

DISASTER COMMUNICATION MANAGEMENT PUSDALOPS PB SLEMAN IN DISASTER INFORMATION COORDINATION

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Abstract

The purpose of this study was to analyze disaster communication management activities carried out by the Sleman Emergency Operation Center in coordinating disaster information and identifying information coordination that occurred between Kab. Sleman, community, and non-governmental organizations @merapi_news. This study used descriptive qualitative method. Data search is done by in-depth interviews with parties involved in the disaster management process, namely Supervisors, Operators of PB Emergency Operations District. Sleman, the private organization @Merapi_news, and the Sleman community. The results of the study showed that the Sleman Emergency Operation Center was still not maximal in the implementation of the disaster communication management process. The lack of coordination of information that causes miss communication and distribution of disaster information to the community is often too late, the use of Instagram social media is not optimal by the Sleman Emergency Operation Center, and mitigation needs to be done simultaneously both BPBD and PUSDalops to shape the attitudes and knowledge of the community and implementing officers in disaster management.

Keywords: Management of disaster communication, Sleman Emergency Center, Merapi, BPBD Sleman.

INTRODUCTION

Data from the National Disaster Management Agency (BNPB) shows that in 2007 there were 887 natural disasters in Indonesia. This number increased to 2,004 events in 2010 and 2,313 in 2016. Whereas in 2017, until December 25, 2017, BNPB recorded 2,156 disasters that occurred in Indonesia. As a country with an equatorial crossing, Indonesia does not only have to improve in terms of development, but also conduct disaster prevention and mitigation. This is useful as a preventive effort carried out when the

disaster will occur, when it occurs, and after.

Natural disasters that often occur in Indonesia have raised national awareness about the importance of disaster risk management. Indonesia should improve in terms of disaster management. It is not impossible, the study of disaster communication management is able to cope with disaster events or events that often hit our country. Communication management also needs to be publicly socialized and applied by the community whether or not prone to disasters. Given that disasters never recognize location and time.



Figure 1. Data on Disaster Events in the Last 5 Years.
(Source: <http://bnpb.cloud> accessed July 10, 2018)

The data mentioned is the fact that happened in the field that Indonesia in the last five years has found a lot of disaster problems. In the past five years the disaster in Indonesia has been quite volatile. Sometimes it can be in normal and safe conditions but in 2017 the graph shows quite high hate activity. Natural disasters occur due to natural factors. Although some can be caused by human carelessness. But it is the way to overcome it that is currently very necessary to know to minimize casualties, losses, and others. This can be done with the preparedness of each individual when experiencing a disaster event.

Yogyakarta as one of the disaster prone areas must also have a good information and communication system in informing disasters. As the Mount Merapi

disaster that has experienced a major eruption in 2010, and in 2018 it had experienced phreatic eruption which resulted in several days of ash rain. The role of the government at this time is really needed, to minimize people's panic and control the information spread so as not to become hoaxes. At present some parties (bodies related to natural disasters) have been encouraged to place the media as one of the channels of communication in the delivery of information simultaneously for disaster management. However, the handling is not easy, there needs to be a strategy to disseminate the right information, because it is directly related to the safety of the entire community around Mount Merapi. One of the highlights of the author was the Pusdalops PB (Operations Control Center) Sleman.

Pusdalops PB is a specific organization formed by the government to handle disaster management, namely, the Regional Disaster Management Agency (BPBD) and the National Disaster Management Agency (BNPB). Meanwhile the Disaster Management Operations Center (Pusdalopss PB) is the implementing element in the BNPB / BPBD which is tasked with organizing disaster management information and

communication systems. The establishment of this special body was in accordance with the Republic of Indonesia Law Number 24 of 2007 concerning Disaster Management. Quoted in the news.detik.com page, which was published on Friday, February 23, 2018, reported that there were at least 18 best BPBDs from various regions in Indonesia that were awarded. Among them are:

Table 1. BPBD The Best Rank Version of BNPB

BPBD level 1 (Province)	BPBD level 1 (City)	BPBD level 2 (Province)	BPBD level 2 (City)	BPBD level 3 (Province)	BPBD level 3 (City)
1. Sulawesi Utara	4. Kota Ambon	7. Jawa Tengah	10. Kabupaten Purworejo	13. SumSel	16. Kota Medan
2. Maluku	5. Kota Gorontalo	8. Bali	11. Kabupaten Magelang	14. Aceh	17. Kabupaten Lima Puluh Kota
3. Papua Barat	6. Kabupaten Sula	9. Jawa Timur	12. Kota Solo	15. Riau	18. Kabupaten Serang

(Source: news.detik.com accessed July 10, 2018)

Referring to the best BPBD data, the role of the government (Pusdalops PB Sleman) can be said to be still less than optimal. It can be seen from the table presented, DIY province has not yet entered the best BPBD list in 2018. In addition to these facts, the researchers found during the pre-observation with the residents of Cangkringan, Sleman. Residents claimed that the Sleman PB PBC had made the Disaster Alert School

program not simulated. Even though students change every year. Evidently when Mount Merapi experienced phreatic eruptions, the schools around Merapi returned their students in panic. On page slemankab.go.id it is also explained that this organization is fully responsible for Disaster Information Manager as well as functioning as Coordination Controller between agencies and institutions both government and community, for disaster

management in the District / City. It can be said that the existence of PB PBC in Sleman area served as the explanation.

