

Dissemination of Disaster Communication and Information via Instagram @bpbdkaro

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Abstract

The social media Instagram @bpbdkaro as a source of communication and disaster information dissemination in the Karo community is no longer active. The purpose of this study was to find a disaster communication planning model in the communication and information dissemination process from the Karo Regency Regional Disaster Management Agency (BPBD) to the community through the Instagram @bpbdkaro social media account. This study uses qualitative evaluation research methods, data collection techniques with Focus Group Discussion and interviews with Instagram managers, the Head of Planning for the Regional Disaster Management Agency (BPBD), and field observations. Quantitative evaluation method with data collection techniques is carried out online through Google Form to 50 people who use social media randomly. The evaluation results show that Instagram social media is used by the majority of respondents (28%) as the main source of searching for disaster information in Karo, but @bpbdkaro social media is not active because the Karo Regency BPBD does not dare to face negative comments from the community and the unavailability of human resources to manage it. This causes the dissemination process of disaster communication and information through social media Instagram @bpbdkaro not going well to achieve the goal due to the lack of elements of communication planning. The results of the evaluation of researchers with BPBD Karo Regency have carried out communication planning referring to the Cutlip and Center planning theory by covering elements of fact determination, planning, communication, and evaluation. The theoretical new findings in this study provide additional elements of communication competence and resources in the Cutlip and Center Communication Planning Model. The substance of this research contributes in the form of recommendations for communication planning models for the dissemination of disaster communication and information through social media.

Keywords: Dissemination of Disaster Communication and Information, Karo Regency BPBD Instagram, Model of Communication Planning, Organizational Communication



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INTRODUCTION

Various social media have emerged with various functions, including being used to carry out various activities, such as seeking information, doing business, shopping, or seeking entertainment (Indika & Jovita, 2017). Various kinds of social media, including Facebook, Twitter, YouTube, Instagram, and other social media (Nurwita et al., 2019). Use social media is used as a connecting bridge for the process of transitioning from traditional society to modern society (Rahadi, 2017). Social media as a forum for conveying information is considered more attractive. This can be seen from the results of research conducted by Agustina (2018) which states that creating e-government using social media has a positive impact because it is more attractive, fast, and cost-effective. Social media is used by various ages and groups, both government and private institutions, one of which is the Karo Regency BPBD organization that has used Instagram.

The use of Instagram as a communication and information dissemination medium by the Karo Regency BPBD organization has shown that there is a transition process from traditional to modern media. The results of initial observations on the Karo Regency BPBD Instagram social media with the username @bpbdkaro that it has not provided real-time disaster-related information since April 1, 2020 (Figure 1).

This has hampered the dissemination of disaster communication and information to the public. It is necessary to carry out activities to analyze the communication and information dissemination process.



Figure 1 Last post on Instagram @bpbdkaro

Source: Instagram @bpbdkaro (2021)

The analysis of the communication and information dissemination process from BPBD Karo Regency can be done by using the communication evaluation method. Communication evaluation is needed to check for errors (Nurdin et al., 2014) in the implementation of communication and information dissemination through social media @bpbdkaro. These errors caused a traffic jam in the flow of information so that it had a bad impact on the people of Karo Regency. The community does not get information related to the existing conditions in the Karo Regency area, this cause's reduced knowledge for all disasters that occur and their management. The information obtained from the evaluation carried out on social media @bpbdkaro became an improvement in the internal and external information system of the Karo Regency BPBD. The final result of this research evaluation method is in the form of recommendations aimed at BPBD Karo Regency to carry out communication planning, especially in managing Instagram social media.

Communication planning is an activity used to achieve the goals that have been set in the organization (Batoebara & Junaidi, 2018). Planning is a deliberate thing and requires measurement and evaluation results to improve organizational communication. Organizational communication applies principles in ensuring organizational success. (Napitupulu, 2019). The Karo Regency BPBD manages disaster communication and information by looking at the coordination skills between the Karo Regency BPBD head and subordinates. Disaster-related messages must be conveyed appropriately and quickly through disaster communication. Disaster communication is very important (Arisandi & Uman, 2019) so that there is no misinformation in the delivery of information through the social media of BPBD Karo Regency. Disaster communication is more effective by utilizing social media. This is following research conducted by Kholil *et al.*, (2019) which states that social media is a tool for the fastest dissemination of disaster information. The role of local community leaders other than the Karo Regency BPBD is needed because it helps the community to take appropriate action when a disaster occurs.

