



## Disaster communication strategy of the regional disaster management Agency Medan city in overcoming floods

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### Abstract

This study aims to analyze disaster communication strategies by referring to the main foundations in building effective disaster communication, namely; *customer focus*, leadership commitment, situational awareness, and media partnerships. From the research data using qualitative research methods through in-depth interviews and documentation. The communication strategy of the Medan City BPBD implements *a customer focus*, namely on the needs of all *stakeholders*, understanding the needs, and focusing on socialization and education activities. Leadership commitment is also effectively carried out, in this case, the head of BPBD implements effective communication with various parties as opinion *leaders*. Situational awareness, by being aware of the actual situation that occurs during a disaster. Media partnerships, to support the distribution of information carried out with the media in supporting the effectiveness of disaster communication. BPBD also uses social media, television newspapers or radio, ORARI, and RAPI.

**Keywords:** Strategy, communication, BPBD, overcoming, disasters

### Introduction

As one of the cities in North Sumatra, in fact, throughout the year the city of Medan always experiences flooding because it is surrounded by rivers and borders the upstream areas, namely Deli Serdang and Tanah Karo. Floods occur every year in Medan City. From the data collected, from 2011 to 2020 there were floods at the end of the year and the beginning of the year. In 2011, it submerged 10 sub-districts in Medan City, submerging at least 300 people's houses. One of the residents said that this flood was similar to the flood that occurred in 2002 (nasional.tempo.co, 2021) <sup>[15]</sup>. Then almost ten years later severe flooding also occurred in 2020 December. This flood was the worst in the last 20 years, at least 2,773 houses were submerged, including 1983 families and 5,965 people (www.merdeka.com, 2021).

From the flood data above, we see that the city of Medan is very often flooded and until now it continues to haunt the people of Medan. If this is not followed up seriously, a flood disaster will occur which can cause even more victims. As is known, the city of Medan is a city that borders Binjai City, Deli Serdang Regency, and Tanah Karo Regency which is the upstream of the rivers in Medan City. So it is natural that the vulnerability to flood danger is indeed a problem that requires special attention.

Not only that, the waste problem is also a trigger for flooding in Medan City. The habit of some community members throw garbage carelessly and even arbitrarily throw garbage directly into rivers. This is also homework for the Medan city government. Besides that, there are still many community members who live on the banks or riverbanks, adding to the problem of flooding (Luahambowo *et al.*, 2022; Sembiring *et al.*, 2021) <sup>[12, 23]</sup>.

Urban population growth and increasing urbanization also occurred in the city of Medan. *Sustainable Development Goals* (SDGs) which are interpreted as sustainable development goals contain 17 goals and 169 development goals, there are aspects related to disaster risk reduction,

namely at point 11 states that make cities and human settlements inclusive, safe, resilient, and sustainable. This explains the reality that is happening where the world is becoming more and more urban; Population growth and urbanization are projected to reach more than two-thirds of the world's population. Increased population availability can lead to the creation of risks, especially when urbanization is rapid, poorly planned, and occurs in the context of widespread poverty. Urban asset exposure to rising seawater and irrigation settlements could reach US\$35 trillion by the 2070s, which is ten times more than current levels (Tamitiadini, 2019) <sup>[26]</sup>.

Flood can also be defined as an event or series of events that threaten and disrupt people's lives and livelihoods caused by the overflow of river water due to natural factors, namely the destruction of the buffer zone in the upstream area (Hermon, 2015) <sup>[10]</sup>. Floods that occur in urban areas generally occur due to overflowing water that cannot be accommodated by urban drainage systems such as rivers, culverts, ditches, and other water drainage channels (Nugroho & Handayani, 2021) <sup>[16]</sup>.

