

INFORMATION MEDIA AS A PUBLIC COMMUNICATION IN FIRE MITIGATION IN SOUTH KALIMANTAN

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Tanggal diterima: 21 Januari 2023 Tanggal direvisi: 25 Februari 2023 Tanggal disetujui: 7 Maret 2023

ABSTRACT

South Kalimantan is one of the regions in Indonesia that has a high vulnerability to fire disasters. The Fire Disaster Management Agency is an agency that has a major role as an early warning system in the process of mitigating fire disasters in South Kalimantan. The purpose of this study was to determine the use of the five elements of communication according to Harold Laswell and information media as a public communication channel carried out by the Regional Disaster Management Agency/ Badan Penanggulangan Bencana Daerah (BPBD) of South Kalimantan. The research method used was a qualitative descriptive approach. The results show that in the process of mitigating fire disasters in South Kalimantan Province, the Regional Disaster Management Agency/ Badan Penanggulangan Bencana Daerah (BPBD) of South Kalimantan Province has carried out a public communication process by implementing all elements of communication including presenting Information Media as a communication channel through direct communication with the community in the area. disaster or using conventional communication channels such as leaflets, disaster pocketbooks as well as mass and digital media communication channels such as radio and social media. This research is expected to be a recommendation from the BPBD of South Kalimantan Province in improving the Communication and Education process to the Community both before the disaster occurs, when it occurs and after the disaster occurs.

Keywords: Public Communication, Disaster Communication, Information Media

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How to cite: Astinana, Y., Asriyani, E., (2023). Information Media as a Public Communication in the Fire Mitigation in South Kalimantan. MetaCommunication; Journal of Communication Studies, 8(1), 59-70

ABSTRAK

Kalimantan Selatan merupakan salah satu daerah di Indonesia yang memiliki kerentanan tinggi terhadap bencana kebakaran. Badan Penanggulangan Bencana Kebakaran merupakan lembaga yang memiliki peran besar sebagai sistem peringatan dini dalam proses penanggulangan bencana kebakaran di Kalimantan Selatan. Tujuan dari penelitian ini adalah untuk mengetahui pemanfaatan kelima unsur komunikasi menurut Harold Laswell dan media informasi sebagai saluran komunikasi publik yang dilakukan oleh Badan Penanggulangan Bencana Daerah (BPBD) Kalimantan Selatan. Metode penelitian yang digunakan adalah pendekatan deskriptif kualitatif. Hasil penelitian menunjukkan bahwa dalam proses penanggulangan bencana kebakaran di Provinsi Kalimantan Selatan, Badan Penanggulangan Bencana Daerah (BPBD) Provinsi Kalimantan Selatan telah melakukan proses komunikasi publik dengan menerapkan seluruh elemen komunikasi dan menghadirkan Media Informasi. sebagai saluran komunikasi melalui komunikasi langsung dengan masyarakat di daerah. bencana atau menggunakan saluran komunikasi konvensional seperti leaflet, buku saku bencana serta saluran komunikasi media massa dan digital seperti radio dan media sosial. Penelitian ini diharapkan dapat menjadi rekomendasi BPBD Provinsi Kalimantan Selatan dalam meningkatkan proses Komunikasi dan Edukasi kepada Masyarakat baik sebelum terjadinya bencana, saat terjadi serta pasca bencana terjadi.

Kata Kunci: Komunikasi Publik, Komunikasi Bencana, Media informasi

INTRODUCTION

South Kalimantan Province is one of the provinces in Indonesia which is an area prone to disasters, especially fire disasters. The forest and land fires that occurred in South Kalimantan were quite large due to the existing conditions of the area, most of which were forest and peatland areas that were flammable (Rosalina et al., 2019). Fires can be caused by several factors including the dry season, the construction of canals on peatlands, and human intention in accelerating plantation opening (Marnelly., 2019). The frequency of fires and the high level of losses caused by the South Kalimantan fires need attention from the local government, this is because areas that are vulnerable to fire hazards are usually characterized by dense physical conditions of buildings, irregular building patterns, and low building quality, coupled with the lack of facilities for firefighting (Latifah and Pamungkas., 2013).

Mitigation against disasters is very necessary in order to reduce the risk and impact of fires that occur in the environment around the fire location (Yulianti and Anggraini., 2021). Mitigation that can be done is prevention through the transfer of information related to activities that must be carried out in order to minimize the causes of fire disasters. The problem in disseminating information and messages in disaster mitigation is related to the use of effective communication or not. In general, communication is considered effective when the stimuli conveyed and intended by the sender or source are closely related to the stimuli that are captured and understood by the recipient (Hendra et al., 2018). One indicator of the success of communication is a change in behavior in the community after the communication occurs (Yulia, 2018).

