07% of the total population in Bantul Regency is of productive age. The number of female residents in Bantul Regency is greater than men who are faced with Indonesia's disaster-prone conditions, even though according to research (Siregar & Wibowo, 2019), women are included in the vulnerable category due to the fact that they need more time to heal and tend to face more difficult times after a disaster. The International Federation of Red Cross and Red Societies (Societies, 2010) stated that women's community are the main victims in natural disasters because many of the dead came from women's community since their skills and physical strength are considered to be lacking and lower compared to those of the opposite sex. In fact, increasing women's participation in disaster response is an urgently needed step to reduce the destructive impact of natural disasters (Hastuti, 2016).

Communication is one of the important aspects in increasing public awareness related to disasters (Widyastuti, 2021). It is necessary to have clear lines of communication

in increasing public awareness thus the community becomes more aware of potential disasters in their own area (Prasanti & Fuady, 2018). The most effective communication during a disaster can help a community prepare for the event and notify the residents about the government initiatives assisting the disaster management in their region (Prasanti & Fuady, 2017). Communication is understood from an early communication theory by Harold D'Lasswell (Onong, 2004). According to Harold D'Lasswell's communication theory, the communication process is explained by answering the questions of 'who' (who is the communicator?), 'says what' (the message conveyed), 'in which channel' (the media used), 'to whom' (who is the communicant?), and 'with what effect' (what effect to expect) (Paramita et al., 2021).

Enhancing communication in the aftermath of natural disasters is not only carried out at the prevention, preparedness and response stages, but also at the reconstruction and rehabilitation stages which will provide great benefits (Hasrul et al., 2019). The concept of disaster communication can be understood as one of the instruments in disaster management that runs continuously and in synergy with related parties, such as the Government, Communities, Private Parties, Non-Governmental Organizations and the Media (Abidin, 2021). Increasing public awareness regarding potential disasters in the environment can be started at the disaster mitigation stage (Iqbal et al., 2021), which begins with the initial step of identifying potential disasters in the surrounding area (Wardyaningrum, 2016). Disaster communication can be used to calm the public if an unexpected disaster occurs.

The advent of the digital era, which represents a form of rapidly advanced technology and information, should be viewed as the proper time and opportunity to enhance public awareness and information on natural disasters (Kurniawan et al., 2021). The existence of the media as a party with an important role in disaster management emphasizes the importance of information and communication in disaster management (Hardiyanto & Pulungan, 2019). In addition, with the increasing progress in the field of information and communication, it is possible for social media to become a part and tool in providing and educating disaster awareness at the grassroots level (Nurhadi & Kurniawan, 2017). Social media has become a platform for communication that is considered effective, efficient and fast, plus the increasingly massive number of users and social media makes it one of the advantages of using social media (Panagiotopoulos & Barnett, 2016). Twitter, Instagram, and Facebook are examples of social media sites that can be used to spread information and awareness about disasters such as tsunamis, earthquakes, floods, etc. (Saroj & Pal, 2020). Information on potential disasters can be disseminated via social media, starting with initial

information regarding potential disasters that may occur immediately (Retnowati et al., 2014). The use of social media for disaster management is also carried out to determine the severity of a disaster through social media analysis (Kankanamge et al., 2020).

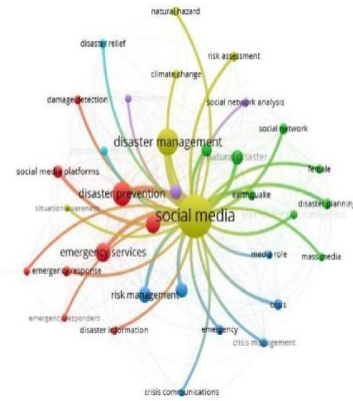


Figure 1. VOS Viewer Bibliometric Analysis

Source: Data processed by researchers (2022)

Based on the results of previous research analyzed using VOS Viewer Bibliometrics, there are still shortcomings and limited research focusing on the use of social media in the efforts to increase disaster awareness among women's community. Previous researches focused more on disaster management, disaster prevention and emergency services. Apart from the VOS Viewer analysis which is supported by the background of the problems that have been explained, it was found that the number of women is greater than men in Bantul Regency. Furthermore, women's community is categorized into groups of disaster main victims and groups who are vulnerable to the threat of disasters. The large existence of women's community is faced against the geographical conditions of Bantul Regency, an area with 9 disaster threats and a high disaster risk index. This is an urgency for the Regional Disaster Management Agency (*Badan Penanggulangan Bencana Daerah/ BPBD*) of Bantul Regency as the institution responsible for increasing disaster awareness and information among women's community.

Hence, this research is crucial to be conducted to find out the efforts of the Bantul BPBD in increasing awareness among the women's community. This research focuses on finding facts about the efforts of the Bantul BPBD as a government agency responsible to increase the disaster awareness of the women's community currently by conducting interviews and direct observation. By this way, the researchers focus on the efforts of the Bantul BPBD as a government agency tasked with increasing disaster awareness of the women's community based on its potential which lies in the use of social media as a disaster communication medium.

Thus, based on the background above, the researchers are interested in examining how social media owned by the Bantul BPBD is used as a means of increasing awareness and disaster information among women's community in Bantul Regency.