One of the non-departmental institutions at the ministerial level was formed by the government of the Republic of Indonesia. Through Law No. 24 of 2007 concerning disaster management. Chapter iv, explains the institution formed by the government under the name of the National Disaster Management Agency (BNPB) which is at the provincial and district or city levels called BPBD as the *leading sector of* disaster management in Indonesia. Then the chapter also explains the existence of an institution called the Regional Disaster Management Agency (BPBD) both at the provincial and district/city levels as an extension of the Central National Disaster Management Agency (BNPB). One of the main functions of this institution as stipulated in Article 13 is the coordination of the implementation of disaster management activities in a planned, integrated, and comprehensive manner (Law No. 24 Year 2007, 2007).

Information compiled by researchers from the Medan City Regional Disaster Management Agency (BPBD Kota Medan) which is the *leading sector* in the city of Medan in disaster management, said that currently the main focus of disaster management in the city of Medan is the flood disaster. This is in line with and strengthened by the phenomenon described above.

Listening to the data above regarding the flood disaster that occurred in the city of Medan gives the idea that there must be a strategic step to respond to the problem of disasters that must occur. Of course, the problem of flood disasters is a problem that must be addressed with various aspects and factors related to disaster management. For this reason, the role of the Regional Disaster Management Agency (BPBD) of Medan City is highly expected in efforts to handle disasters that occur.

One of the important aspects of disaster management is communication. Communication is the activity of conveying information through the exchange of thoughts, messages, or information, such as through speech, visuals, gestures, writing, or behavior (John Velentzas, 2014) <sup>[11]</sup>. As Rogers and Kaincid point out, communication is a process in which two or more people form or exchange information with each other, which in turn leads to a deep mutual understanding (Cangara, 2015) <sup>[7]</sup>.

Hardjana stated that the definition of communication can be reviewed from two perspectives. The first point of view is from the process of communication which states that communication is an activity carried out by communicators in the form of delivering messages through certain media to communicators, communicators receive messages and understand messages according to their abilities and convey responses through certain media to communicators. From the perspective of meaning exchange, communication is defined as the process of conveying meaning in the form of ideas or information from communicator to communicator through certain media. Communication media is a tool used by communicators to convey messages to communicators, and tools used by communicators to convey feedback on messages that have been received and understood by communicators (Hardjana, 2003) <sup>[9]</sup>.

Furthermore, West and Turner define communication as a process of interaction between individuals by using symbols that have meaning and are understood together in an environment. People's ideas and interactions are part of communication, which is a continuous, dynamic, and endless process. Symbols are labeled or meanings of thoughts extracted in the situation or context in which communication occurs (Turner & West 2010) <sup>[29]</sup>. In flood disaster management, effective communication is needed to prevent and minimize the impact of disasters that occur. One of them is to carry out a communication strategy.

Communication strategy consists of 2 words, namely strategy and communication. According to Rangkuti, strategy is a tool to achieve goals. The main goal is for the company to be able to objectively see internal and external conditions so that the company can anticipate changes in the external environment (Rangkuti, 2013) <sup>[22]</sup>. Similarly, communication strategy is a combination of communication planning with communication management to achieve the goals that have been set. This communication strategy must be able to show how its operations must be practically carried out, in the sense that the approach can be different at any time depending on the situation and conditions (Onong Uchjana, 2019) <sup>[19]</sup>.

According to Cangara (2013) <sup>[3]</sup>, said that communication strategies can be carried out with steps, namely (Cangara, 2013) <sup>[3]</sup>:

1. Planning who the communicator is is the main actor in communication activities, who has many ideas and is full of creativity.
2. Planning who the communicator targets is according to the analysis of community needs as the target of the communication program.
3. Preparing messages according to the program to be conveyed, whether it is informative and persuasive or educational.
4. Choosing media and communication channels according to the available communication resources that can be reached by the public

According to R. Wayne Pace, Brent D. Peterson, and M. Dalla Burnett in the book *Techniques For Effective Communication*, the purpose of a communication strategy is (Abidin, 2015) <sup>[1]</sup>:

1. *To secure understanding*, to ensure that there is an understanding in communication.
2. *To establish acceptance*, how is the acceptance well received?
3. *To motivate action*, activities to motivate him.
4. *The goals that the communicator sought to achieve*, and how to achieve the goals that the communicator wants to achieve from the communication process.