Research conducted by Pandiangan and Shafa (2020) related to the management of Instagram @jokowi social media. The study explains that the management has been going well, which is evaluated every week. The management is following the regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 27/2011. The use of Instagram is not used to upload the daily activities of the President, but disaster activities, health, education and achievements, ceremonies and inauguration, development infrastructure, tourism, and the environment, receiving and or state visits, work meetings, greetings, personal life, labor, economics and socio-culture, receiving visits from domestic guests, defense and security. It can be seen that conducting periodic evaluations is necessary to clarify the purpose of the existence of social media. BPBD Karo Regency is expected to be able to recall the function and purpose of establishing Instagram social media @bpbdkaro to have a clear communication plan. Communication planning is considered important in an organization; this is in accordance with the research results of Miftakhuddin (2018) which states that communication planning is used to choose the best way to achieve goals.

Communication planning is needed early and matures before carrying out activities that are carried out effectively and efficiently.

Another study that discusses communication planning was carried out by Purba et al. (2019) which stated that the government's communication planning in Padang Tualang for economic empowerment contained elements of the Assifi and French, Middleton and P. process models, namely: planning to solve problems, goals, objectives, communication channels, and evaluation of the implementation of the results of planning. This study uses the Cutlip and Center Communication Planning Model which is the basis for implementing disaster communication planning. Research that discusses disaster communication using social media conducted by Gelgel (2020) found that 54% of Balinese people rely heavily on social media Facebook and Instagram to find information on the Mount Agung disaster, so social media is the main source of information. People really believe in social media, so it affects the level of behavior and effectiveness. It can be seen that social media is very much used by the public to find information related to disasters that occur because it is considered faster and more effective.

The novelty of this research compared to these studies can be seen in the evaluation method used in the dissemination of disaster communication and information through Instagram @bpbdkaro. This study provides recommendations to the Karo Regency BPBD related to Instagram @bpbdkaro social media to improve management in the dissemination of disaster communication and information to the people of Karo Regency. Another novelty in this research is finding a planning model for disaster information and communication dissemination through Instagram @bpbdkaro. The novelty of the theoretical side can be seen from the use of Communication Planning Theory in disasters. This study aims to find a disaster communication planning model in the communication and information dissemination process from BPBD Karo Regency to the community through the Instagram @bpbdkaro social media account.

LITERATURE REVIEW

Communication planning is a fundamental part of implementing various activities to achieve organizational goals. This study uses a communication planning model from Scoot M. Cutlip and Allen H. Center which explains that four main processes form the basis for carrying out activities. (Rizki et al., 2019), namely: 1) finding facts related to what happened; 2) careful planning to achieve program objectives; 3) communication (communication) created so that members understand each other and understand one another; and 4) evaluation of the activities carried out are checked for suitability and suitability so that organizational goals are achieved. Evaluation is the most important thing to decide the sustainability of the activity. This study uses communication evaluation from Tyler's Model for disaster. This evaluation is goal-oriented, so it is said to be a process to check and ensure the progress of a program of a goal (Novalinda et al., 2020). There are steps to obtain information on the achievement of the goals set by the organization (Hikmawati, 2019) Evaluation is also carried out to increase effectiveness. Communication evaluation is carried out to improve organizational communication.

Organizational communication is something that is considered important because it affects a person's behavior such as how to talk, feel, in harmony with the scope of the organization (Syaifulloh & Utami, 2020). Organizational communication is formed to provide and receive various kinds of information content, both formally and informally within the organization. Good organizational communication at BPBD Karo Regency facilitates relationships and can disseminate disaster organizational communication through social media. Disaster communication is the dissemination of information to the public regarding the preparation of actions and behavior in the event of a disaster (Lestari, 2018). Disaster communication is a communicative action to reduce risk, increase responsiveness, and make communities resilient to disasters (Lestari et al., 2020).

