Effective Disaster Communication Strategy at the East Java Regional Disaster Management Agency

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ABSTRACT

This study examines efforts to improve the effectiveness of disaster communication at the East Java Regional Disaster Management Agency (BPBD). This study aims to investigate how the optimization of disaster communication at the sub-district level can enhance overall disaster management effectiveness. Specifically, it examines the strategies implemented by the East Java Regional Disaster Management Agency (BPBD) to improve communication at the local level, addressing the challenges that hinder timely and effective information dissemination. This study employs a qualitative approach, focusing on an in-depth literature review to analyze strategies for disaster mitigation by the East Java Regional Disaster Management Agency (BPBD). The literature review included peer-reviewed journal articles, official reports, and case studies related to disaster communication, published between 2017 and 2023. The selection criteria prioritized sources that specifically address disaster communication strategies and challenges in Indonesia and similar regional contexts. The study's results found that disaster communication in the context of prevention can provide rules or guidelines for the community. Second, through a series of comprehensive efforts, the East Java BPBD in the Kepanjenkidul area has tried to optimize the disaster communication system, which includes aspects of technology, human resources, and coordination between stakeholders. Third, this effort mainly focuses on developing integrated ICT infrastructure, personnel capacity building, implementing multi-channel communication strategies, and strengthening early warning systems.

Keywords: Disaster Communication, Disaster Mitigation, Effective, Government Organization

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INTRODUCTION

Optimal disaster communication is the key to effective disaster management. Disaster communication is also important in every stage of disaster management, ranging from mitigation, preparedness, and emergency response to post-disaster recovery (Syahara. et al., 2021; Moorthy. et al., 2018). However, reality shows that disaster communication at the sub-district level, especially in Kepanjenkidul, still faces various challenges. Limited communication infrastructure, lack of trained human resources, and lack of coordination between related institutions often hinder delivering fast and accurate information to the public (Purworini. et al., 2019; Gultom, 2016; Arisandri, 2021).

Optimizing disaster communication at the sub-district organization level is very important, considering its strategic position as a liaison between the district government

and the community at the village or sub-district level. Districts have a crucial role in translating policies and instructions from a higher level and collecting and distributing information from the grassroots level (Prasetyo. et al., 2024; Perdana. et al., 2022; Aziz, 2024). Therefore, strengthening disaster communication capacity at the sub-district level will significantly impact the effectiveness of the overall disaster management system in the region. This optimization effort covers various aspects, from improving information and communication technology infrastructure and human resource competence to improving standard operating procedures for disaster communication. Developing an integrated early warning system, creating a comprehensive disaster risk database, and using social media and other digital platforms for rapid and wide dissemination of information are important focuses in this effort (Banzal, 2022; Jurriëns, 2014).

trengthening coordination and collaboration between stakeholders at the sub-district level is also a crucial aspect. This includes cooperation between the sub-district government, regional disaster management agencies, civil society organizations, the private sector, and the community. Strong synergy between these elements will create a more responsive, inclusive, and sustainable disaster communication system (Fahrianoor & Nizar, 2023; Nugraha. et al., 2024). Optimizing disaster communication in Kepanjenkidul District also needs to consider the socio-cultural characteristics of the local community. A contextual and sensitive communication approach to local wisdom will increase the effectiveness of message delivery and encourage active community participation in disaster risk reduction efforts. Considering the complexity of the challenges and urgency of this issue, optimizing disaster communication at the organizational level of Kepanjenkidul District in East Java has become an agenda that cannot be postponed. This effort will not only increase community resilience to disasters but also contribute to the achievement of broader sustainable development goals, especially in terms of community security and welfare (Wahyuni. et al., 2023; Ida. et al., 2021; Jazmarita. 2021).

There are still several challanges that need to be overcome in the process of optimizing disaster communication at the sub-district organization level. One of the main obstacles is the need for more resources and adequate infrastructure to support interactive and effective communication. In addition, it still takes a relatively long time, and the process tends to be more complicated in changing communication channels, such as television and social media (Fathollahzadeh. et al., 2022; Tagliacozzo & Magni, 2016). In overcoming these obstacles, it is important to determine the priority scale in implementing disaster communication programs. For example, the Blitar City BPBD prioritizes providing training and coaching to disaster-resilient villages at the primary level. Thus, alternative decisions taken by BPBD adjust to certain circumstances, such as in the Kepanjekidul sub-district (Prameisa, 2018).