Other data that the researchers found was that in his official account [slemankab.go.id](https://www.instagram.com/slemankab.go.id) explained that besides managing disaster information obtained from the center, they also functioned as a controller of coordination between government agencies and the community. This is of course very unfortunate, considering the presence of a similar account will only increase awareness and can reduce hoax news so that disaster information spread in the community is not a hoax. Moreover, similar accounts are also very informative and interactive to the public. Also can develop tourism in the area around Merapi.

Eko Suwanto as Chair of Commission A of the DIY DPRD appealed to the need for the Regional Government to formulate SOPs or standard procedures for Mount Merapi disaster management operations both during phreatic and magmatic eruptions. "Give the right information so that it can be used as a guide for all agencies, the private sector and the community in conducting disaster management". In relation to the widest dissemination of information related to disasters and not only limited to official agencies, it proves

that the existence of non-official accounts as a channel of information is also good.

In addition, the presence of accounts that inform disasters such as @merapi_news can also increase public awareness of natural disasters. Not only that, many similar accounts even help disaster victims in sending aid and raise donations. If accounts with positive intentions like this are not responded to or are noticed, how about the account that spreads the hoax account there? Whereas one of the ways that PB Emergency Operators can do to expand the range of information dissemination is to use a similar account to build vigilance as well as to attract tourists (Jogja is safe, can be visited, airports are operating, etc.).

The results of the observations indicate that the first source of information from the PB Sleman Emergency Operation Center and Merapi_news is the same, namely BPPTKG (Institute for Investigation and Development of Geological Disaster Technology). In the dissemination of information related to the Mount Merapi disaster or other catastrophic events, the parties are joined in a group that has been specified according to their interests. However, the researchers found that there were deficiencies in the process of delivering information provided to the community.

One example from Instagram, both parties (@Pusdalops PB Sleman and @Merapi_news) in activating the news of the disaster. The government should be the first and foremost disseminator of information and inform the event in more detail.

Law of the Republic of Indonesia Number 24 of 2007 concerning Disaster Management article 26 states that everyone has the right to obtain information in writing and / or verbally about disaster management policies and in the next section it is stated that everyone has the right to participate in decision making on disaster management activities , especially those relating to themselves and their communities. It is also stated in Article 21 that the Regional Disaster Management Agency has the task: compile, determine and inform disaster-prone maps and in other parts it is stated that the other task is to report disaster management to the regional head every month in normal conditions and at any time in an emergency disaster.

Therefore, the writer tries to analyze how disaster management communication is carried out by PB Sleman Emergency Operation Center in coordinating information related to the Mount Merapi disaster. Where Disaster Communication Management is a

comprehensive effort to prevent and reduce disaster risk by managing the process of producing messages or information about disasters, disseminating messages and receiving messages from the pre-disaster stage, during a disaster and post-disaster (Lestari, 2012: 175).

Management of disaster communication focuses on planning, coordination, and implementation, as well as evaluating disaster management, especially during emergency response (Lestari, 2012: 181). Management of disaster communication is the process of planning, organizing, implementing, and evaluating various government policies related to disaster management. This is an indicator for researchers to conduct research on disaster communication management in the Sleman @Pusdalops PB account that is officially managed by the government regarding the coordination of disaster information.

Communication Management Concept

Michael Kaye defines communication management as an individual way of managing the communication process through the formulation of meaning frameworks in sharing the scope of communication, by optimizing existing communication and technological resources. Management of communication is also said to be a process

of planning, organizing, coordinating, and controlling the delivery of messages from one party, to other parties to achieve goals effectively and efficiently so that there is an influence between the two (Abidin, 2015: 132).