Method

This research is a type of qualitative-descriptive research that produces descriptive data written in detail based on data view reports and data analysis in the field (Al-Hamdi at., al, 2020). Qualitative-descriptive research was chosen because the researchers tried to reveal the meaning of using social media in increasing awareness and disaster information among women's community in Bantul Regency. This research applied a case study approach as it is in accordance with the research objective to analyze the cases and phenomena related to the use of social media in increasing disaster awareness and information among women's community in Bantul Regency. The research was conducted through direct observation at the Regional Disaster Management Agency (BPBD) office during an internship for three months from October until December 2022 in Bantul, Jetis, Palbapang, Bantul Sub-district, Bantul Regency, Special Region of Yogyakarta, 55713.

The data collection technique used in the research was based on two data sources, including primary and secondary data. Primary data was obtained from interviews, observation, Focus Group Discussion (FGD) and literature studies to get information about the research object. In-depth interviews conducted directly and openly with members of the Bantul Regional Disaster Management Agency (BPBD), while other data collection was conducted through analysis of the social media owned by the Bantul BPBD. In an attempt to directly or face-to-face observe the object used as the research material, observation method was applied. Secondary data was obtained through a literature review of previous studies that have the same research topics, from scientific articles, books, until news. Moreover, data documentation in the form of photos of the activities conducted during the observation was required to achieve the research objectives.

After collecting the data, an analysis was performed using a technique called as the Interactive Model described by Miles and Huberman (Creswell, 2008), stating that researchers take stages from data collection, data reduction, data presentation, and then drawing conclusions. In this research, data collection stage was carried out by directly observing and interviewing members of the Regional Disaster Management (BPBD) of Bantul Regency. Then, the data from the interviews were reduced and analyzed using Harold D'Lasswell's

communication theory and followed by data processing. Furthermore, the researchers combined the results of the analysis to draw conclusion for each indicator.

Result and Discussion

Who: The Role of Communicator in the Efforts to Increase Disaster Awareness and Information among Women's Community

The 'who', according to Lasswell's idea, plays the role of the communicator who is responsible for spreading and controlling the messages addressed to the communicant (Vardhani & Tyas, 2018). According to Lasswell (Suharso et al., 2020), there are three reasons for communicators to carry out the communication process: 1) as the communicator's efforts to control the environment, 2) as the communicator's efforts to transform the legacy of his socialization, and 3) as the communicator's efforts to adapt to the environment. The communicator in the research is the BPBD of Bantul Regency. The role as a communicator of disaster messages aims to increase public awareness to reduce disaster risk (Lovari & Bowen, 2019). The role of communicators on social media carried out by BPBD Bantul cannot be separated from the teams in each field managed by the Operational Control Team of the Disaster Management Center (Pusdalops). It is also considered to have an important role in supporting the smooth management of disaster information aspects (Octafia, 2017).

Thus, the scope of this research lies in BPBD Bantul's efforts to encourage women's involvement in various activities. Although most activities involving women are still carried out collectively by men, women's groups are most likely making their efforts to raise awareness about the risks of natural disasters. There are no special activities for women except outreach to women's groups in the Family Welfare Movement (Pembinaan Kesejahteraan Keluarga/ PKK). The involvement of women by BPBD Bantul was realized in the activities of the Disaster Safe Education Unit or well known as Satuan Unit Pendidikan Aman Bencana (SPAB) at Elementary Schools, Junior High Schools, and Senior High Schools in Bantul Regency. SPAB activities are conducted based on the Regulation of the Head of the National Disaster Management Agency (PERKA BNPB) Number 4 of 2012 and carried out by Wahyu Nurwasi Rofiah Sakti as the Bantul BPBD's Prevention, Preparedness and Post-Disaster Management Staff.

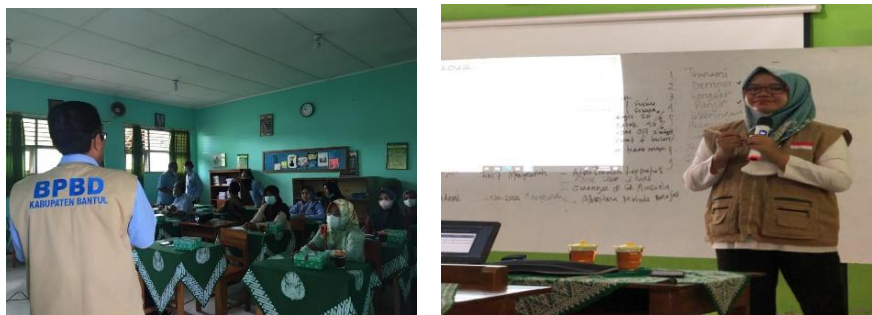


Figure 2. Members of the Bantul BPBD Conducting SPAB Socialization

Source: Research Documentation, (2022)

SPAB at Schools in Bantul Regency has existed since 2008, which until 2022, it has been formed in 33 schools. Out of 33 school SPAB in total, 5 school SPAB have been successfully formed by BPBD Bantul in 2022. According to Wahyu Nurwasi Rofiah Sakti, Staff of the Bantul BPBD's Prevention, Preparedness and Post-Disaster Management, in 2022, there is a spike in the number of requests from many schools for the establishment of the SPAB. Nevertheless, due to time constraints and lack of available employees, this has not yet been fully completed. This phenomenon shows the growing desire and high awareness of schools in Bantul Regency regarding disaster awareness. The SPAB activity at schools in Bantul Regency is considered as one of the efforts in increasing disaster awareness and information among women's community, because it involves representatives of student guardians, most of whom are women. The activity provides a lot of knowledge as an effort to increase disaster awareness and information directly to women's community.