RESEARCH METHOD

This type of research is a qualitative and quantitative research of evaluation with the research subjects being members of the BPBD and the people of Karo Regency who use Instagram, with the object being the process of disseminating communication and information from the Karo Regency BPBD through the @bpbdkaro Instagram account. There are 18 uploads from August 7, 2019, to August 1, 2021. Research on evaluation methods is goal-oriented and focused. Evaluation is carried out to check, observe, and measure on an ongoing basis.

The steps taken in the evaluation method, namely: 1) Setting the objectives of the research program, namely to evaluate the social media Instagram @bpbdkaro; 2) Classifying the research objectives, namely to analyze the communication and information dissemination process from BPBD Karo Regency to the public through Instagram social media accounts; 3) Define objectives in a structured statement to analyze the communication and information dissemination process from BPBD Karo Regency to the public through Instagram social media accounts during the evaluation; 4) Data collection was carried out by: a) online questionnaire via Google Form to 50 Karo Regency people at random who actively use Instagram social media; b) observing and FGD Instagram @bpbdkaro media by looking at the following aspects: knowledge of @bpbdkaro Instagram account manager; the attitude of the community and the Karo Regency BPBD regarding the response to the @bpbdkaro social media evaluation; and the behavior of Instagram account managers towards social media @bpbdkaro; and c) in-depth interviews with the Head of Prevention and Preparedness and the people of Karo Regency at random; 5) Data analysis is carried out by comparing the goals that have been set with the results of observations, Google Form measurements, and interview results.

The data collected in this study were analyzed by utilizing: a) Logical Methods based on rational analysis and assessing the current state of the evaluation related to program objectives, namely to evaluate social media Instagram @bpbdkaro; and b) Empirical Method related to research conclusions based on data and facts in the field that describe the achievement of program objectives. The conclusion of this research is a communication planning model on the dissemination of disaster communication and information to the public through social media.

FINDING AND DISCUSSION

The Karo Regency BPBD social media from 2019 to 2021 only uploaded 18 information. It turned out that only 3 content related to COVID-19 disaster content, and 15 content in 2019. The evaluation was carried out from June 1 to June 13, 2021. The results of the evaluation of this study found process dissemination of communication and information from the Karo Regency BPBD through the Instagram @bpbdkaro social media account is less active. This is evidenced by the results of interviews conducted with Benny, the Head of Prevention and Preparedness at BPBD Karo Regency.

"So indeed our Instagram exists, but there are no uploads anymore. We are lazy to upload because later we don't know how to respond to comments. I'm also afraid of the spicy and negative comments from the Karo people. Another problem is that no one takes care of Instagram, no one is competent to use Instagram to pull its content. The gentlemen here understand how to use Instagram, but I realize that social media spreads information quickly. Delicious and easy, but yes, no one is competent. It's impossible for me to also take care of this social media, because I have taken care of other things", (June 11, 2021, Benny).

The echelon officials of BPBD Karo Regency saw the ease of social media in disseminating communication and information related to the disaster that occurred in Karo Regency. It's just that the Karo Regency BPBD is still constrained by human resources and a lack of communication competence in management. This causes the dissemination of disaster communication and information to not work well.

"In the past, information dissemination was done using WhatsApp, then moved to Instagram, now back to using WhatsApp but internally and limited to the number of group members. The information did not reach the community directly, only the village heads in the group. So it's the village head who conveys it to the community, it's not that effective. So there are many groups on WhatsApp, COVID-19 disaster groups, Mount Sinabung groups, forest fire groups, that's how many there are", (June 11, 2021, Benny).

The use of limited social media that cannot be accessed by the public is very detrimental to the community. The Karo BPBD community is not the first to receive important information even though they are in a disaster-prone area. Complete information from BPBD sources in Karo Regency may not be conveyed in its entirety to the public. The disaster information and communication dissemination process carried out by the Karo Regency BPBD did not go well. In fact, according to the results of the evaluation, the Karo Regency BPBD has a goal to disseminate disaster communication and information to the public.

The evaluation results are supported by the results of an online questionnaire using Google Forms. Respondents to the questionnaire were taken randomly with a final number of 50 consisting of 21

women and 29 men. The age range of people who use social media starts from 21-56 years, with the most ages using social media at 31 and 25 years. The results of an online survey show that 100% of the people of Karo Regency are interested in seeking disaster information through social media, as for the distribution of social media used according to Figure 2.