According to Haddow and Haddow (2008) explained that there are several main foundations in building effective disaster communication, namely: (Haddow & Haddow, 2022) <sup>[6]</sup>:

1. Customer Focus, which is to understand what information is needed by customers, in this case, the community and volunteers. Communication mechanisms must be established to ensure that information is conveyed accurately and accurately. The form of information provided by the dapper is in the form of handling the threat of arising dangers, the level of probability of disasters and how large the scale is, as well as the impact of the natural disaster
2. Leadership Commitment, leaders who play an emergency response role must be committed to effective communication and actively involved in the communication process. The commitment of the leader in question can come from community organizations, local leaders, or even influential people or opinion leaders in the region.
3. Situational awareness, and effective communication based on the collection, analysis, and dissemination of controlled information related to disasters. The principles of effective communication such as transparency and trust are key. Related to the previous point, the principle of effective communication is carried out by delivering information that is right on target. Effective communication in the community can build trust in the information they obtain. The information conveyed must be by what is happening around the area.
4. Media partnerships, such as television, newspapers, radio, and others, are very important for the media to convey information appropriately to the public. Collaboration with the media concerns understanding the need for information. Cooperation with the media

involves understanding the needs of the media with a team trained to work with the media to obtain information and disseminate it to the public. In simple terms, the media can be managed by the local community in the form of direct socialization.

This research focuses on the disclosure of disaster communication strategies that refer to several main foundations in building disaster communication as outlined above. In this study, the formulation of the problem is how the disaster communication strategy is carried out by the Regional Disaster Management Agency (BPBD) of Medan City in dealing with disasters. Then the purpose of this study is to analyze the disaster communication strategy carried out by the Medan City BPBD with the hope that the results of this research can be input and reference material for parties related to disaster management.

### Research Methodology

This researcher uses a qualitative approach with a descriptive method, which is research intended to understand the phenomenon of what is experienced by the research subject, for example: behavior, perception, motivation, action, language, and others in a special natural context (Nurlaily, 2022) <sup>[17]</sup>. The phenomenon referred to in this study is about the disaster communication strategy carried out by the Regional Disaster Management Agency (BPBD) of Medan City in dealing with disasters in Medan City. In this study, the informants were; The Medan City Government related to disaster management activities; The Medan City Regional Disaster Management Agency, and related sub-districts and sub-districts in disaster management.

The data collection technique in this study uses triangulation techniques using interview and documentation instruments. This study uses interactive model data analysis which is the simplest data analysis technique and is widely used by qualitative researchers, namely reduction, data display, as well as data verification and conclusion drawn. This interactive data analysis often refers to the concepts offered by Mile *et al.*, (2014) <sup>[13]</sup>, which consists of data reduction activities (*data reduction*), data presentation (*data display*), and conclusion drawing and testing (*drawing and verifying conclusion*) (Ibrahim, 2015) <sup>[5]</sup>.

In this study, the validity of the (*truthworthiness*) data, namely the need for examination techniques. The researcher carries out examination techniques based on several certain criteria. There are four criteria used, namely the degree of trust (Credibility, which consists of extension of participation, the diligence of observation, triangulation, peer checking, the sufficiency of references, negative case studies, and member checking); Distraction/Detailed Description (*transferability*); Dependency/Dependency audit (*Dependability*); Certainty/assurance audit (*Confirmability*) (Nurlaily, 2022) <sup>[17]</sup> (Moleong, 2004) <sup>[14]</sup>. In this research, the technique carried out to check the validity of the research results was carried out with a triangulation technique.

### Results and Discussion

As an urban area, Medan is a strategic area that can compete with several other big cities in Indonesia. The various supporting infrastructure facilities available make Medan one of the metropolitan cities with all the diversity of

potentials it has. One of the potentials that the City of Medan has is the potential for disasters that can occur at any time.