Women have also been included in the policy formation process thus it can serve as a conduit for channeling women's disaster targets (Siahaan & Tambunan, 2016). Based on an interview with Antoni Hutagaol, S.T, Head of the Emergency and Logistics Division of the Bantul BPBD, there were many female volunteers in the field whose courage is no less than that of men. In post-disaster situations, women are also often found in emergency tents as holders of public kitchens. It is seen as a form of women's awareness to maximize their role in a disaster situation. Therefore, efforts to raise disaster awareness for women's community by the BPBD of Bantul Regency are urgently needed to support the creation of positive environment for women to play a role when a disaster occurs.

The BPBD of Bantul Regency as a communicator with important roles conducts a structured disaster information delivery chain. Structured information delivery and processing chain produce messages wrapped in social media content. We can see it from the picture below which comes from the author's direct observation, showing an illustration of the disaster

information communication pattern occurred at the Bantul BPBD to produce content on social media.

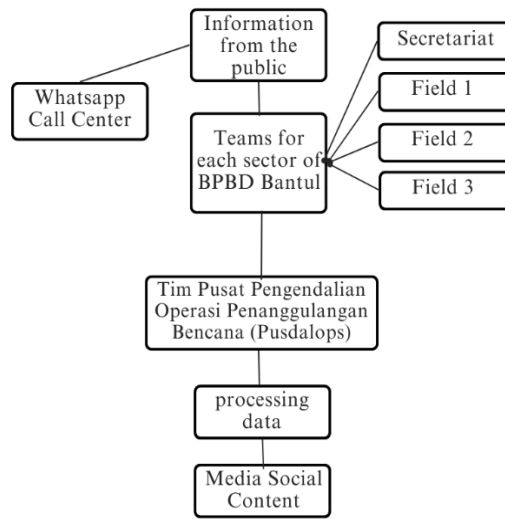


Figure 3. Disaster Information Communication Patterns of the Bantul BPBD

Source: Analytical Research Data (2022)

Based on the interview with the Pusdalops team, it is known that community activity plays an important role in helping communicators creating content on social media owned by the Bantul BPBD. The public can provide disaster information through the Call Center or WhatsApp contacts that have been published beforehand. Apart from that, information also comes from team reports in each BPBD sector/ field regarding disasters from existing programs in each field. There are 4 fields in the Bantul BPBD with different scope of duties, as follows:

Table 1. Focus of Each Field in the Bantul Regional Disaster Management Agency

Field	Section
Secretariat	Letters and administration
Field 1 (Post-Disaster)	Prevention, Preparedness and Post-Disaster Management
Field 2 (Preparedness, Logistics and Equipment)	Emergency, Logistics and Equipment
Field 3 (Fire Fighter)	Fire Fighter

Source: Researchers' Observation Data, 2022

The team assigned to each field is responsible for giving information related to disasters based on the emphasis of each section in the table above, which will be investigated for the truth by the Pusdalops and then processed. Pusdalops processes information from the community and teams from each field to create updated news and information on social media, to achieve its goal as a medium for public awareness in reducing disaster risk. The role and data processing carried out by the communicator ultimately produces content that is uploaded on social media and can be accounted for as correct.

Says What: Disaster Narrative Conveyed by the Bantul BPBD on Social Media

‘Says What’ based on the communication theory by Lasswell is the message conveyed or carried by the communicator in the communication process (Evelina, 2020). In the context of this research, the referred message is the message conveyed in social media content held by the BPBD of Bantul as part of an initiative to increase disaster awareness among women's community and provide them with information. By providing messages specifically for women's community through social media content, it is hoped that they will be able to reach a wider range of women's community in Bantul Regency. Based on the results of the interview, the aim of using social media by the Bantul BPBD is to educate the public in the digital and media era. Thus ultimately, the aim of using social media is as a medium for public awareness in reducing disaster risk.