Communication management provides knowledge about the management of communication, as well as management principles with the entire management process as a whole which includes various management functions, namely planning, organizing, actuating,

and controlling. Management acts as a driver of communication activities in an effort to achieve communication goals. In order for communication to reach its objectives effectively, the elements in communication must be managed and carried out by linking the elements of communication with management functions. Tommy Suprpto provides an overview of the relationship between management functions and communication elements, in the following table:

Table 2. Management Relationship Matrix and Communication Elements

Management Function	The Elements of Communication				
	Sender	Message	Media	Audience	Effect
Planning	√	√	√	√	√
Organizing	√	√	√	√	√
Actuating	√	√	√	√	√
Controlling	√	√	√	√	√

(Source: Suprpto, 2009: 131)

Based on these matrices, an overview of how to manage communication activities can be obtained in order to achieve the objectives of a communication activity. The basic functions of management in the table above in practice are flexible, and can be developed according to the needs of each organization. In each management function above, communication becomes an element that must not be ignored in the

management process. Communication can be likened to one aspect that must exist in management. The purpose of communication management itself is to manage communication activities so that they can run and achieve results effectively (Abidin, 2015: 51).

Environmental Communication & Uncertainty Reduction Theory

Disaster Communication Management is part of Environmental Communication (Astoria, 2016: 3). The focus of environmental communication is the way humans communicate about nature because it affects many people regarding the environmental crisis and human and natural relations. The underlying assumption is that human communication has a big effect on perceptions of the world or place of residence, then that perception will shape how humans define human relations with nature and how humans act on nature. Milstein explains the relationship of communication with the environment as below:

“Material world as helping to shape communication and communication as helping to shape the material world”.

Cox (2010: 3) explains, the purpose of communication environment and public space, among others: (1) to increase in-depth knowledge about how to communicate in shaping people's perceptions of environmental issues; (2) introducing several media and public forums including other things used in environmental communication to influence decisions on the natural and human environment; and (3) to be able to engage

in local and global discussions that can have an impact on our own environment. Here environmental communication becomes an integrated component in policy. The definition of environmental communication came from Robert Cox in his book *Environmental Communication and the Public Sphere*, arguing that environmental communication is a pragmatic and constitutive means of providing an understanding of the environment to society, as well as our relationship with the universe.

Communication in tackling a disaster is often felt to be less than optimal, so that it can adversely affect disaster management and communication itself. So the need for disaster management communication so that the message delivered can be well received by the audience. While Disaster Communication is the ability to communicate messages about disasters to the public, government, media and opinion leaders can reduce risk, save lives and the impact of disasters (Haddow and Haddow, 2008: xiv). Haddow added that disaster communication is vitally important to effective emergency management. Traditional and new media play significant roles in disaster communication, disaster communication is very important to make disaster management effective. Traditional

media and even play an important role in disaster communication.

Uncertainty Reduction Theory reveals how communication is used to reduce uncertainty among other information involved in talking to each other (West & Turner, 2013: 173). According to Berger, when individuals communicate, individuals actually plan to achieve goals (Littlejohn & Foss, 2009: 218).

Individuals make plans for communication with others to reduce the uncertainty experienced. When uncertainty decreases, the anxiety experienced will also decrease. Communication itself arises because of the need to reduce uncertainty. In handling disasters, accurate information is needed by the community and private institutions that have concern for disaster victims. Communication in disasters is not only needed in disaster emergency conditions, but is also important at the time and pre-disaster. As said that communication is the best way to succeed in disaster mitigation, preparation, response, and recovery of situations in the event of a disaster.

According to (Lestari, 2007) disaster communication management is the process of planning, organizing, implementing, and evaluating various government policies related to disaster

management. According to WHO (World Health Organization) in good disaster management planning is planning that has four elements of planning, namely preparedness plan, contingency plan, emergency operation plan, and recovery plan (Jack Pinkowski, 2007: 17). This is certainly very much needed considering the importance of disaster communication so that the community can be more vigilant and able to anticipate disasters so as to minimize the impact of the disaster.

METHOD

This study uses a qualitative descriptive research method. This is done in order to describe, describe the phenomena that exist, both natural and human engineering, which pay more attention to the characteristics, quality, and interrelationships between activities carried out by the PB PBE Emergency Operators related to disaster communication management. The resource person used is the PB Sleman Emergency Operation Center as an official government organization related to disaster information in the Sleman area, Admin or owner and manager of non-official accounts from Merapi_jogja as comparative informants from non-governmental organizations. As well as the community (community leaders and

ordinary people with a distance of 10 to 10 km from Merapi peak). This is because the disaster affected communities most directly feel the performance of the two parties. The researcher deepens information on various data derived from observations, interview interviews in depth, and documentation.

DISCUSSION

This study explains how disaster management management is carried out by the PB Sleman Emergency Operation Center in coordinating disaster information. This study uses the concept of disaster communication management that identifies the process of planning, organizing, implementing, and evaluating various government policies related to disaster management. Disaster communication management is used to analyze disaster information coordination activities carried out by the Sleman PB Emergency Operations Center, and identify information coordination that occurs between PB Emergency Operators, community (audience), non-government organizations @merapi_news. Therefore, the researcher used the concept of disaster communication management to identify the overall communication management process carried out by PB PBC and its

relation to information coordination to other parties.