Previous studies highlighted the context of the disaster-resilient village program. Yurita (2021) found that the Strategy of Resilient Village Program in Bogor, West Java, needs to be improved in implementing community development due to a lack of discussion with residents regarding what is required so that the program runs according to what the community needs. Similar research conducted by Jazmarita, 2021), which highlighted an inadequate human resources and funding sources on the mitigation program of forest and land fire disasters in Rimbo Panjang Village. Prameisa (2018) also exposed the Disaster Resilient Village Program for Flood Management in Sirnoboyo Village, Pacitan, which it found still not optimal because many communities have not played an active role in disaster management so that there is a lack of capacity from the community.

The researcher conducted different research that has not been undertaken by previous studies, where the context of the research carried out is to elaborate the community component with the government as an effective strategy effort carried out by the Regional Disaster Management Agency of East Java Province in terms of optimizing the disaster resilient village program in disaster risk reduction.

This study aims to investigate how the optimization of disaster communication at the sub-district level can enhance overall disaster management effectiveness. Specifically, it examines the strategies implemented by the East Java Regional Disaster Management Agency (BPBD) to improve communication at the local level, addressing the challenges that hinder timely and effective information dissemination. The central question is how can improved disaster communication strategies contribute to more effective disaster management in the Kepanjenkidul District?"

METHOD

This study employs a qualitative approach, focusing on an in-depth literature review to analyze strategies for disaster mitigation by the East Java Regional Disaster Management Agency (BPBD). The literature review included peer-reviewed journal articles, official reports, and case studies related to disaster communication, published between 2017 and 2023. The selection criteria prioritized sources that specifically address disaster communication strategies and challenges in Indonesia and similar regional contexts. This method ensures a comprehensive understanding of existing approaches and identifies gaps that this study aims to address. Through a qualitative approach, this study can provide a disclosure related to the strategies pursued in the context of disaster mitigation by BPBD in East Java Province (Cheron. et al., 2022; Pearse, 2021; Stahl & King, 2020).

The data collection technique attached to this study uses literature studies or literature reviews. A literature review is an in-depth summary to teach readers what they know and don't know about the topic (Mauer & Venecek, 2022; Snyder, 2023). According to Denney and Tewksbury (2013), the goal can be a basic search for future or current research ideas. Literature studies can be sourced from journals, books, documentation, libraries, or the internet. The literature study method involves a series of actions, such as reading, taking notes, collecting library data, and managing writing materials. The study concentrated on previous literature reviews related to the topic or variables of writing (Denney & Tewksbury, 2013; Sugiyono, 2013).

The data collected is qualitative, collected by sorting the data according to the subject matter written and then processed systematically to ensure that the data is consistent with the material used. The researcher then concluded the study. The results are taken from the presentation of the written topic, then analyzed and discussed comprehensively according to the research objectives.

FINDINGS AND DISCUSSION

Disaster communication is part of environmental communication. Environmental communication focuses on how humans communicate about nature because it affects many people regarding the ecological crisis and human relations with nature (Preece. et al., 2015; Walter. et al., 2018; Liu, 2022). The basis for the assumption is that the way humans communicate three greatly affects the perception of the world or the place of residence. The perception will shape how humans define the relationship between humans and nature and how humans act towards nature.

In presenting news about disasters, a disaster journalism approach is needed, with several functions of disaster journalism related to three things, namely:
1. Disaster journalism should inform the public about the impact and chronology of disasters and become a media outlet that educates the public about disaster events and reports disaster facts that can be a lesson in the future.
2. Disaster journalism must prioritize the value of social humanism by revealing accurate data and facts so that it can be a social education material for disaster victims and non-victims about the lessons learned from disaster events.

3. Disaster journalism should not report or broadcast anything or circumstances that hurt the feelings of disaster victims or cause victims to become discouraged from facing the reality experienced.

Ways to minimize disaster risk with active mass media contribute to anticipating and preventing risky activities carried out by the community and encouraging policy changes so that the situation becomes safe from disasters. News about rehabilitation and post-disaster reconstruction is needed to learn to build a more resilient and strong community to face the following disasters. The media must be able to produce news that does not make the public afraid of disasters. The media needs to invite the public to learn about disasters and events. Effective communication is important to inform the public in ways that are not apathetic and do not create stress in the community (Wirawati, 2015).