The city of Medan is a city that is often hit by floods every year and occasionally experiences earthquake tremors around areas outside the city of Medan. Medan City is one of the areas that is included in the flood-prone category in North Sumatra. This natural disaster always occurs every year when entering the rainy season. Flood natural disasters always occur every year when entering the rainy season. Floods in Medan City are almost on average 10-12 times/year which is greatly influenced by the condition of the Deli and Belawan Rivers in the upstream area (Anggraini *et al.*, 2021) <sup>[2]</sup>.

In the context of disasters, communication can be used as a social detection tool that gives a message to other parties about the existence of a disaster in a place. Therefore, in practice, disaster communication can be defined as the process of delivering disaster information and data messages aimed at conveying preparedness and various needs in dealing with disaster events (Tunggali *et al.*, 2019) <sup>[28]</sup>.

Communication is an absolute thing that must be done in the best way that must be done so that disaster management is successful from the beginning of the disaster management process such as disaster mitigation, preparation, response, and situation recovery at the time of disaster. Communication is the best way for successful disaster mitigation, preparation, response, and recovery of situations in times of disaster. The ability to communicate disaster messages to the public, government, media, and opinion leaders can reduce risk, and save lives and the impact of disasters (Putri & Hamzah, 2021) <sup>[21]</sup>.

To analyze the disaster communication strategy carried out by the Regional Disaster Management Agency (BPBD) of Medan City, it will be described a description based on the 5 main bases of disaster communication, namely (Haddow & Haddow, 2022) <sup>[6]</sup>

#### a. Customer Focus

The first basis of disaster communication is intended that the Regional Disaster Management Agency (BPBD) of Medan City should understand what information is needed by customers or the community, in this case, related parties such as regional apparatus organizations, namely sub-districts and sub-districts. Then the communication strategy, a mechanism must be established to ensure that the information conveyed is accurate and actual.

The Medan City BPBD prioritizes a pre-disaster communication strategy that focuses on socialization and education. The delivery of information is carried out by the needs of potential disaster areas, starting with contacting the sub-district. The sub-district then coordinates with the sub-district to determine the participants of socialization or education. The Medan City BPBD built a communication system with BMKG Region 1 Medan and related Regional Apparatus Organizations (OPD), as well as sub-district heads, village heads, and neighborhood heads (Kipling). To prevent disasters, BPBD invites the community through the sub-district to work together to clean ditches, and green river basins, and avoid littering. BPBD asked the sub-district head to send representatives from disaster-prone areas, especially those that often flood, to participate in counseling. This approach shows the efforts of the Medan City BPBD in reducing the impact of disasters through effective communication and community involvement.

Of course, in its implementation, the Medan City BPBD has the goal of conveying information related to how the community faces the disaster that will occur and what is done to minimize the impact of disasters by focusing on public understanding of disasters. As a communicator, of course, the Medan City BPBD prepares everything to deliver disaster messages or information accurately. Through communication strategies by simulating socialization and education activities, the information conveyed can be understood by the community.

One of the main challenges during disasters is the accuracy of information and data conveyed. To anticipate inaccuracies, the Medan City BPBD implements a communication strategy by validating information and data. This strategy includes a direct review of disaster sites and data collection from the head of the neighborhood (kepling) to the sub-district level so that the data produced can be accounted for. Data errors can lead to improper disaster management. Therefore, valid and accountable information is submitted to relevant parties to ensure the effectiveness of disaster management.

The Medan City BPBD seeks to collect data in one day, validate the information with the Kepling, Village Head, Police, and TNI, and after the data is agreed upon, the data is reported and disseminated. BPBD ensures that the data is not provided to other parties before it is validated to avoid errors. This approach emphasizes the importance of accuracy and responsibility in the delivery of information.

By focusing on the needs of related parties who need disaster information, both before and after the disaster occurs, the Medan City BPBD strives to produce factual and actual information on conditions in the field. This attitude ensures that the data presented to stakeholders or the wider community does not cause confusion or misinformation.