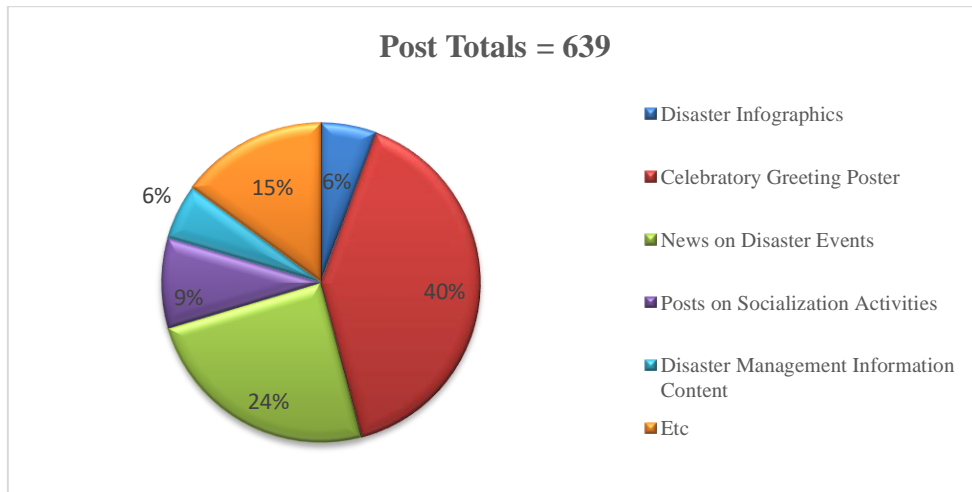


Figure 4. Percentage Chart of the Bantul BPBD Instagram Content
(28 November 2015-31 December 2022)
Source: Analytical Research Data (2022)

Based on the diagram that illustrates the percentage of Instagram content, the Bantul BPBD explained that the contents were uploaded from the time the Instagram account was created in November 2015 to December 2022. The total posts in that time period were 639 posts. Of the 639 posts, various types of content were found then processed by the researchers and displayed in the form of percentage results. Of the 6 types of content, the one with the largest percentage is the celebratory greeting poster with a percentage of 40%. This is inversely proportional to the content containing information on disaster management which is only 6%. The BPBD of Bantul Regency is a government institution that has responsibility for disaster management, thus the use of its social media should be more directed towards disaster management information content. This is because disaster management information content is seen as having more informative and educational value for the public in understanding disasters, especially for women. On the other hand, the celebratory greeting poster which has the highest percentage have less informative and educational value regarding disasters or increasing awareness of disasters. Therefore, the Bantul BPBD must have the responsibility to manage and present social media content that is more informative and educative. From the researcher's analysis based on the Bantul BPBD's social media and observations, the messages conveyed in the form of social media content by the Bantul BPBD did not represent efforts to increase disaster awareness and information to women's community. This was discovered after the researchers decided to make observations. Information on social media content that refers to educating women's community regarding disasters has not yet been found. This is because the disaster narratives conveyed are mostly about updating information on disaster events in Bantul Regency such as independence celebrations, natural disasters, fire incidents, as well as activities carried out by the BPBD of Bantul Regency.



Figure 5. Social Media Content of the Bantul BPBD's Instagram
(February-March 2022)

Source: Research Documentation of the Bantul BPBD's Instagram (2022)

Based on the images above, it can be seen that the content tends to be more directed towards posters celebrating independence or congratulating holidays. Apart from that, the disaster narratives presented are generally intended for both men and women.



Figure 6. Social Media Content of the Bantul BPBD's Twitter
(February-March 2022)

Source: Research documentation of the Bantul BPBD's Twitter (2022)

Based on the image obtained from the Twitter of Bantul BPBD above, SPAB activities have been published. However, this content have no information related specifically to women. The narrative contained in the content is limited to an explanation of the SPAB activities carried out. Moreover, messages delivered on the Bantul BPBD's social media have no information focused on the women's community. In fact, conveying educational information to the women's community is no less important, such as steps that must be taken before a disaster, when a disaster occurs, and after a disaster.

In Which Channel: Social Media of the Bantul BPBD as the Communicator's Message Channel for Women's Community

'In which channel' based on the communication theory by Harold D. Lasswell refers to what media used by the communicator as a conveyer in communicating (Sundari & Purba, 2020). The social media of the Bantul BPBD in the research is a channel because social media acts as a medium for conveying messages from communicators. As we know, the Bantul BPBD is quite active on social media, including Youtube, Instagram, Facebook and Twitter. However, none of the four social media platforms owned by the Bantul BPBD were used to reflect the organization's efforts to increase disaster awareness and information for women's community in Bantul Regency. There is no specific content for educating women's community regarding disasters. In fact, the participation of women's community has been maximized by

the Bantul BPBD in various activities. The enthusiasm of the women's community in the activities held was very large. This was supported by the statement from the organizers of the Disaster Safe Education Unit that many parents, especially mothers, were enthusiastic about taking part in these activities with various different backgrounds and experiences.

From the Bantul BPBD's activities that involved women, it was revealed several statements shared by the women. It was found that many women in various meetings stated about their experiences of not being 'used' when a disaster occurred. It is not uncommon for women to become victims of disasters due to the lack of knowledge regarding what to do during a disaster, pre-disaster, and post-disaster. It is supported by the high sense of women as mothers who want to protect their children when a disaster occurs. However, the experience of women who try to protect their children when a disaster occurs actually makes them victims. It is supported by the statement of a student's guardian during the activities of the Disaster Safe Education Unit at the Elementary School of Wijirejo 2.

"When the earthquake occurred in 2006, I panicked and immediately ran out of the house, but it turned out that my child was still in the house and without thinking I immediately went back into the house because I didn't know what to do. It turned out that my house was not strong enough to withstand the shaking of the earthquake and it immediately collapsed. In the end, I suffered several fractures in my body and that was one of my traumas from the earthquake."