Communication is needed so that information that should be conveyed to the public can be circulated well, is it by using media or directly is the way taken so that the intended purpose the target can be delivered well (Hasan et al., 2019). Communication is an activity that is commonly carried out by all people, whether they live in urban or rural areas, whether they live in areas far from disasters or prone to disasters. This is because, through communication, people can connect with all humans, both in daily family life, at work, in the midst of society, or anywhere there are humans. There is no exception to the activity of communicating. (Sumual et al., 2020). Communication can be understood as the process of delivering messages, ideas, ideas, or information to others by using certain means or channels in order to influence and change the behavior of the recipient of the message or communicant (Valdiani, 2018).

The government is one of the most important elements in ensuring the delivery of information to the public. The process of delivering information to the public in terms of communication is called public communication. Various information related to government policies is important to be disseminated to the community before it is implemented so as not to become confusing and prevent misunderstandings in the community.

Public Communication Management is one of the efforts that must be made by the government in preventing and overcoming fire disasters. The management of public communications by the Government is regulated in Presidential Instruction (Inpres) Number 9 of 2015 concerning the Management of Public Communications. This Presidential Instruction was made in order to support the success of the Working Cabinet, absorb public aspirations, and accelerate the delivery of information on government policies and programs.

Public communication management is an important thing in a government. The implementation of policies regarding the management of public communications that have been made, as well as the management of public communications, becomes a means of delivering Government policies, both programs and achievements that are conveyed to the public. Public communication itself has a meaning, namely any activity carried out by public institutions and organizations and designed to convey and disseminate information with the main purpose of conveying and explaining public decisions and actions, upholding legitimacy, promoting recognized values and helping to strengthen social relations. There are four functions of public communication, namely as information, explanation, promotion and dialogue (Al-Fikri., 2021).

The management of public communication is a manifestation of the realization of citizens' rights to information. Every agency in Indonesia needs to collectively manage public communications to build "a well informed society" to realize the rights of these citizens. Therefore, ministries, institutions, and local governments need to take three strategic steps; (1) Dissemination of communication systems, (2) Development of communication infrastructure, and (3) public communication (Priyatna et al.. 2020).

Optimal management of public communication will provide a good understanding for the public. The role of public communication as a means to share initial information as a disaster mitigation process is certainly very much needed by the BPBD of South Kalimantan Province, given the high possibility of fires in the area. To reach all levels of society BPDB Kalimantan province, of course, requires the management of information related to fire disasters so that it can be evenly distributed throughout the community. The effectiveness of government communication to the public is supported by the openness of information and data that the public has the right to own. An open government is not only carried out during normal situations but also in crisis or disaster situations (Bakri., 2020). Thus, the need for seriousness from related parties to make the management of public communication in government agencies run effectively, especially at the South Kalimantan Provincial Disaster Management Agency office.

The management of public communication is of course very closely related to information and communication media. In modern society today is almost impossible not to be exposed to the media. Whether we realize it or not, the media with all its content is present to be a part of human life. Along with the times, the presence of the media is increasingly diverse and growing (watie, 2016).

METHOD

This study uses a qualitative approach because the data collected by the researcher is in the form of words, pictures or objects, and not the numbers described. The purpose of qualitative research is to gain a general understanding of social revelation from the participant's perspective (Ruslan, 2010). Primary data was obtained from direct interviews with the secretary of the Regional Disaster Management Agency of South Kalimantan Province, while secondary data was obtained from information media documents released by Regional Disaster Management Agency/ Badan Penanggulangan Bencana Daerah (BPBD) of South Kalimantan and news published in the official BPBD media.

This study will focus on how the communication and use of information media is carried out by the Regional Disaster Management Agency/ Badan Penanggulangan Bencana Daerah (BPBD) of South Kalimantan Province in mitigating fire disasters in the South Kalimantan Province. This research is a descriptive research with a qualitative approach. Researchers collected primary data through interviews with informants from BPBD to obtain information related to public communication information media used in conveying disaster-related messages to the public. while for secondary data, the researcher looks at public communication activities carried out through official information channels by BPBD, both in the form of conventional media and online media. (Roskusumah, 2013) such as social media produced its reach is much wider and real-time. In more detail, the subject of this study is the South Kalimantan Provincial Disaster Management Agency, while the object of research is the information media used by BPBD in the process of public communication with the community.

RESULT AND DISCUSSION

Activities carried out in order to serve the public interest can be categorized as public communication. Public communications programs use communication to inform or persuade, build relationships, and facilitate open dialogue within organizations or communities for long-term solutions. It does this by creating a winning message through the application of good research, theory, technical know-how and design principles. Many public communication activities in the context of disaster mitigation are mediated by the media, this is because the BPBD is a regional institution whose authority is under the authority of the provincial government, so that information directly related to the community is outside their authority. related to the community's need for information, this is fulfilled through several social media platforms.