In this study, researchers found that the communication management of the Sleman PB Pusdalops disaster in all activities was still dominated by BPBD. The Sleman PB Pusdalops only participated in the activities provided by the BPBD without seeing the facts that occurred in the field. As a result, the PB Pusdalops as a disaster management agency is not well known among the general public in the Sleman area. It also affects every other disaster communication management process. Both in the stages of planning, organizing, implementing and evaluating.

Disaster communication management conducted by PB PBC also uses social media to distribute disaster information obtained from coordination with valid information sources, such as BMKG, BPPTKG and others. Management in communication management with social media assistance is carried out to maximize coordination between institutions, and as a source of information and dissemination of disaster information to the widest possible extent. The social media owned by the Sleman PB Pusdalops is seen only as disaster information distribution media. The absence of two-way communication by the

admin also makes social media quiet visitors. The community needs more than disaster information, but furthermore how to socialize and process education to improve preparedness in the face of disasters. The community also needs disaster information in real time or at that time also quickly and accurately. The most recent case is the increased activity of Mount Merapi being alert to level 2 and extreme weather in the Sleman region lately making residents look for information quickly.

On the other hand there is a private organization which is also part of the disaster management named @Merapi_news. Present since 2011, the @merapi_news Instagram account has become the account with the most followers with the theme of disaster in Yogyakarta. From the results of the research, the community claimed to get information about the disaster, especially Mount Merapi, through their @Merapi_news account. In fact, the public is not aware of any other social media accounts from the PB Pusdalops because they only refer to information from @Merapi_news and BPPTKG only. The researcher saw attention from the community arising from activity and

communication that was built based on proximity and two-way communication. The community, not only can receive disaster information but also can become disaster informants, discuss disaster related issues, and get education from similar disasters that occur in other regions. To clarify how the flow occurred in the disaster management management of the Sleman PB Emergency Center, the researcher made a chart as follows:

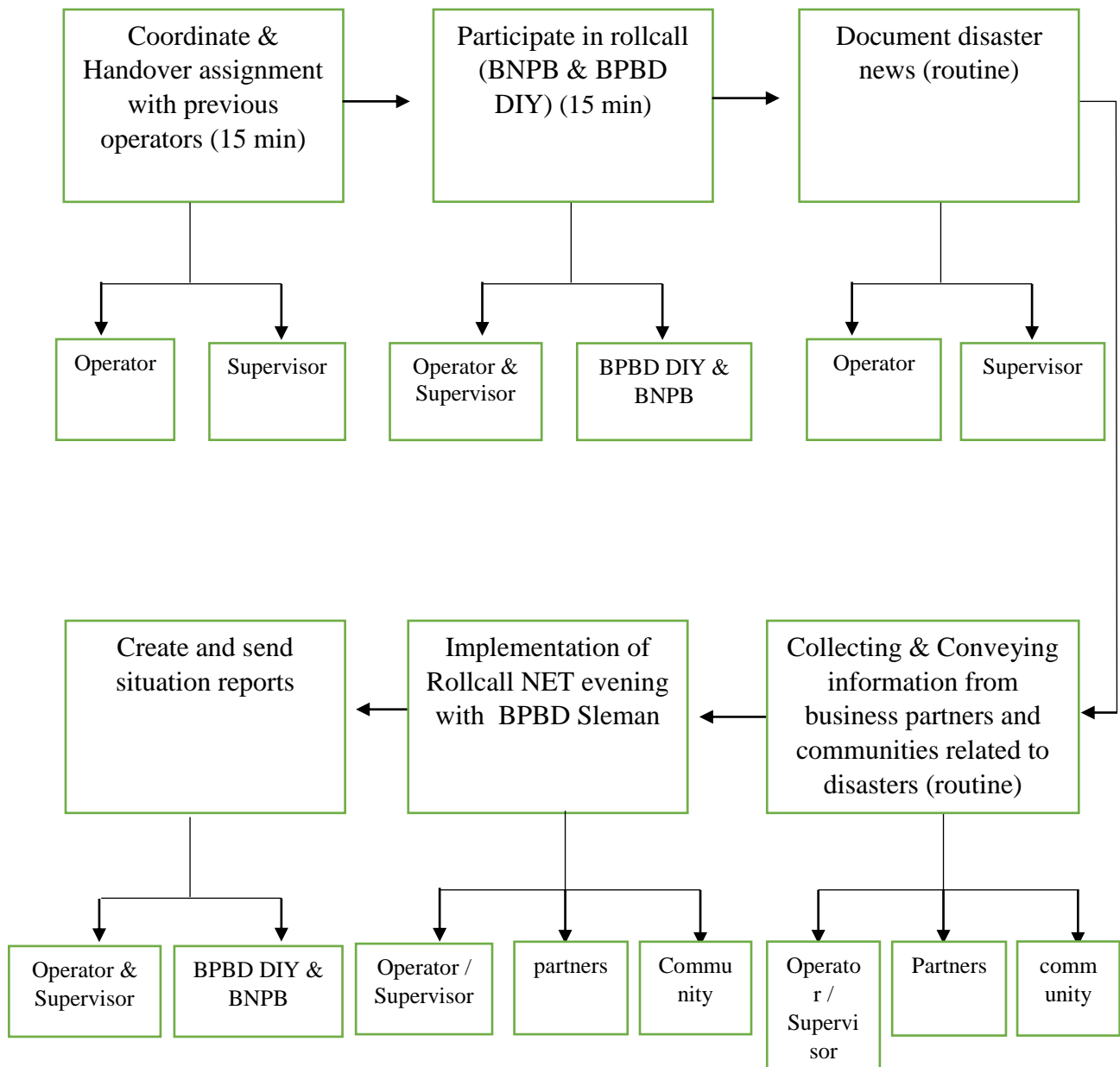


Figure 2. Flow of Information Center for Coordination of Information Pusdalops PB (Source: Research data)

The chart above is a series of disaster information coordination lines carried out by the PB Sleman Emergency Operation Center. The researcher found that disaster information coordination

activities were initiated by coordinating and handover assignments from previously pickled operators, and coordinated by operators and supervisors. So in this activity the relay of information and tasks

is carried out by the previous operator. Supervised by other operators and supervisors, Eko, who also served at the Sleman BPBD, made the supervision function less than optimal. This is then a factor that inhibits coordination that occurs in the field.

After completion of the coordination and handover of the task, it was continued by participating in a rollcall conducted with the Provincial BPBD and BNPB which was scheduled to be 15 minutes per day. This aims to coordinate more broadly with the reach of the Provincial BPBD and BNPB. So, the information reported (rollcall) can be received simultaneously, and reduce errors in coordination. Rollcall is also done by involving work partners and the general public with a longer duration of 60 minutes at night. However, with the scheduled duration and current conditions in the area since the increased activity of Mount Merapi, the duration and intensity of the rollcall should be increased given the condition of the Mountain which can increase at any time.

The coordination activity then continues by documenting disaster news regularly. This is done by collecting data on both casualties and disaster affected victims reported. Furthermore, the data is used to assist the processing of data that

can be used as material to analyze the disasters that have occurred and will come.

After recapitulation of disaster documents, PB PBC conducts data collection and submission of information from work partners and the general public regarding disasters on a regular basis. Information gathering is useful for getting as much information as possible and distributing it more broadly as a non-physical mitigation effort in order to improve community preparedness. To realize the mitigation efforts, verification of incoming information is needed to suppress information that is false and disturbing citizens.

The last activity is to create a situation report (SITREP) or report the condition of a disaster event with a predetermined format. The format contains information on the victim's data, the number of casualties and affected people, damage and losses, information on access to the location of the disaster, public facilities that can be used, emergency relief efforts, resources, mobilized volunteers, receipt of assistance, and potential disasters. continuation. This is well done so that disaster management can be carried out optimally and efficiently.

Furthermore, the researchers also made a model to be connected with the current natural conditions of Sleman more ideally. In order to coordinate information, it should run by involving partners from the private sector and conducting rollcalls not limited in time, considering the current condition of Merapi which has increased

activity to be alert level 2. Besides gathering and delivering information can be done in real time rather than periodically. With the increase in status, it requires more attention and information to improve public preparedness. Following is the model of the researcher:

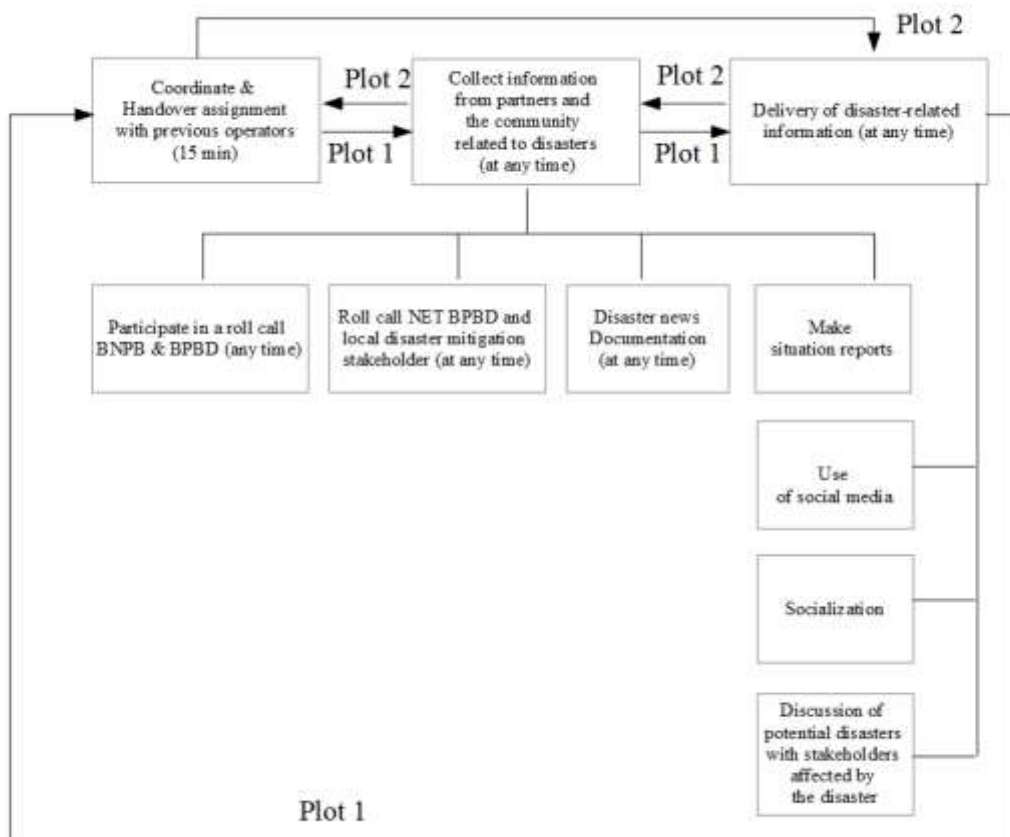


Figure 3. Information Coordination Model for Emergency Response

(Source: primary data)

Can be seen in the chart above there are several parts that the researcher changes and adds to maximize the performance and flow of coordination that

will be carried out. Researchers feel the need for rollcall to be held as often as possible so that the information received can be maximized. Researchers see that in

the activity model conducted by the PB Emergency Center only limits rollcall for 15 minutes, but with the current condition of Sleman, the researchers see the need for continuous rollcall to obtain uniformity of information for regions, provinces and at the national level.

Rollcall can be important information and early prevention efforts. In addition, in the previous implementation of the rollcall carried out only involved work partners from official institutions (BPPTKG, BMKG) there was no further coordination with other private bodies. As previously explained, the community knows more about the presence of @merapi_news than the PB PBL. Therefore, the need for PB Emergency Operators to collaborate so that disaster information can be widespread.

In addition to rollcall, researchers also added three ways to deliver information continuously. First is the utilization of social media owned by PB Emergency Operations. Researchers see that the tools or facilities for social media are available and functioning properly, however, they are still not maximal in their implementation because the admin is changing. The role of social media is also very large because based on the research findings, the people of the slopes of

Merapi even update their disaster information with the help of social media used. If the PB Emergency Center still cannot maximize it, then it can cooperate with the private sector which has more names in the community. Second, is to do a thorough socialization. If it cannot be done simultaneously it can be done thoroughly with different times. This is useful for equating information that is disseminated to social media users or not. So that disaster information can be spread evenly. Finally, it is gathering representatives from the community (Village Heads) who live in potentially disaster areas to discuss disaster-related experiences and preventive measures for disaster risk reduction.

All these steps the researcher draws on the chart with a two-way arrow line. This is due to the need for two-way communication in order to create circular coordination. That is, every information during a disaster emergency can be known and responded to by all aspects of the PB Emergency Operation Center, BPBD to BNPB quickly, so that the same unity of information can be created. This can also increase awareness during disaster emergency situations.

First, the coordination that exists is effective and efficient because it always does roll call and two-way

communication. Second, the information received is real time information from various trusted sources so that it is actual. Third, the delivery of information related to disasters can be spread simultaneously and more widely through social media in real time, so that the role of social media as a means of delivering information can be used efficiently. Where, catastrophic events require a fast response, so the bureaucracy should not work to make coordination difficult. Although still having to verify information so that the information entered is credible.

From what the researchers met in the field and described in the results of the study, researchers obtained several technical and non-technical obstacles from the government organization. As an organization that is believed to be a reference for disaster information, the Sleman PB PBC is required to have good performance, therefore the researcher divides according to the stages of communication management according to Suprpto.