The preceding remark makes it very evident that there is a deficiency in the amount of knowledge and information that pertains to disasters. Panic and lack of knowledge make people don't know what to do when a disaster occurs. Considering that the area of Bantul Regency has a high risk of disaster, eventually, the government must have a channel for conveying disaster information, thus the community has adequate knowledge if a disaster occurs.

Information and messages wrapped in the form of social media content for women's community, as an effort to increase awareness and information in Bantul Regency, can be realized from various activities held by the Bantul BPBD that involve the participation of women's community. Materials owned by BPBD Bantul which are used in various activities and outreach involving women can be a source of messages packaged in social media content intended for use by women's community. Materials in the activities and outreach involving women's direct participation can be disseminated via social media in order to reach other women's community outside who are not participating in the activities held by the Bantul BPBD. The reach of disaster messages to women's community can be achieved by utilizing

social media owned by the BPBD of Bantul Regency and supported by an accountable information management chain.

To Whom: Communication Targets on Social Media of the Bantul BPBD

‘To whom’ based on the communication theory by Harrold D. Laswell (Nurhadi & Kurniawan, 2017) means to whom the message is delivered by the communicator. To whom, either the communicant who will receive the message or the communicator themselves, plays a crucial function in the communication process. It is because the communication process cannot be successful if there is no recipient. The targeted recipients of the message in the context of this research are the followers and viewers of women's community for messages carried in special contents as the utilization of the Bantul BPBD’s social media. Considering that there are still many women's community that need to be reached in terms of increasing awareness and disaster information, the Bantul BPBD’s social media is an alternative that can be used. The Bantul BPBD’s social media has so far been limited to containing news on disasters, weather information, and anniversary commemorations, which should also include contents containing information for women's community. Information and messages for women are considered important considering that there are more women in Bantul Regency. Moreover, women have a greater risk of becoming victims in disasters due to various factors, and Bantul Regency has a high risk of natural disasters.

In fact, many of the activities organized by the Bantul BPBD have involved women's community as an effort to increase disaster awareness and information. However, the Bantul BPBD stated that the content on social media is not aimed specifically at women, regardless of the platform. It is evidenced by the statement in an interview with the Pusdalops as the person in charge of social media belonging to the BPBD of Bantul Regency that "The management of social media content by the Bantul BPBD is common both for men and women. Targeted content includes all genders and does not have an informational focus on women. Additionally, there is no female-specific content on our social media." Based on this statement, it can be seen that the communication target of the Bantul BPBD’s social media content is generally aimed at the community, both women and men. This further emphasizes that efforts to increase disaster awareness and information for women's community have not been reached through social media.

Alternative Model of Disaster Communication through Social Media as an Effort to Increase Disaster Awareness and Information on Women's Community and ‘With What Effect’ In this research, it is formulated an alternative model of disaster communication

through social media as an effort to increase disaster awareness and information for women's community. The description of the alternative model formulated by the researchers is as follows:

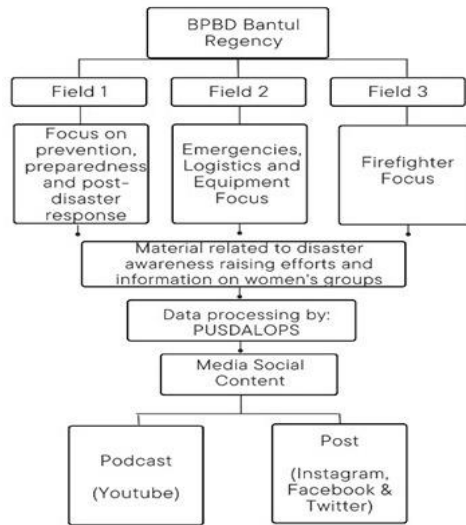


Figure 7. Alternative Model of Disaster Communication through Social Media as an Effort to Increase Disaster Awareness and Information for Women's Community

Source: Data Processed by Researchers (2022)

It is possible to use the social media platforms run by the Bantul BPBD as a medium for the dissemination of messages and information encased in the form of content, as part of an initiative to raise disaster awareness of the women's community and provide them with information. By not changing the existing communication pattern of disaster information, the model proposed by the researchers is intended to fill in the blanks on what was observed. It is started with the activeness of each field in the Bantul BPBD to provide special material for women's community in accordance with the focus of their respective fields. The information gathered from each field will eventually be submitted, and Pusdalops, which holds the duty for social media, will process the data. Furthermore, it will produce content on social media as an output according to the capacity of each social media. Youtube Social Media will deliver messages from communicators in the form of podcasts related to efforts to increase disaster awareness and information on women's community. Meanwhile, the social media platforms such as Instagram, Facebook, and Twitter can display content in the form of posts containing essential information for women. These posts can be made to appear as appealing as possible by utilizing the uniqueness of each social media platform.