Disaster communication strategies in the form of information provided can be in the form of handling the threat of danger arising, the level of likelihood of the disaster and how large the scale is, as well as the impact of the natural disaster (Tamitiadini *et al.*, 2019) <sup>[26]</sup>. In this case, it can be interpreted that the disaster communication activities carried out must focus on the needs of the community to face disasters.

If referring to the disaster management that exists in modern society today is based on four components, namely disaster mitigation which involves the action of reducing or eliminating one or both components of hazard risk (possibility and consequence), this action can also be said to be the cornerstone of disaster management. Then the second is disaster preparedness. In this part, it is necessary to facilitate the community with tools that can increase the likelihood of the community surviving and minimize the loss of other property. Preparedness can be achieved by training and equipping disaster response tools at every level of government, in addition to that the community must also be equipped with information related to what actions can be taken to reduce their vulnerability and risk (O'Brien, 2011) <sup>[18]</sup>. This is in line with what the Medan City BPBD has done which has carried out socialization, education, and training to the community in terms of disaster preparedness.

The third part of disaster management is response, where the scale of the disaster that occurs will determine what response is given. The response includes not only addressing urgent needs such as providing first aid, search and rescue, and providing shelter but also facilitating the

return of critical infrastructure (such as transport, communications, and electricity lines and ensuring the distribution of food and clean water) to enable recovery to occur and accelerate the return to a functioning community. The last stage is recovery which involves repairing, reconstructing, or regaining what has been lost as a result of the disaster, ideally at this stage there is also risk reduction from similar disasters that may occur in the future (O'Brien, 2011) <sup>[18]</sup>.

#### **b. Leadership Commitment**

In disaster management, leadership roles are critical to creating effective communication and committing to the right actions and decisions. The Head of the Regional Disaster Management Agency (BPBD) of Medan City is responsible for ensuring that disaster management in his area runs well. Some of the strategies carried out include involving various strategic parties in the communication system.

The Head of the Medan City BPBD stated that disaster communication was strengthened through disaster response groups in the region, as well as sub-district and city functions. This information system is supported by disaster control SOPs that divide functions so that there is no overlap. Communication management is under one control, including cooperation with RAPI and ORARI to establish communication signals between shelter officers. Disaster management communication is regulated to be on one coordinated path in a system, ensuring that all stakeholders know what actions to take, including information to residents. Volunteers are part of communication in the community, providing information from the bottom up regarding disaster conditions. The target of the Medan City BPBD is to avoid casualties, with controlled management of the communication and operational system.

This disaster communication strategy is based on the commitment of leaders, who must commit to communicate effectively and be actively involved in the communication process. The commitment of the leader in question can come from community organizations, local leaders, or even influential people or *opinion leaders* in the region (Tamitiadini *et al.*, 2019) <sup>[26]</sup>. In this case, by the description in the research results, the head of the Medan City BPBD agency has shown its role to actively involve itself in disaster activities. The sub-district heads and village heads as well as the heads of these neighborhoods automatically have a role as influential leaders like the so-called *opinion leader*. It was through them that as an extension of the head of the Medan City BPBD to conveyed various information related to disaster management activities.

An *opinion leader* can always lead or make people in the group or the area have the same mindset or understanding as him. An opinion leader is an opinion leader whose opinion is a reference for the community (Palupi & Irawan, 2020) <sup>[20]</sup>. Usually, an *opinion leader* is an elder in the area, a religious leader, or the leader of an organization. This high level of trust will usually make whatever the *opinion leader* always heard by the people he leads. *Opinion leaders are* Not only an intermediary of information but also add an element of persuasion when forwarding messages to their followers. An *opinion leader* As explained above is someone who can influence his followers about a certain issue (Hananto, 2014) <sup>[8]</sup>. The basic definition is mentioned by Katz & Lazarsfeld "The individuals who were likely to

*influence other persons in their immediate environment*"(Hananto, 2014) <sup>[8]</sup>. An opinion leader is a person who has the power to be able to influence or persuade people around him.