The concept proposed by Suprpto regarding Communication Management is a benchmark for testing a good management activity. The researcher divided and grouped all disaster information coordination activities conducted by the PB Sleman Emergency

Operation Center in accordance with the communication management function by Suprpto. In addition, from the four indicators mentioned by Suprpto in management, the researchers found that there were other activities carried out by PB Emergency Operators to improve management functions in their organizations, as well as the shortcomings and obstacles experienced. Given the greatest potential for disasters in Sleman is Mount Merapi which has different specifications from other volcanoes in Indonesia. Management of disaster management of PB Sleman Emergency Center can be analyzed as follows:

Planning (planning) that is as a basic reference to the purpose of thinking and the preparation of the steps used to achieve the goal later. Planning means preparing all needs, taking into account what is an obstacle, and formulating the implementation of activities that intend to achieve the goal. PB Pusdalops has the goal of managing disaster information as well as controlling coordination between agencies and communities. With this aim, the steps taken by the Sleman PB Emergency Operation Center must refer to these matters, so that the communication management function can be carried out properly. That way it is not impossible that

organizational goals can be achieved optimally.

The implementation of the planning process at the PB PBC Emergency Center was carried out with the incoming disaster information collection program, then the verification process was then carried out with 6 other indicators mentioned earlier. The verification process proved to have a positive impact on disaster management. the disaster information coordination process the researcher categorized into the planning stage because it was related to the distribution of disaster information and its response. As the definition of planning is to prepare all needs, take into account the obstacles to achieving goals. What is done by the Sleman PB Pusdalops is to seek information from the general public, form and coordinate the TRC (rapid reaction team), make contact with relevant parties and evacuate as quickly and efficiently as possible so as to minimize the impact of trauma for victims.

The planning process used is not commonly used by other companies or organizations, but because it is related to disasters, the planning process chosen is quite appropriate. The chosen plan is not fixed on a definite rule, but identifies the disaster event that is experienced, for further assessment. The assessment carried

out must also have a report standard or event standard. What events can be categorized as moderate, severe, or mild events that can also be categorized as the need for assistance provided.

In addition, this process / activity is felt to be still relevant to the events of the disaster experienced during the last 3 years, considering the disaster conditions that can be overcome. However, in other aspects the performance of the Sleman PB Pusdalops is still lacking in information coordination as a data center and disaster information distributor. The researchers saw this happen because the duties and obligations of all operators were still mixed, so there was no specification of the tasks that made the activities stalled. As a disaster management agency that is fully authorized for disaster management, Pusdalops PB should be able to be independent in carrying out their duties and functions. At least the PB Pusdalops can be a reference or center for data needed by citizens, volunteer teams, other disaster communities, and can facilitate BPBD in disaster data collection to later be able to become input into policy making related to disaster management.

Second, there is effective coordination among disaster management parties. The intended coordination is two-way communication during disaster

emergencies. With the help of relevant parties, TRC, and assistance from volunteers (rare), disaster emergency conditions can be resolved properly. However, on the other hand, this good coordination potential has not been carried out during the pre and post-disaster period. This condition is actually important for mental strengthening (rehabilitation) and the preparation period if at any time a similar disaster occurs. The coordination that was carried out was still considered ambiguous and very structural. However, with the nickname "spearhead" or vanguard of disaster management organizations, the PB Pusdalops should be able to become an independent body in handling disasters in accordance with the tasks and functions described earlier. Equipped with operators, Pusdalops PB can actually group according to the duties and functions of each department / division that exists. It should be divided based on duties and functions so that it can help the performance and efficiency of the realization of the goals of the organization.

Coordination should be the most risky thing that needs to be done, involving the general public, between disaster agencies, and other non-governmental organizations that need clear, fast, and accurate information. Moreover, the problem of natural disasters

that involve the interests of the lives of many people. This coordination is what the researchers say can overcome the obstacles experienced by PB PBC in dealing with disasters. because the process of coordination is good and according to the procedure it can reduce / reduce uncertainty.

When a catastrophic event occurs, both small and large scale there will definitely be casualties, anyone in the world certainly does not want to be a victim. Therefore, coordination is needed, conveying opportunities / potential disasters that exist in each region and the implementation of special training that is repeated to anticipate. Besides that, if a disaster has occurred, with good coordination capital PB PBC can become an official body that accommodates the mental preparedness of potential victims as well as those who want to help disasters such as: TRC, Volunteers, Donors, and others.

That way, if it has been handled by the PB Emergency Center, there will be no reason for the community not to know the PB Emergency Operation Center because they have contributed in such a way to life safety and overcoming disasters. Whereas in reality, many people still rely on their sources of information on other disaster management agencies from non-official

organizations such as the interactive @merapi_news account in communicating and coordinating disaster information. As a non-official, the @merapi_news account can be said to be a comparative organization that has a diverse and quite large number of followers.