Findings
Disaster Management Agency's Efforts in Disaster Risk Reduction

The Regional Disaster Management Agency (BPBD) has a crucial role in reducing disaster risk, one of which is in the Kepanjenkidul District, Blitar Regency. Through the programs implemented, BPBD seeks to increase the preparedness of the community and local governments in dealing with various types of disasters that may occur. Considering its geographical and demographic characteristics, Kepanjenkidul District is an important focus in disaster mitigation efforts.

One of the main programs implemented is disaster response training and simulation. BPBD Blitar Regency routinely holds training for the community and government officials at the sub-district and village levels. This training covers various aspects ranging from the introduction of the types of disasters that have the potential to occur in the region, evacuation techniques, and first aid to evacuation management. Disaster simulations are also carried out to ensure community readiness for emergencies. Through this activity, the people of Kepanjenkidul District can have adequate knowledge and skills to reduce disaster risks and impacts.

The mapping program for disaster-prone areas is also the focus of the Blitar Regency BPBD in Kepanjenkidul District. Using Geographic Information System (GIS) technology, BPBD conducts detailed mapping of areas with high disaster potential. The results of this mapping are then disseminated to the community and local government as a basis for spatial planning and infrastructure development that is safer against disasters. In addition, this disaster-prone map is also used as a reference when compiling evacuation routes and determining safe evacuation locations. The Blitar Regency BPBD also initiated the establishment and strengthening of Disaster Resilient Villages (Destana) in the Kepanjenkidul District. This program aims to build community resilience at the village level in facing disasters. Through Destana, the community is actively involved in the planning, implementing, and evaluating disaster risk reduction activities. BPBD provides intensive assistance in the formation of the Destana organizational structure, the preparation of contingency plans, and the development of a community-based early warning system (Yurita, 2021; Ali. et al., 2021; Wasono & Askafi, 2020; Santi. et al., 2023).

The Blitar Regency BPBD in Kepanjenkidul District also makes efforts to strengthen institutional capacity. This includes increasing coordination between related agencies, such as the sub-district government, the police, the TNI, and civil society organizations. BPBD facilitates the establishment of a coordination forum involving various stakeholders to ensure synergy in efforts to reduce disaster risk. In addition, BPBD also provides technical support and training to sub-district and village government officials to improve their capabilities in disaster management. Education and socialization programs are also integral to BPBD's efforts to reduce disaster risk in the Kepanjenkidul District. This activity is carried out through various media, including direct counseling to the community, campaigns through social media, and integrating disaster materials into the school curriculum. The

goal is to build public awareness and understanding of the importance of disaster preparedness from an early age (Abidin, 2021; Pradhana, 2020; Bigandata, 2021).

In the infrastructure aspect, BPBD Blitar Regency collaborates with related agencies to strengthen and develop supporting infrastructure facilities for disaster management in the Kepanjenkidul District. This includes the construction and maintenance of early warning systems, the repair of evacuation routes, and the provision of adequate logistics and emergency response equipment. Through this series of comprehensive programs, BPBD Blitar Regency seeks to build the resilience of the people of Kepanjenkidul District to disasters. With an approach that involves various parties and includes aspects of prevention, preparedness, and recovery, it is hoped that the risk and impact of disasters in the region can be significantly reduced (Bigandata. et al., 2023; Priyono. et al., 2020).

Table 1. Disaster Mapping In Kepanjenkidul District

District	Urban Village	Types of Threats	Keltana Levels	Years of Development	Source of Funds
Kapanjenkidul	Tanggung	Flood	first	2018	City Regional Revenue and Expenditure Budget
	Kauman	Erupting mountains	first	2017	City Regional Revenue and Expenditure Budget
	Kapanjenlor	Avalanche	first	2017	City Regional Revenue and Expenditure Budget
	Bendo	Avalanche	middle	2019	City Regional Revenue and Expenditure Budget
		Flood	first	2023	City Regional Revenue and Expenditure Budget
	Kapanjenkidul	Eruption	middle	2022	City Regional Revenue and Expenditure Budget
		Flood	first	2022	City Regional Revenue and Expenditure Budget
	Sentul	Eruption	first	2020	City Regional Revenue and Expenditure Budget
	Kauman	Eruption	first	2017	City Regional Revenue and Expenditure Budget

