

DISASTER COMMUNICATION: PUBLIC RESPONSE TO THE SOCIAL MEDIA IN INDONESIA

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Abstract. The dissemination of information pertaining to disasters is of paramount importance in Indonesia, a nation highly susceptible to natural hazards. The optimal utilization of social media platforms offers a significant avenue for the extensive outreach of crucial disaster-related data to the public, thereby facilitating a broader understanding of potential threats and enabling subsequent audience engagement and response. This enhanced communication strategy holds the potential to substantially mitigate the adverse impacts of calamitous events across the Indonesian archipelago by fostering preparedness and informed action among its citizenry.

Keywords: Disaster communication, social media, response.

Introduction

Nowadays, disaster communication is defined as the process of sending and receiving messages or actions about information both during pre-disaster, disaster and post-disaster [1]. During the communication process, the social media is involved as a means to facilitate the process of delivering information from the sender of the message to the recipient. Social media is an important part of the process of disseminating disaster-related information to the public more quickly [2]. The vast territory and the distribution of diverse communities will be easier to reach by using the social media because Indonesia is an archipelago with 16,771 large and small islands with the 4th largest population in the world [3]. The country is geographically prone to disasters such as volcanic eruptions, earthquakes, tsunamis, floods and landslides.

Indonesia has a state institution that focuses on disaster management, the National Disaster Management Agency (BNPB) at the central level while at the regional level it is called the Regional Disaster Management Agency (BPBD) located in 38 provinces [4]. Each of them carries out disaster management in the region starting from the pre-disaster, emergency response and post-disaster stages, including conveying information about disasters through social media. Social media role is very important to convey information and also educate the public about natural disasters [5].

Problem Statement

The Disaster Communication process carried out by the Regional Disaster Management Agency is expected to be able to run effectively to minimize the impact of disasters. According to Cherrington, the effectiveness of persuasive communication is highly dependent on three factors that influence it, including the source of information, the message conveyed and the

audience receiving the message [6]. However, communication process sometimes does not go well with the expected response [7]. The simplest indicator can be seen from the community's response to the institution's social media.

Objective

The aim of this study is to find out how the community responds to disaster information conveyed by the Regional Disaster Management Agency through social media.

Research Question

How do people in disaster-prone areas respond to information conveyed by the Regional Disaster Management Agency through social media?

Methodology

Research approach. This study uses a qualitative approach to understand community responses to disaster communication delivered through social media by the ten Regional Disaster Management Agency (BPBD) in Indonesia. This approach was chosen because it allows researchers to dig deeper into community interaction and involvement in the context of disaster communication.

The data collected includes: the amount of information uploaded by counting the number of disaster information made by BPBD on social media (from the first upload to the latest). Furthermore, by recording the number of followers in each BPBD social media account to determine the reach and potential audience reached by the information conveyed. The data collection procedure began with identifying the BPBD's official social media accounts. Then collect quantitative data by counting the number of posts and followers on each social media account. The data that has been collected is analyses descriptively to describe the disaster communication patterns carried out by BPBD on social media. This analysis includes: posting frequency and followers.

Finding and Discussion

National Disaster Management Agency (BNPB) in 2024 stated that there are several regions in Indonesia that are categorized as disaster-prone, consisting of Aceh, West Sumatra, North Sumatra, Riau, South Kalimantan, West Kalimantan, Central Kalimantan, South Sulawesi, West Java, and Central Java [8]. Through the Regional Disaster Management Agency in each province, information about disasters is conveyed through social media. The social media used are Facebook, Instagram and X.

The following data shows that not all social media are optimally used by the Regional Disaster Management Agency, especially X. Instagram social media ranks first as a disaster information media in Indonesia with an average number of posts above a thousand posts, this

is directly proportional to the number of followers who also reach the same number. This means that the Regional Disaster Management Agency as a sender in delivering messages (communicator) gets a balanced response from the audience (communicants). Thus, the assumption of effective communication through Instagram can be achieved.

Table 1. Social Media Data on PBPD of 10 Provinces in Indonesia

No	Provinces	Social media					
		Facebook		Instagram		X	
		Posts	Followers	Posts	Followers	Posts	Followers
1	Aceh	1	24	272	1.988	-	-
2	North Sumatera	198	985	6.791	10.400	66	57
3	West Sumatera	102	2.300	42	692	138	768
4	Riau	2	78	427	2.203	164	3
5	South Kalimantan	6	2.800	515	3.711	-	-
6	West Kalimantan	1	113	349	726	11	2
7	Central Kalimantan	78	6000	9.556	5.526	-	-
8	South Sulawesi	6	978	351	2.798	-	-
9	West Java	126	5.600	3.795	33.100	-	-
10	Central Java	78	5.500	3.415	24.800	2.400	2.600

Source: Processed in 2025 from Facebook, Instagram and X

The second is that Facebook is still a reference for people to find out information related to disasters, as evidenced by the number of followers of Facebook accounts in each BPBD reaching thousands of followers. However, the number of posts about disaster information is much smaller, even averaging only 150 posts. This data explains that BPBDs do not convey messages well and clearly related to disasters on Facebook social media even though many audiences expect this information. This means that effective communication through Facebook does not run well.

Conclusion

Disaster information dissemination in Indonesia is very important because Indonesia is a disaster-prone country. Optimal use of social media makes the opportunity for messages about disaster information to be conveyed more widely to the public followed by a response from the audience in order to minimize the impact of disasters.

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TƏBİİ FƏLAKƏT KOMMUNİKASIYASI: İNDONEZİYA SOSIAL MƏDİAYA İCTİMAİ REAKSİYA

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Xülasə. İndoneziyada təbii fəlakətlər haqqında məlumatın yayılması çox vacibdir, çünki İndoneziya təbii fəlakətlərə meyilli ölkədir. Sosial mediadan optimal istifadə təbii fəlakətlərin təsirini minimuma endirmək üçün onlar haqqında məlumatların ictimaiyyətə daha geniş şəkildə çatdırılmasına, daha sonra izləyicilərin reaksiyasına imkan yaradır.

Açar sözlər: Fəlakət kommunikasiyası, sosial media, reaksiya.