The researcher found that there was a tendency for the Merapi community to access information related to natural disasters in Sleman (not only Merapi). From interviews conducted with five people who live around the Merapi area (Cangkringan, Turi, Telaga Putri), the informant claimed that he used to access disaster information through his Instagram account @merapi_news and @bpptkg. From these data, the researchers saw the Sleman PB PBC's community not yet known by the public. This certainly requires more attention.

If in the main task of PB Sleman Emergency Center claims to be a disaster information coordination center, how can the community not be so aware of the presence of PB Emergency Operations Center. If the PB Emergency Operation Center is constrained in the field of information coordination on social media, PB Emergency Operators can see opportunities from parties related to disasters to work together, so that they can disseminate information more widely. Of

course this method can make the process of distributing disaster information more effective.

Furthermore, this research is also in line with Masry's (2016) study which states that weak or lack of communication and coordination that are interwoven both within the agency, between agencies and with the community, is a sign that government agencies responsible for disaster management do not have adequate preparedness. in the face of disasters that can occur at any time. Basic communication is an important aspect in disaster management, so it needs to be managed and well planned and mature.

In addition, this study also added that there were still several inhibiting factors that caused the disaster communication management process at the PB PBP Emergency Center to experience shortcomings stemming from the coordination process which often did not work well, implementing the functions of the communication management of its own disruptions. . Even though there were several additional activities to tackle the disaster, in reality PB PBCs could not become the ideal disaster management agency after operating in the last 3 years. There are multiple positions that also disrupt the performance and quality of the organization, the coordination process that

is still not clearly and effectively arranged, there is no preparation for pre-disaster mitigation efforts, the discipline has not been regularly held for the entire organization's control process, so that there is still a minimum utilization of social media as a way to reach the general public.

Meanwhile, in previous studies with the same topic, disaster management communication. The five previous studies only reached the stage of explaining and expressing activities / strategies that were carried out both from the point of view of government institutions, which showed the government's failure to carry out this strategy. In this study researchers did not only see the activities / strategies carried out by an institution / organization but also their implementation on the functions of disaster communication management and coordination carried out with other organizations / related parties, and added an ideal coordination model adapted to the conditions of increased activity Mount Merapi at this time. This study also supports previous research because there is no good disaster communication management in the DIY area. This is due to the absence of SOPs according to the 2012 Perka guidelines on disaster management guidelines.

The researcher saw the need for the Sleman PB PBC to create and implement

SOPs as guidelines in carrying out activities in accordance with the Regulation of the Head of the National Disaster Management Agency Number 15 of 2012 concerning the Guidelines for Disaster Management Operations Centers (Pusdalops PB). So that it can run the disaster communication management function to the fullest. If not, perhaps the PB Emergency Center can join the BPBD and create a new division related to operational control without forming a new body such as the PB PBP now, so that the implementation of tasks and obligations can be more structured. This is because BPBD has had a temporary SOP for PB Emergency Operations yet. It is hoped that this research can provide input and represent citizens' anxiety about disaster management agencies in their area.

CONCLUSION

The conclusion of this study shows that the practice of implementing disaster communication management carried out by PB Emergency Operation Center District. Sleman has not been implemented maximally in accordance with the plans that have been prepared / made. Information coordination is still not good and is still one-way so communication errors and delays in distributing disaster information to the community are

common. So that the community is more referring to other sources, one of which is Merapi_news. This has caused the reach of the Pusdalops PB Sleman as a regional disaster management agency to be not extensive.

The use of social media as one of the media for coordinating disaster information that is widely used by the community today, has not been used optimally by the government, as a means of socialization and public education in the implementation of disaster management in the Sleman area. This can be seen from the low number of friendships and followers and status updates, and if there is information on disasters that have urgency, it is also not so much noticed from the PB Pusdalops social media accounts that are responsible for disaster management.

The existence of a non-official body which is also active as a disaster management organization called @Merapi_news which has a broader community's activeness and reach, because its organization is not bureaucratic. Seen from every disaster information update that is fast accurate and does not forget good interactions for the community. The agency is in fact more a reference for the public regarding information on the Sleman disaster, even now it has become an account for national disaster

information coordination and helps BPPTKG in disseminating disaster information.

Disaster communication management, communication is an important part of disaster management at each stage. Communication is seen as an integrative system meaning that it can connect all organizational units involved in disaster management in a disaster communication network (BPPTKG, Merapi_news, Community) well. Integrative communication in disaster management for the Pusdalops PB Sleman has not been maximal in connecting all organizations, both organizational units and individuals in the implementation of disaster management with communities in disaster-prone zones or those who are victims of disasters. However, the handling of disaster emergency conducted by the PB PBC Emergency Center is good and competent in the field of disaster management which refers to the operational standards of the central BNPB procedure even though it has only been operating for 3 years.

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