Source: Blitar City BPBD in 2024

The table above shows that this ability is manifested in development planning that contains efforts to prevent, prepare, reduce disaster risk, and increase capacity for post-disaster recovery. In Destana, communities actively study, analyze, handle, monitor, evaluate, and mitigate disaster risks, especially by utilizing local resources to ensure sustainability. At the online launch of Indonesia's active fault map on Friday (21/8/13), the Director of the Geological Agency of the Ministry of Energy and Natural Resources (EMR), Eko Budi Lelono, announced the readiness of Indonesia's active fault map. For data entry and seismicity, active fault information is obtained from an active fault map of scale 1:5,000,000. Tectonics and civil experts can use The map in question as a reference point for probabilistic and deterministic disaster analysis and earthquake probability calculations. At the same time, the Central Statistics Agency (BPS) provides data on the

number of dead, missing, and injured victims per 100,000 population. Quoting the BPS website shows that Indonesia's population in 2019 was 266,911.9 thousand people, with 589 people dying due to the January-December 2019 disaster. So, according to calculations, the number of deaths due to the disaster is 0.22. This means there were no casualties among 100,000 people due to the catastrophe (www.bps.go.id).

a) The policy is taken into account when making a decision.

With disaster-resilient villages at the primary level still not optimal, efforts are needed to provide training and coaching focused on disaster-resilient villages at the primary level.

b) Priority Scale

In implementing the disaster-resilient village program, there are obstacles to becoming more optimal. To overcome this, of course, the priority scale can determine a decision that aims to address what needs to be prioritized. The Regional Disaster Management Agency of Blitar City prioritizes providing training and coaching to disaster-resilient villages at the primary level because efforts in disaster risk reduction still need to be considered optimal, and there are no efforts related to disaster risk reduction. Suitability to Certain Conditions Decision-making certainly needs to look at and adjust to certain circumstances or conditions; in the disaster resilient village program in Blitar City, the Blitar City Regional Disaster Management Agency in assisting to overcome disasters certainly adjusts to the situation in the village. For example, around last March, in Gedog Village, there was a strong wind that hit one house owned by a resident, so the alternative decision made by the Blitar City Regional Disaster Management Agency was to provide logistical assistance in the form of tarpaulins to the Chairman of Keltana Gedog which will later be handled independently by Keltana Gedog to help the community. Thus, the alternative decision taken by the Regional Disaster Management Agency of Blitar City adjusts to certain circumstances, such as in Gedog Village. This disaster caused victims because the situation of Gedog Village in March had strong winds, so a decision was needed to handle it. If other villages are not affected by strong winds, there is no need for logistical assistance because they adjust to certain conditions (Haliza, 2022; Legowo & Setyawan, 2022; Setio, 2011).

c) Constrained Resources

Budget Every activity carried out by Keltana certainly requires the required budget or funds. Taking advantage of limited resources, especially funding, can be done by establishing cooperation with other parties, as done by the Gedog disaster resilient village, which has collaborated with Erna Catering so that cost expenses, especially consumption in activities from the Gedog disaster resilient town, can be minimized. Logistics In providing logistics needed by disaster-resilient villages, of course, it adjusts to needs. If a disaster occurs in an area, logistical assistance is required to help the victims. For example, in Gedog Village, there was a strong wind disaster in early March 2023, which caused one resident's house to be affected, so the need for logistical assistance, the logistical assistance provided by the Blitar City Regional Disaster Management Agency, namely in the form of tarpaulins to help cover the roofs of houses affected by strong winds which was handed over to the Chairman of Keltana Gedog and self-handled by Keltana Gedog (Panese, 2023; Hangge & Murdhani, 2024).

Discussion
Optimization of Increasing the Effectiveness of Disaster Communication in Organizations (BPBD) Kepanjenkidul District, Blitar Regency

Optimizing the effectiveness of disaster communication at the Regional Disaster Management Agency (BPBD) of Kepanjenkidul District, Blitar Regency, is a crucial aspect of effective disaster management. As the frontline in disaster management at the sub-district

level, BPBD Kepanjenkidul needs a reliable, fast, and accurate communication system to manage information before, during, and after a disaster.

"While the training programs and GIS-based mapping have improved preparedness levels in the community, the study identified several challenges, such as inconsistent coordination among stakeholders and limited digital literacy, which hinder the effectiveness of disaster communication. The integration of a multi-channel communication approach, including social media, SMS broadcasts, and community radio, has shown promise, but further adaptation is needed to address diverse literacy levels. These findings underscore the need for tailored communication strategies that consider the socio-cultural characteristics of the Kepanjenkidul community, as well as ongoing evaluation to ensure that the strategies remain responsive to emerging challenges in disaster management."