After the social media content of the Bantul BPBD has been achieved using the proposed model above, the participation of teams in each field shall not be stopped. The content of social media platforms that Pusdalops has worked on, at some point in the future, will be sent back to the data source specifically of each field. Furthermore, based on the existing content, the team for each field can use it as additional data when conducting socialization or other activities involving women. After the operations of the Bantul BPBD have been completed, the information collected in the form of social media material may be distributed at a later time or provided to women's community. Because of it, the content will be valuable, and it will be preserved thus it can be accessed again when necessary, outside of the context of direct operations. Moreover, the people who receive the material can also spread the word about the social media content options that are available to them. 'With What Effect', according to the communication theory by Harold D Lasswell (Pratama, 2022), is the effect that arises or results from the communication process. The messages wrapped in the Bantul BPBD's social media content have brought a positive effect towards the followers or viewers, as we can see it from all social media owned by the Bantul BPBD which are always active and get likes as well as comments, although basically the social media has not provided space for efforts to increase disaster awareness and information for women's community. However, it is expected that by proposing an alternative model provided by the researchers, it will produce a positive effect on the women's community.

In the end, messages wrapped in social media content with a focus on the efforts to increase disaster awareness and information among women's community as a form of communication can reach wider women's community as they become the viewers and followers of the Bantul BPBD's social media. This method of communication makes use of the modern technology, particularly the social media platforms. The benefits obtained also fill the void in the roles of teams in each field who should have knowledge capacity related to disaster awareness and information to women's community, thus the women can be channeled through social media in the form of content. Access to disaster information for women's community can be achieved and is expected to provide positive feedback.

Conclusion

Based on the research results and discussion, the limitations of this research are detailed for the period of 2020 to 2023, women's community, and regional boundaries of Bantul Regency. Hence, it can be concluded that the BPBD of Bantul Regency plays a role and is responsible as a communicator (who) in matters related to the efforts to increase disaster

awareness for women's community. The BPBD of Bantul Regency has directly involved women's participation in various activities which are considered capable of increasing disaster awareness and information. The role of disaster communicator on social media belonging to the BPBD of Bantul Regency cannot be separated from the structured information delivery and processing chain by the Pusdalops and teams from each field. The results are messages wrapped in the form of social media content, yet the disaster narratives (says what) on the four social media channels such as YouTube, Facebook, Instagram and Twitter have not yet represented the efforts to increase disaster awareness and information for women's community. The communication target (to whom) of the content is intended for the general public, both men and women. However, with the existence of the information delivery and management chain owned by the Bantul BPBD and mastered materials, the affordability of messages to women's community through social media can be realized.

Therefore, the researchers propose an alternative model of disaster communication through social media as an effort to increase disaster awareness and information for women's community. By not changing the existing communication pattern of disaster information, the model proposed by the researchers is intended to fill the void in the role of the teams in each field that should have knowledge capacity related to disaster awareness and information to women's community. This cannot be separated from the role of the teams in the field 1, 2 and 3 who are considered capable and have knowledge related to efforts to increase disaster awareness and information on women's community which is set forth in the form of materials. The material will later be distributed to Pusdalops and data processing will be carried out, thus it can produce content containing interesting messages on the Bantul BPBD's social media. The content created can later be used and distributed by the BPBD in various activities. In the end, messages wrapped in social media content, with a focus on the efforts to increase disaster awareness and information on women's community as a form of disaster communication, can reach wider women's community as they become the viewers and followers of the Bantul BPBD's social media. This will be able to bring beneficial impacts and feedback for the women's community, something that is hoped for. Hence, the impact (with what effect) of the affordability of the disaster information for women's community is expected to be able to provide knowledge related to disaster awareness and information as well as positive feedback.

The weakness of this research is that it cannot find which social media is most relevant for disseminating increased awareness and disaster information. It is because the use of the BPBD's social media is not optimal to increase awareness and disaster information. Therefore, the researchers recommend for further research to be able to carry out quantitative research

which shows the results of a deeper survey of field conditions by assessing the understanding of disasters by the women's community in risk areas. Quantitative research is meant to be supported by real validity in the field with number-based research. In addition, further research can investigate more about what social media platforms are most relevant to be used as a medium for conveying disaster messages to women's community by focusing more on the form of two-way engagement between communicators and communicants.

Acknowledgments

We would like to deliver our gratitude to the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia for funding our research through the Program of Independent Campus Competition Grant (*Hibah Program Kompetisi Kampus Merdeka/ PK-KM*). In addition, we would like to thank the Government Science Study Program Laboratory, Universitas Muhammadiyah Yogyakarta, for supporting this research. Furthermore, we would also like to thank the Bantul Regional Disaster Management Agency (the Bantul BPBD) for accepting cooperation in this research-based internship program.