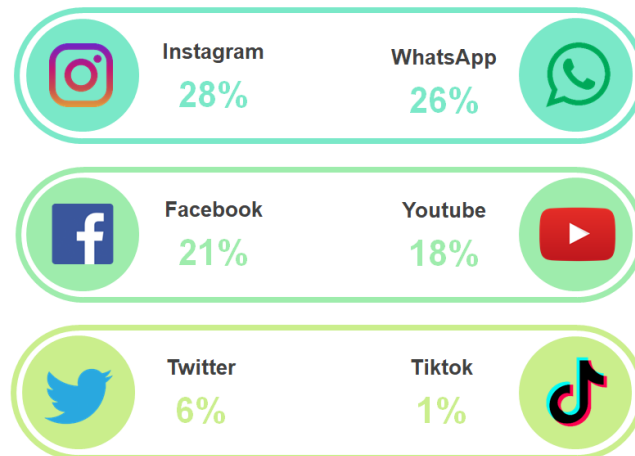


Figure 2 Social Media used by the people of Karo Regency

Source: Research Results (2021)

It is a pity that BPBD Karo Regency does not manage Instagram @bpbdkaro properly. Figure 2 shows that the social media used as the main source by the people of Karo Regency is Instagram at 28%. This is because people find it easy to use. On Instagram social media, users can easily take advantage of the hashtag (#) facility, so that the information sought through hashtags is easily seen from various uploads. The second highest use of social media, which is 26%, is held by WhatsApp, it's just that it's private, not public like Instagram. Information conveyed through public social media is considered more open, easy to access, and clear sources.

The communication planning carried out by the Karo Regency BPBD has been seen using the Model of Cutlip and Center, namely: 1) finding the facts that it was the dissemination of disaster communication and information to the people of Karo Regency was still through WhatsApp social media which was still limited and private; 2) the plan taken is to use social media that is popular with the public and is public, namely Instagram; 3) the communication built by BPBD Karo Regency to achieve the goal is to convey disaster-related messages to the community quickly and precisely and directly to the main recipients. The Karo Regency BPBD manager has never built communication-related to social media management to increase knowledge, and 4) evaluation was carried out to check the success of the Instagram use the program, it turned out that the results of the evaluation of social media could no longer be used because of resource and competency constraints. The researcher found the need for theoretical additions related to the communication planning model in the dissemination of communication and disaster information, namely communication and resource competencies. The planning section of the Karo Regency BPBD should have adequate and competent resources according to the field of disaster communication. The Karo Regency BPBD can increase its resources by looking for Civil Servants (PNS) or contract employees who take care of the Karo Regency BPBD publications. The competence of these resources is fostered and enhanced by participating in social media management training. This has led the researchers to find a planning model for the dissemination of disaster communication and information through social media (Figure 3).

