

ABSTRAK

Manajemen komunikasi bencana adalah serangkaian proses manajemen yang diaplikasikan pada kegiatan penanggulangan bencana yang berisi tahapan perencanaan, pengorganisasian, pelaksanaan, dan evaluasi. Kegiatan penanggulangan bencana dapat berupa koordinasi informasi bencana sebagai upaya pencegahan dampak bencana. Tujuan penelitian ini untuk menganalisis kegiatan manajemen komunikasi bencana yang dilakukan Pusdalops Sleman dalam koordinasi informasi bencana serta mengidentifikasi koordinasi informasi yang terjadi antara Pusdalops Kab. Sleman, masyarakat, dan organisasi non pemerintah @merapi_news. Penelitian ini menggunakan metode deskriptif kualitatif. Pencarian data dilakukan dengan wawancara mendalam kepada pihak yang terlibat dalam proses penanggulangan bencana yakni Supervisor, Operator Pusdalops PB Kab. Sleman, pihak organisasi swasta @Merapi_news, dan masyarakat umum daerah Sleman. Hasil penelitian menunjukkan bahwa Pusdalops Sleman masih kurang maksimal dalam penerapan proses manajemen komunikasi bencana. Tidak adanya koordinasi informasi yang menyebabkan *miss communication* dan distribusi informasi bencana ke masyarakat sering terlambat, pemanfaatan media sosial instagram secara tidak optimal oleh Pusdalops Sleman, dan perlu dilakukannya mitigasi secara serentak baik BPBD dan Pusdalops untuk membentuk sikap dan pengetahuan masyarakat maupun aparat pelaksana dalam penanggulangan bencana.

Kata Kunci : Manajemen komunikasi bencana, Pusdalops Sleman, Merapi, BPBD Sleman.

ABSTRACT

Management of disaster communication is a series of management processes that are applied to disaster management activities that contain the stages of planning, organizing, implementing, and evaluating. Disaster management activities can be in the form of coordinating disaster information as an effort to prevent the impact of disasters. The purpose of this study was to analyze disaster communication management activities carried out by the Sleman Emergency Operation Center in coordinating disaster information and identifying information coordination that occurred between Kab. Sleman, community, and non-governmental organizations @merapi_news. This study used descriptive qualitative method. Data search is done by in-depth interviews with parties involved in the disaster management process, namely Supervisors, Operators of PB Emergency Operations District. Sleman, the private organization @Merapi_news, and the Sleman community. The results of the study showed that the Sleman Emergency Operation Center was still not maximal in the implementation of the disaster communication management process. The lack of coordination of information that causes miss communication and distribution of disaster information to the community is often too late, the use of Instagram social media is not optimal by the Sleman Emergency Operation Center, and mitigation needs to be done simultaneously both BPBD and Pusdalops to shape the attitudes and knowledge of the community and implementing officers in disaster management.

Keywords: *Management of disaster communication, Sleman Emergency Center, Merapi, BPBD Sleman.*