References

- Abidin, S. (2021). Komunikasi Bencana Dalam Mencegah Dan Mengurangi Kepanikan Masyarakat Di Masa Pandemi COVID-19. *Al-Muaddib: Jurnal Ilmu-Ilmu Sosial dan Keislaman*, 6(1), 15-22. <https://doi.org/10.31604/muaddib.v6i1.15-22>
- Al-Hamdi, Ridho. Sakir. Suswanta. Atmojo, Muhammad Eko. Efendi, David. (2020). *Penelitian Kualitatif Pegangan Mahasiswa Ilmu Pemerintahan*. Yogyakarta: Pustaka Pelajar.
- Bantul, P. K. (2021). *Profil Kabupaten Bantul*. Dinas Penanaman Modal Dan Pelayanan Terpadu Satu Pintu. <https://dpmpnt.bantulkab.go.id/web/page/profil-kabupaten-bantul#>
- Chairunnisa, I., Rijanta, R., & Baiquni, M. (2019). Pemahaman Budaya Maritim Masyarakat Pantai Depok Kabupaten Bantul. *Mcredia Komunikasi Geografi*, 20(2), 199-210. <https://doi.org/10.23887/mkg.v20i2.21216>
- Efendy, O. U. (2004). *Dinamika Komunikasi*. Bandung : Remaja Rosdakarya.
- Evelina, L. W. (2020). Peran Media Sosial Kamibijak. id dalam Menciptakan Akses Daring Ramah Disabilitas Untuk Teman Tuli. *AGUNA: Jurnal Ilmu Komunikasi*, 1(1), 20-36. <https://ejournal.amikompurwokerto.ac.id/index.php/AGUNA>
- Hadi, H., Agustina, S., & Subhani, A. (2019). Penguatan kesiapsiagaan stakeholder dalam pengurangan risiko bencana alam gempabumi. *Geodika: Jurnal Kajian Ilmu dan Pendidikan Geografi*, 3(1), 30-40. <https://doi.org/10.29408/geodika.v3i1.1476>

- Hardiyanto, S., & Pulungan, D. (2019). Komunikasi Efektif Sebagai Upaya Penanggulangan Bencana Alam di Kota Padangsidempuan. *Jurnal Interaksi: Jurnal Ilmu Komunikasi*, 3(1), 30-39. <https://doi.org/10.30596/interaksi.v3i1.2694>
- Hastuti, H. (2016). Peran Perempuan dalam Menghadapi Bencana di Indonesia. *Geo Media: Majalah Ilmiah dan Informasi Kegeografian*, 14(2), 1-21. <https://doi.org/10.21831/gm.v14i2.13812>.
- International Federation of Red Cross and Red Crescent Societies. (2010). A Practical Guide To Gender-Sensitive Approaches For Disaster Management. Internat. Federation of Red Cross and Red Crescent Societies.
- Iqbal, M., Rahiem, V. A., Fitrananda, C. A., & Yusuf, Y. M. (2021). Komunikasi Mitigasi Bencana: Studi Kasus Mitigasi Bencana Badan Penanggulangan Bencana Daerah Provinsi Jabar dalam Menghadapi Bencana Alam Gempa Bumi Akibat Sesar Lembang. *Linimasa: Jurnal Ilmu Komunikasi*, 4(2), 186-194. <https://doi.org/10.23969/linimasa.v4i2.4189>
- Kankanamge, N., Yigitcanlar, T., Goonetilleke, A., & Kamruzzaman, M. (2020). Determining Disaster Severity Through Social Media Analysis: Testing The Methodology With South East Queensland Flood Tweets. *International Journal of Disaster Risk Reduction*, 42. <https://doi.org/10.1016/j.ijdrr.2019.101360>
- Kurniawan, D., Sutan, A. J., Nurmandi, A., & Loilatu, M. J. (2021, November). Social Media as Tools of Disaster Mitigation, Studies on Natural Disasters in Indonesia. In *HCI International 2021-Late Breaking Posters: 23rd HCI International Conference, HCII 2021, Virtual Event, July 24–29, 2021, Proceedings, Part II* (pp. 375-382). Cham: Springer International Publishing.
- Lovari, A., & Bowen, S. (2019). Social media in disaster communication: A Case Study of Strategies, Barriers, and Ethical Implications. *Journal of Public Affairs*, 20(3), 1–9. <https://doi.org/10.1002/pa.1967>
- Nurhadi, Z. F., & Kurniawan, A. W. (2018). Kajian tentang efektivitas pesan dalam komunikasi. *Jurnal Komunikasi Universitas Garut: Hasil Pemikiran dan Penelitian*, 3(1), 90-95. <https://dx.doi.org/10.10358/jk.v3i1.253>
- Octafia, M. (2017). *Peran Pusat Pengendalian Operasi (PUSDALOPS) BPBD Kota Cilegon dalam Pelayanan Penanggulangan Bencana di Kota Cilegon* [Universitas Sultan Ageng Tirtayasa]. <http://eprints.untirta.ac.id/id/eprint/862>
- Panagiotopoulos, P., Barnett, J., Bigdeli, A. Z., & Sams, S. (2016). Social Media In Emergency Management: Twitter As A Tool For Communicating Risks To The Public. *Technological Forecasting and Social Change*, 111 (1), 86-96. <https://doi.org/10.1016/j.techfore.2016.06.010>
- Paramita, E. P., Suadnya, I. W., Miharja, D. L., & Khusnia, H. N. (2021). Strategi Komunikasi dalam Program Zero Waste Menuju NTB Lestari Oleh Dinas Lingkungan Hidup Dan Kehutanan Provinsi Nusa Tenggara Barat. *Prosiding Sainstek*, 3(1), 83-93. <https://jurnal.lppm.unram.ac.id/index.php/prosidingsainstek/article/view/281/282>