According to Dennis Dijkzeul and Mark Moke, public communication itself is defined as activities and communication strategies aimed at target audiences. The purpose of public communication is to provide information to the target audience and to increase awareness and influence the attitude or behavior of the target audience. In short, public communication is a strategic

tool consisting of the use of different media in an overall communication campaign to convey a certain message to a specific audience. Comparing interpersonal or group communication with public communication, public communication is a consistent, formal and goal-oriented type of communication.

Based on Harold Laswell's communication model (Arni, 2005), there are five (5) aspects in the process of communication, including (1) who; (2) say what; (3) in what media/channel; (4) to whom and (5) what effect. If we describe these 5 aspects in the communication process carried out by the regional Disaster Management Agency (BPBD), we get the following research results

First, , "who" is the actor or communicator who has the obligation to convey information related to the process of preventing and managing fire disasters in the Province of South Kalimantan. The communicator can be referred to as a messenger or in a message source communication process. The actor or communication that conveys it must be fixed and unchanged, this is to maintain public trust, avoid confusion and consistency of policy information that reaches the public or the communicant (Wahyono & Aditia., 2022). The communication referred to here is of course with related government officials, namely the South Kalimantan Regional Disaster Management Agency (BPBD). In the process of conveying information at BPBD, there are no specific provisions for communicators in the Public Relations position who manage communications, if there are questions that must be answered, the information that needs clarification will be analyzed first, the questions are directed to the appropriate field. The fields in the South Kalimantan Provincial Disaster Management Agency (BPBD) office are (1). Prevention and Preparedness; (2) Emergency and Logistics and (3) Rehabilitation and Reconstruction.

Second, "Say what" is the message in public communication activities. The message conveyed by the communicator must be able to attract the attention of the communicant, be able to educate and even influence (Nurhaddi & Kurniawan, 2018) . "Waspada Kebakaran Hutan dan Lahan" (figure 1), According to the key informant, there needs to be solid cooperation between the relevant government and related parties such as the Regional Disaster Management Agency (BPBD), the Ministry of Communication and Informatics (Kominfo) of South Kalimantan Province and related agencies to actively respond to public statements, conduct early education about signs or symptoms that can cause hotspots to appear in South Kalimantan considering the condition of peat soils that are different from other areas. In relation to communication messages, it is important to make informative information so that it is easily understood by the public, especially messages related to anticipating a disaster.



Figure 1. Pamphlet of Forest and Land Fire Alert

Third, "Media or channels" are media connecting public communication activities from one-to-many, even shifting to many-to-many with technological developments in communication networks (Wenxiu, 2015), in communication activities used by the Regional Disaster Management Agency (BPBD) of South Kalimantan province are certainly channels that can be reached by the community as communicants. The information submitted must be detailed and informative, starting with what to avoid in order to avoid a fire, what to do if a fire disaster occurs, and how to deal with it. From the research data, the researchers found that the Regional Disaster Management Agency/ Badan Penanggulangan Bencana Daerah (BPBD) of South Kalimantan province is in the process of distributing information to the public using the official website, Instagram, Facebook, leaflets and pocket books officially released by the BPBD of South Kalimantan Province as well as news sources from daily reports. made by the Provincial Kominfo which was then answered by BPBD So that the flow of information related to the fire disaster in South Kalimantan Province is from the Ministry of Communication and Information (Kominfo) of South Kalimantan Province then answered by the BPBD, then released again in the Kominfo information media. If there is a need for information directly by external media, then the BPBD can be a direct source of information that serves information needs by external media.

Fire disaster information originating from regencies whose coverage areas are far from the provincial center usually uses radio communication channels that are active 24 hours a day to update the latest information from the regencies under the province of South Kalimantan, from the results of

news or information in the regencies/cities, Usually the team immediately checked into the field after receiving the information. Disaster information other than BPBD social media uses many radio channels that can respond and distribute information quickly.



Figure 2. BPBD Kalimantan Selatan Official Website (<https://bpbd.kalselprov.go.id/>)



Figure 3. Pocketbook of Disasters

The selection of online media such as Instagram as a means of disseminating disaster-related news and information in the context of prevention is very appropriate. Currently, people choose trusted online media to find information. In addition, the selection of online media is influenced by its characteristics (Mulyadi and Avicenna., 2021). This allows an agency as a news source to provide fast and accurate information to the general public to meet the information needs of the community. Today's digital era brings many conveniences for the community, especially in finding information (Setiawan, 2017). Access to information facilitated by digital technology has made it easier for various groups to carry out activities they can do in a freely controlled manner. Dissemination of information in the management of public communications is not only through a single narrative content, but also through priority programs through online media.