One of the important steps in optimizing disaster communication impacts Nagasina members and the surrounding community. BPBD conveyed disaster education to the Nagasina group and the community to increase public knowledge about natural disasters and efforts that can be implemented to reduce the impact of the risk of natural disasters. BPBD also educates school students so they can save themselves when natural disasters occur. This was confirmed by the Head of Bonjol Sub-district, Faridh Muhammad Ali, who the author interviewed on October 2, 2023. He said that BPBD often carries out disaster education and socialization in Bonjol District and appreciates these activities so that the community has the knowledge and ability to deal with enough disasters. The sub-district head also made a series of activities to support these activities. The first step taken by the Sub-district Head is to create an information group and discuss with the Nagari disaster task force, babinsa and Babinkamtibmas, the head of Jorong to convey information on events that occur in the Bonjol sub-district area. Furthermore, the Sub-district Head facilitates task forces that need assistance with tools or assistance personnel by contacting the Satpol PP, BPBD, and Basarnas. Then, the Sub-district Head conveys information related to disasters information, information on the development of expertise and human resources, or the updating of laws and regulations on handling natural disasters (Alfarabi & Adhrianti, 2021).

Nagasina succeeded in making effective communication because it contained information that impacted group members and the surrounding community. The communication also provides members with an understanding of efforts that can anticipate disasters and the steps that need to be taken to reduce the impact of disasters. The change that can be seen after the communication is that Nagasina and related parties can create a solid team and provide a quick response to disaster management efforts. Group members already understand the signs of disaster and the fast action that must be taken when they see them.

BPBD needs more optimal coordination between the Ministry and the Regional Government regarding disaster risk-based policies and spatial planning. Based on an interview with the Head of Disaster Prevention and Preparedness at the Pasaman Regency Regional Agency on September 21, 2023, he said that if this has been implemented, BPBD and the Nagasina group can anticipate disasters by reducing activities in dangerous areas and relocating people from disaster-prone areas to safe places. Another effort that can be implemented is to educate the community to stop activities that can cause natural disasters, such as forest management or garbage disposal. Nagasina Nagari Ganggo Hilia has not yet developed the use of IT in data management. An example of the use of IT in data management is in the Karawang Regency Government, which created TANGKAR, which uses IT to help channel people's aspirations in the social, infrastructure, health, and other fields with only one application (Dirga & Djafar, 2023; Ananda. et al., 2024). Nagasina can also use the website because it facilitates a variety of complete information that everyone can easily access and is updated daily. Communication intensity and ease of communication enable Nagasina to handle disasters in a timely, coordinated, and integrated manner in Nagari Ganggo Hilia because it can collaborate, synergize, and integrate with related parties. The IT-based disaster preparedness information management by Nagasina Ganggo Hilia is still

a Whatsapp conversation group. The effectiveness of Nagasina's communication can be seen from the impact felt by group members, the understanding of counseling, and the changes felt by members after receiving counseling so that they can handle disasters in a timely, coordinated, and integrated manner in Nagari Ganggo Hilia (Laksono et al., 2021).

Increasing the capacity of human resources in terms of disaster communication is also the main focus. BPBD in distric Kepanjenkidul needs to conduct intensive training for staff and volunteers on communication protocols in emergencies, the use of communication equipment, and effective information delivery techniques to the public. This training must include the technical and psychological aspects of disaster communication, considering the importance of conveying information in a way that does not cause panic but still arouses public awareness. Developing a multi-channel communication strategy is also important to ensure a wide range of information. BPBD in distric Kepanjenkidul needs to optimize the use of various media, including social media, SMS broadcasts, community radio, and mosque loudspeakers, to disseminate disaster information. This strategy must be adapted to the characteristics of the Kepanjenkidul community, considering the different levels of digital literacy and media preferences among the population. Strengthening coordination and collaboration with various stakeholders is also key in optimizing disaster communication. BPBD Kepanjenkidul must build a solid communication network with other government agencies, civil society organizations, mass media, and the private sector. Establishing a disaster communication forum involving various elements of society can be a forum to build synergy and strengthen the disaster communication system at the sub-district level.

Implementing an effective early warning system is also integral to disaster communication. BPBD Kepanjenkidul needs to develop and optimize a system that can provide quick and accurate warnings to the public about potential disasters. This involves integrating data from various sources, including BMKG and research institutions, as well as developing mechanisms for disseminating alerts quickly and trustibly.

Continuous evaluation and improvement of the disaster communication system are also important. BPBD Blitar Regency in Kepanjenkidul District must routinely conduct simulations and trials of the disaster communication system, analyze the weaknesses and challenges, and improve based on the evaluation results. Community involvement in this evaluation process is also important to ensure that the communication system developed is effective and meets the community's needs (Aziz, 2023).