- Prasanti, D., & Fuady, I. (2017). Strategi Komunikasi Dalam Kesiapan Menghadapi Bencana Longsor Bagi Masyarakat Di Bandung Barat (Studi Kasus Tentang Strategi Komunikasi Dalam Kesiapan Menghadapi Bencana Longsor Bagi Masyarakat Kawasan Pertanian Di Kaki Gunung Burangrang, Kab. Bandung. *Jurnal Komunikasi*, 11(2), 135-148. <https://doi.org/10.21107/ilkom.v11i2.3329>
- Prasanti, D., & Fuady, I. (2018). Analisis Jaringan Komunikasi Masyarakat dalam Kesiapan Menghadapi Bencana Longsor Di Kaki Gunung Burangrang Kab. Bandung Barat. *Jurnal Kawistara*, 8(1), 1-8. <https://doi.org/10.22146/kawistara.32976>
- Pratama, B. A. (2022). *Analisis Teori Komunikasi Lasswell Pada Penerapan Maskot Cakrawala Di Konten Poster Instagram Universitas Negeri Malang* [Universitas Negeri Malang]. <http://repository.um.ac.id/id/eprint/263656>
- Retnowati, E., Yulianto, M., Naryoso, A., & Rakhmad, W. N. (2014). Studi Deskriptif Diseminasi Informasi Pesan Kebencanaan di Kelompok Masyarakat Kawasan Rawan Bencana Desa Umbulharjo Kecamatan Cangkringan Kabupaten Sleman Daerah Istimewa Yogyakarta. *Interaksi Online*, 3(1). 1-11.
- Saroj, A., & Pal, S. (2020). Use of Social Media In Crisis Management: A Survey. *International Journal of Disaster Risk Reduction*, 48. <https://doi.org/10.1016/j.ijdr.2020.101584>
- Setyorini, A. (2020). Tingkat Kesiapsiagaan Kepala Keluarga Dalam Menghadapi Bencana Gempa Bumi Di Kecamatan Pleret Dan Piyungan Kabupaten Bantul Tingkat Kesiapsiagaan Kepala Keluarga Dalam Menghadapi Bencana Gempa Bumi Di Kecamatan Pleret Dan Piyungan Kabupaten Bantul. *Jurnal Kesehatan Al-Irsyad*, 13(1), 84-92. <https://doi.org/10.36760/jka.v13i1.61>
- Siahaan, A. Y., & Tambunan, F. (2016). Integrating Gender into Disaster Management in Indonesia. *Advances in Social Science, Education and Humanities Research (ASSEHR)*, 81(1), 495–504. <https://doi.org/10.2991/icosop-16.2017.67>
- Siregar, J. S., & Wibowo, A. (2019). Upaya Pengurangan Risiko Bencana Pada Kelompok Rentan. *Jurnal Dialog dan Penanggulangan Bencana*, 10(1), 30-38.
- Subardjo, P., & Ario, R. (2016). Uji Kerawanan Terhadap Tsunami Dengan Sistem Informasi Geografis (SIG) Di Pesisir Kecamatan Kretek, Kabupaten Bantul, Yogyakarta. *Jurnal Kelautan Tropis*, 18(2). 82-92 <https://doi.org/10.14710/jkt.v18i2.519>
- Suharso, P., Arifiyana, I. P., & Wasdiana, M. D. (2020). Layanan Perpustakaan Perguruan Tinggi Dalam Menghadapi Pandemi Covid-19. *Anuva: Jurnal Kajian Budaya, Perpustakaan, dan Informasi*, 4(2), 271-286. <https://doi.org/10.14710/anuva.4.2.271-286>
- Sundari, G., & Purba, V. (2020). Podcaster's Awal Minggu Communication Strategy in Creating Podcast Content on the Spotify. *Diakom: Jurnal Media Dan Komunikasi* /, 3(2), 148–156. <https://doi.org/10.17933/diakom.v3i2.82>

- Taa, N. (2022). *Membangun Ketahanan Lansia dalam Kesiapsiagaan Bencana (Studi Kasus Kabupaten Bantul 2021)* [Universitas Muhammadiyah Yogyakarta]. <https://etd.umy.ac.id/id/eprint/29696>
- Vardhani, N. K., & Tyas, A. S. P. (2018). Strategi Komunikasi Dalam Interaksi Dengan Mahasiswa Pertukaran Asing. *Jurnal Gama Societa*, 2(1), 9-16.
- Waluyo, F. A., & Wardhani, M. K. (2021). Perencanaan Wilayah Pesisir Berbasis Mitigasi Bencana Tsunami Tsunami Disaster Mitigation Based Coastal Area Planning Case Study In. *Jurnal Ilmu Kelautan*, 2(3), 226–235.
- Wardyaningrum, D. (2016). Perubahan Komunikasi Masyarakat dalam Inovasi Mitigasi Bencana (Studi pada Masyarakat di Wilayah Rawan Bencana Gunung Merapi Sebelum dan Setelah Erupsi Tahun 2010). *Jurnal Komunikasi*, 10(2), 133-152. <https://10.20885/komunikasi.vol10.iss2.art3>
- Widyastuti, D. A. R. (2021). Using New Media and Social Media in Disaster Communication. *Jurnal Komunikator*, 13(2), 100–111. <https://doi.org/10.18196/jkm.12074>