Figure 4 Facebook BPBD Kalimantan Selatan



(a) @bpbd_kalsel (b) @pusdalopskalsel (c) @trc_kalsel

Figure 5. Social Media (Instagram) BPBD as Public Information facility

The Most of the implementers of public communication disseminate program information to the public through online media. This step is very appropriate considering the current condition of society which is regularly connected to the internet as a medium of information. In particular, Internet properties are not limited to geographic areas and can be accessed in real time or at events. This is a challenge for government public relations to disseminate information quickly, including various government programs to meet citizens' information needs in real-time. (Priyatna et al., 2020).

In an effort to disseminate information related to disaster prevention and management, according to findings in the field, the source of information that is more accessible to the people of South Kalimantan is a social media page managed by the Provincial Government, namely Instagram @laporpaman (picture 6), from Instagram there will be various complaints, questions and other important matters are submitted to the BPBD of South Kalimantan Province.



Figure 6. Official Instagram of kalimantan Selatan Government @laporpaman

This is also what the Regional Disaster Management Agency/ Badan Penanggulangan Bencana Daerah (BPBD) of South Kalimantan Province has taken in order to reach its audience, by opening receipts of three Instagram accounts, it is hoped that information related to disasters in South Kalimantan Province can reach the public without any problems. This media can also be used as a medium of education by the public. technological development. Communication is an access opportunity to disseminate information quickly and accurately. The development of communication technology must be applied evenly considering the consequences as an archipelagic country, namely the affordability of communication networks must reach the village level.

Fourth, "to whom" Every communication process, involves the analysis of communication objects. Who is the audience for new media communications? What are their characteristics? We have to think about these questions to build an accurate audience model. Due to the age of the audience, culture, education, aesthetics (Wenxiu, 2015) Information on disaster prevention and management is conveyed by the government. Based on the results of interviews, there are several channels or targets of information by the government, the estuary of information is actually the community. However, in its realization, the Regional Disaster Management Agency/ Badan Penanggulangan Bencana Daerah (BPBD) of South Kalimantan Province has the responsibility to convey information to the Regional Leadership in this case the Governor of South Kalimantan Province, responding to the Daily Report which is written and will be released by the Ministry of Information and Communication/Kementrian Komunikasi dan Informasi (Kominfo) of South Kalimantan Province through the media. official. And in addition will answer questions directly if there are interviews conducted by journalists incidentally.

Fifth, "Effects" relate to the results that can be seen from the communication message as the influence received or rejected after the information is conveyed (Caropeboka, 2017). Effect of

communication related to fire prevention and management in South Kalimantan Province. From the results of extracting information in the field, researchers see that the South Kalimantan provincial government has carried out information disclosure and two-way communication with the community through various communication media features, especially social media. So that the community can submit complaints, various complaints and can quickly get valid information related to disaster events in an area in South Kalimantan Province.

In conveying public information related to disaster mitigation, the government has carried out information dissemination activities, including (1) pre-disaster, the government has used information media such as pamphlets, disaster pocket books to convey information and educate the public in anticipation of disaster prevention as well as special training for families disaster resilient (KATANA) and Disaster Resilient Village (Destana); (2) When it occurs, the initial information related to the disaster which was previously preceded by an early warning, is a form of anticipation and continuity of public information related to the disaster that is carried out, and (3) Post-disaster, the Disaster Management Agency/Badan Penanggulangan Bencana Daerah (BPBD) South Kalimantan consistently provides information related to recovery for victims and prevention if a disaster occurs again. This is done directly through the provincial government or by making the most of all information channels, such as radio and online/social media.

CONCLUSION

Based on the findings in the field both in the form of interviews and related data documentation, it can be concluded that:

1. Regional Disaster Management Agency/ Badan Penanggulangan Bencana Daerah (BPBD) of South Kalimantan Province has used all elements of communication in implementing public communication in fire disaster mitigation in South Kalimantan Province
2. Media Information as a communication channel has been carried out through direct communication with the community in disaster areas or using conventional communication channels such as leaflets, disaster pocket books as well as mass and digital media communication channels such as radio and social media.

ACKNOWLEDGMENT

The author would like to express sincere gratitude to the University Lambung Mangkurat, especially the Institute for Research and Community Service/Lembaga Penelitian dan Pengabdian Kepada Masyarakat (LPPM) for supporting this service through the Mandatory Research Lecturer Program/Program Dosen Wajib Meneliti PDWM scheme in 2022 with a contract number 023.34/UN8.2/PL/2022.

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