Developing a comprehensive disaster management database and information system is also part of efforts to optimize disaster communication. The Blitar Regency BPBD in Kepanjenkidul District needs to build a system that can integrate various disaster-related data, including risk maps, demographic data, and resource information. The system should be easily accessible to the multiple parties involved in disaster management, facilitating quick and informed emergency decision-making.

Challenges and Opportunities in Increasing the Effectiveness of Disaster Communication in Organizations (BPBD) Kepanjenkidul District, Blitar Regency

There are several challenges faced in the development of Blitar City Regional Disaster Management Agency services, namely:

1. Social relations and rapid development in Blitar City are prone to natural and social disasters that can threaten the community and public infrastructure.
2. Lack of capacity of human resources who scientifically understand and understand a lot about disaster problems in the region
3. Mastery of technology in managing disaster information and data management based on GIS must be carried out to disseminate disaster information and data quickly, accurately, and to date.
4. More knowledge and understanding of the importance of disaster management in the region, both among the executive (policy makers) and the legislature (policy formulation), as well as the community, still need to be provided.

5. Lack of disaster risk reduction management carried out across sectors.
6. There is a need to increase cross-sectoral cooperation in disaster management in the region by involving the business world in CSR programs.
7. Providing disaster logistics and other important infrastructure supports and serves disaster victims.
8. The provision of considerable funds for the reconstruction and rehabilitation of disaster areas after the disaster occurred.
9. It is necessary to increase in-depth assessment and research on areas with potential disasters by involving the world of education and universities.

Meanwhile, several opportunities can provide hope for the development of Blitar City Regional Disaster Management Agency services, namely:
1. There is a commitment from regional heads and DPRD, as well as all components of the nation, national, regional, and local, to implement disaster management.
2. The rapid development of technology to support disaster activities that can be used to reduce disaster risks.
3. Central policy support and synchronization and coordination in the implementation of disaster management.
4. Limited deconcentration funds and grant-based social assistance are sourced from central ministries.
5. Community demands for transparent, participatory, and accountable development planning.

The participation of the community and cooperation with related Agencies/Agencies, NGOs, and other non-governmental institutions in efforts to implement disaster management (Rusmawan. et al., 2023; Kukun. et al., 2024)

CONCLUSION

Based on the discussion above, several conclusions can be drawn about the role and benefits of disaster communication in general management:
1. The role of disaster communication provides us with an understanding of the level at which we should act. In other words, disaster communication in the context of prevention can provide rules or guidelines for the community. Another interpretation is that it is a way of life; Each society has certain behaviors according to the age category in that society.
2. Through comprehensive efforts, the Blitar Regency BPBD in Kepanjenkidul District has tried to optimize the disaster communication system, including technology, human resources, and stakeholder coordination.
3. The main focuses of this effort are the development of integrated ICT infrastructure, building personnel capacity, implementing multi-channel communication strategies, and strengthening early warning systems.

In addition, the emphasis on collaboration with various elements of society and continuous evaluation of existing systems shows BPBD's commitment to building adaptive and responsive disaster communication. Although challenges still exist, especially regarding equitable access to information and adaptation to technological dynamics, the steps taken show a positive direction. By improving the effectiveness of disaster communication, the Kepanjenkidul District BPBD is expected to be better prepared to face various types of disasters, minimize risks, and better protect the community. The success of this effort will not only increase the resilience of Kepanjenkidul District to catastrophe. Still, it can also be a model for other regions to develop an effective disaster communication system.

Disaster communication is urgent because it is supported by psychological and geographical conditions prone to disasters. There needs to be an effective strategy to form strength in dealing with disasters in pre-disaster and post-disaster periods. First is customer focus on understanding the information the community and volunteers need. Second is leadership commitment, which means that leaders who play a role in emergency response must commit to communicating effectively and be actively involved in the communication process. Third is situational awareness, meaning that in carrying out mitigation efforts, disaster communication will have an effective value measured based on the collection, analysis, and dissemination of disaster-controlled information. Fourth, media partnerships and media involvement play a vital role to participate in disseminating information. Disaster preparedness is not only carried out before the disaster occurs; mitigation is an effort to manage disasters both physically, psychologically, and mentally. To expand the role of disaster communication, residents who understand the conditions of the framework must be involved. One of the applications that can be used for mitigation is word of mouth so that all levels of society, both ordinary and educated, understand the importance of mitigation.

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