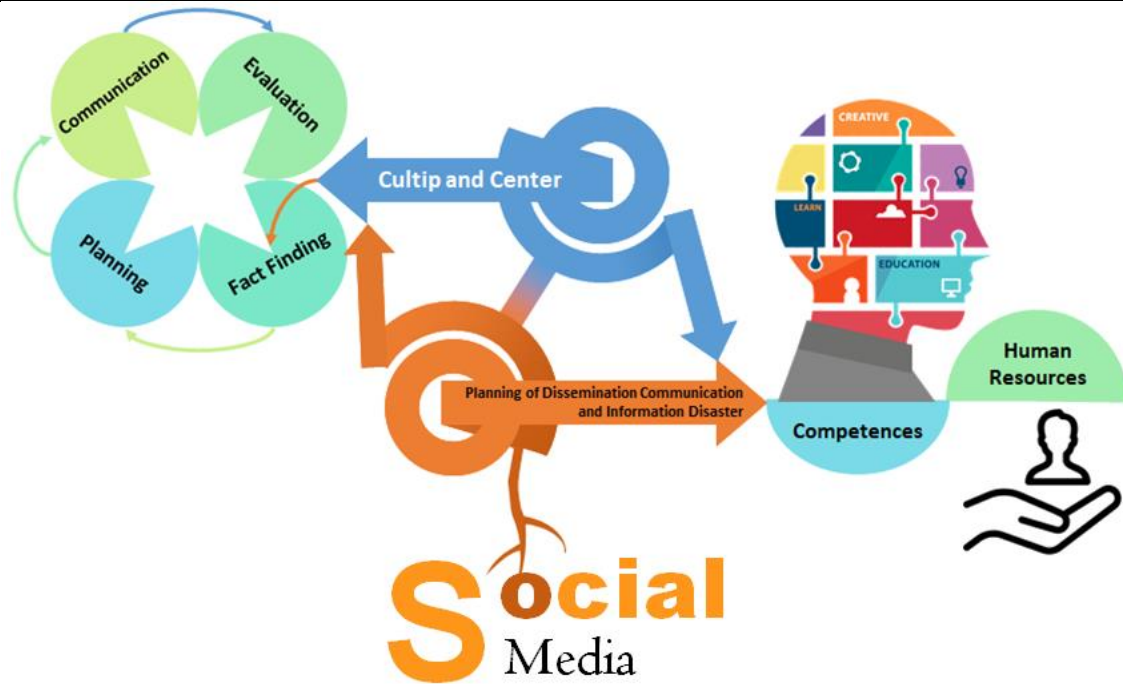


Figure 3 Model of Dissemination Communication and Information Disaster through Social Media
Source: Research Results (2021)

Figure 3 shows that good social media management stems from strong planning. It can be seen that there is a cyclical relationship that is always connected from the communication planning model to the planning for the dissemination of disaster communication and information. Good communication planning is evaluated. This is evidenced by research conducted by Triyandra (2017) which states that the Smart City program planning that has been prepared by the Pekanbaru Communication and Information Office has not been maximized because it has not carried out a formal evaluation. The evaluation should be carried out periodically at a specified time so that the effectiveness of the program is guaranteed. BPBD Karo Regency must periodically evaluate Instagram @bpbdkaro social media, in order to increase the effectiveness of social media for the dissemination of disaster communication and information. It is seen that the importance of evaluation to support the effectiveness of communication planning that improves organizational communication.

Organizational communication influences individual behavior within the organization. This is considered important to establish good communication between members. Organizational communication created within the scope of BPBD Karo Regency must be in line and good so that various information can be distributed completely without communication barriers. Disaster communication is an easy-to-understand action for disaster risk reduction. This is shown by research Sjachro et al. (2019) research which states that activities carried out through community radio related to disasters entertain the community. At the end of the activity, an evaluation is carried out which analyzes the goals, targets, and success of the post-disaster program and during the disaster. The evaluation obtained that radio as a disaster communication medium has consistently disseminated disaster information. It is hoped that the Karo Regency BPBD in disseminating disaster communication and information through social media to the community is carried out consistently. The process of disseminating disaster communication and information through social media of BPBD Karo Regency which is not good can be applied to the planning model for disseminating disaster communication and information to the community through social media with additional elements of communication competence and human resources.

CONCLUSION AND FURTHER RESEARCH

The results of the evaluation showed that the dissemination of disaster communication and information to the public through social media @bpbdkaro was not good. In fact, 28% of 6 social media with 50 online questionnaire respondents chose Instagram as the main information related to disasters. It's just that the Karo Regency BPBD does not use Instagram social media, from 2019 to 2021 it has only uploaded information on Instagram as much as 18 pieces of content. The findings of the

evaluation results are due to the lack of human resources who manage social media and communication competencies that have not been supported. The dissemination process of disaster communication and information can be improved by providing competent human resources related to communication through social media, it can be done through social media management training, FDG, and other activities that can improve disaster communication competence. A good evaluation can support the communication planning of the Karo District BPBD through elements of fact determination, planning, communication, and evaluation. BPBD Karo Regency was asked to evaluate the communication, followed by planning the dissemination of communication and disaster information to the public so that the message was delivered precisely, quickly, and accurately. This study found a planning model for disseminating disaster communication and information to the public through social media by adding elements of communication competence and human resources. The theoretical implication of this research is to add elements of communication competence and human resources in the Disaster Communication Planning Model. This is because communication planning can be effective if it is supported by communication competence and human resources so that organizational communication goals can be achieved

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