Criteria for a person *opinion leader* There are 4 individuals, namely individuals who stand out in society, have more media access, have a higher social status, are more innovative, and mediate in interpersonal communication or they can be said to have advantages over the general audience. Opinion leaders in information transmission are one of the elements in the process of information integration such as about the credibility of a person, as well as the position of opinion leaders as parties whose information can increase the confidence of the recipient of information about something that has been known previously (Wardyaningrum, 2018) <sup>[31]</sup>. The community is also known to have very low knowledge about disasters, therefore the role and performance of an opinion leader is important to be able to provide knowledge, counseling, information, and approaches to people affected by disasters (Syahara *et al.*, 2021) <sup>[25]</sup>.

The Head of the Medan City BPBD in this case always involves himself in conducting disaster communication in disaster management efforts by building coordination and communication to regional apparatus such as sub-district heads and village heads as part of opinion leaders in the local area as well as coordinating and communicating with potential parties such as volunteer groups, students and students as well as other stakeholders whose purpose is none other than to prepare better preparedness and response to disasters.

### c. Situational Awareness

Related to the previous point, the principle of effective communication is carried out by delivering information that is right on target. Effective communication in the community can build trust in the information they obtain. The information conveyed must be by what is happening around the area (Tamitiadini, 2019) <sup>[26]</sup>. This can be explained that in the conditions of uncertainty that occur when a disaster occurs, communication is also needed that can answer the uncertainty of the situation and conditions that occur. In this case, of course, it is related to the certainty or accuracy of the information conveyed, do not add to the situation of unrest in the community by conveying information that is not clear about the truth.

Disaster management does not rely solely on the ability to provide material assistance alone, but rather on mental (moral) support for disaster survivors (Susanto, 2011) <sup>[24]</sup>. Communication has an important role in helping to deliver disaster information messages and can be used for coordination of disaster information from the center to the regions, disaster information from affected areas to all regions in Indonesia, and information about survivors and volunteers which is also a disaster mitigation effort. On the other hand, effective communication is also mandatory for volunteers with disaster survivors. This is related to the evacuation process, rehabilitation process, and reconstruction to help disaster survivors more optimally. If one of the parties communicating does not understand or implement the communication process properly, certainly, the communication that is established will not be effective/maximum, and result in the obstruction of the disaster mitigation process.

The Medan City BPBD in its disaster communication strategy always strives to understand the situation and conditions that occur when a disaster occurs. The information obtained must go through a strict selection and validation process, by directly going into the field and coordinating with local regional officials such as sub-districts or sub-districts. This step is important to ensure that the information conveyed does not make people more anxious and uncertain which can affect their physical and psychological condition.

In an interview, Ronald Fredi Sihotang, Head of Emergency and Logistics of the Medan City BPBD, stated that the BPBD works with the head of the environment (kepling), regional apparatus organizations (OPD), and volunteers to collect data in the field. The data is then reported to the relevant parties after going through strict validation. They also prepared a bulletin board at the post for information related to disaster events, ensuring that the information remained sourced from the post and could change according to the existing situation.

Juni Hardiansyah, Head of Sarpras Medan Petisah, added that the data announced by BPBD had gone through agreements and discussions to ensure that the information submitted was consistent and not different. This is done based on the rules and collaboration that have been set.

From the interview, it is clear that the Medan City BPBD prioritizes the accuracy and validity of data in every information submitted, to ensure that the public gets correct and reliable information by the disaster situation that occurs. This is important because it concerns the handling of disasters that occur, so as not to cause differences in information that will result in inaccuracies in acting in the context of disaster management. By producing accurate information, it will result in accurate handling as well. One of the aspects of communication is the concept of reducing the uncertainty that occurs as proposed by Frank Dance in Littlejohn which is a characteristic of disasters (Haddow & Haddow, 2022). Therefore, it is necessary to be aware of the situation that occurs through efforts to present accurate and reliable information and data.

### d. Media Partnerships

To support information distribution, the Medan City BPBD implements a disaster communication strategy by building partnerships with the media. BPBD utilizes social media such as Facebook and Instagram, as well as traditional media such as television, newspapers, and radio for disaster reporting. In addition, they also installed banners in disaster-prone areas with sub-district coordination.

Partnerships with radio institutions in Medan, such as RAPI and ORARI, are an important part of this strategy. Volunteers from the institution assist in disaster communication, build communication signals between officers, and disseminate information to the community. The Medan City BPBD also uses WhatsApp for fast and effective communication, with WA groups involving regional apparatus organizations and related parties.

BPBD ensures that all stakeholders, including volunteers, understand their role in a coordinated communication system. Valid and structured disaster information is disseminated through social media, community meetings, banners, and electronic media. This aims to ensure that the public gets accurate information and can effectively reduce the impact of disasters.

Collaboration with the media is key, as extensive coverage helps people be aware of and understand disaster situations. Thus, the disaster communication strategy of the Medan City BPBD aims to avoid casualties and better manage disasters through clear and reliable information. This is related to the theory of mass communication called *Dependency Theory* (media dependence). This theory says The more a person relies on the media to meet their needs, the more important the media is in a person's life, and therefore the more effects the media has on a person. In the context of social changes and conflicts such as disasters that occur, people become dependent on the media. People are turning to the media to help understand this important event. Consequently, the media has a greater chance of exerting effect during these times of social change and conflict (Defleur & Rokeach, 2012) <sup>[4]</sup>. For example, when a natural disaster occurs, Tsunami Aceh in 2004, or the suicide bombing tragedy in the Sarinah area of Jakarta in January 2016 until the recent presidential election, people turn to the media as a reference to understand these important events. If you listen to the explanation of the theory of media dependence, then creating partnerships with the media is necessary. How much the public needs the news in the mass media about the disaster that occurred. Simultaneously, people focused their attention on knowing the situation of the development of the disaster events that occurred.

### Conclusion

The conclusion that researcher can conclude that the Regional Disaster Management Agency (BPBD) of Medan City in carrying out a disaster management communication strategy that refers to several main foundations in building disaster communication also follows five communication basics based on the 5 main foundations of disaster communication, namely; a. Customer Focus, which is understanding what information is needed by customers, in this case the community and volunteers. Communication mechanisms must be established to ensure that information is conveyed accurately and accurately. In this case, the pre-disaster communication strategy carried out by the Medan City BPBD focuses on socialization and education activities where the implementation begins with communicating with the sub-district b. Leadership Commitment, leaders who play an emergency response role must be committed to effective communication and actively involved in the communication process. This was shown by the Head of the Regional Disaster Management Agency (BPBD) of Medan City actively and effectively by being responsible for the implementation of disaster management that occurred in his area, carrying out several strategies to create effective communication. One of them is by involving various strategic parties in the communication system carried out c. Situational awareness, and effective communication based on the collection, analysis, and dissemination of controlled information related to disasters. The principles of effective communication such as transparency and trust are the key, therefore the Regional Disaster Management Agency (BPBD) of Medan City in carrying out a disaster communication strategy is first able to understand the situation and conditions that occur when a disaster occurs. The Medan City BPBD in conveying the information they get must first carry out a selection and validation process by coming directly to the field and then adjusting to the data obtained from the local region, sub-district, or sub-district

leadership apparatus. d. Media partnerships, such as television, newspapers, radio, and others, are very important for the media to convey information appropriately to the public. Collaboration with the media concerns understanding the need for information. Disaster communication strategies are carried out by building partnerships with the media to support the effectiveness of disaster communication. The Medan City BPBD in this case uses social media such as *Facebook* and *Instagram*. The use of television and newspapers or radio has automatically provided news about the disaster that occurred. Then it also involves cooperation with ORARI and RAPI to support smooth communication when a disaster occurs.

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