DISASTER COMMUNICATION THROUGH SOCIAL MEDIA RELATED TO DISASTER INFORMATION (CASE STUDY INSTAGRAM ACCOUNT @BPBDDKIJAKARTA)

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ABSTRACT

@bpbddkijakarta is an Instagram account owned by a local government agency, namely the DKI Jakarta Regional Disaster Management Agency (BPBD) to disseminate information about disasters in the Jakarta area. This account helps residents of Jakarta to find information on what disasters have occurred in Jakarta and how to deal with them. Researchers are interested in analyzing the use of social media Instagram @bpbddkijakarta by BPBD DKI Jakarta as a competent institution to disseminate information about disasters in DKI Jakarta. The purpose of this study was to identify and analyze the use of social media by local government agencies in disseminating information about disasters. The main theory used in this paper is theory of mass communication. The approach that the researcher uses in this research is descriptive qualitative with a case study method. Data was collected by conducting observations, interviews, documentation, and literature studies. The results obtained through this study are that BPBD DKI Jakarta has used the Instagram account @bpbddkijakarta well in disseminating information about disasters in the DKI Jakarta.

Keywords: Instagram, disaster, bpbd dki jakarta

1.   PREFACE

Social media is an online media where users can see the latest information from content uploaders, and can carry out interactive dialogue activities between social media users. Social media users can also easily share, participate and create content from the content that social media users want to upload [1]. Social media has succeeded in enabling people to easily exchange information directly, whenever and wherever they are, one of which is Instagram.

Instagram is an image or video-based social media application that can be accessed online. Instagram was founded in 2010 by Kevin Systrom and Mike Krieger. This application relies on images and videos to support the application, Instagram is very easy to use and has a wide reach so it is widely used to share information. According to databoks.katadata.co.id, Indonesia is ranked 4th as a country with the number of Instagram users with a percentage of 93 million users [2], of course this is a fantastic number for the number of users of a social media.

Because there are so many Instagram users in Indonesia, which includes 93 million users, this has not gone unnoticed by local government agencies. Local government institutions are organizations that are given the power by the central government to implement and regulate regional interests using a structured system or rules [3]. In this case, especially the DKI Jakarta Regional Disaster Management Agency or what can be called the DKI Jakarta BPBD.

BPBD DKI Jakarta is a Regional Disaster Management Agency led by a Head who is held by the Regional Secretary (SekDa) who is directly responsible under the leadership of the governor. BPBD DKI Jakarta was formed to carry out disaster management in the DKI Jakarta area, both before it happened, when it happened, and after the disaster occurred. Of course, it is very important for DKI Jakarta BPBD to provide information to DKI Jakarta residents regarding disasters. Therefore, BPBD DKI Jakarta also uses social media Instagram as a tool to disseminate information to the public regarding information about disasters through the Instagram account @bpbddkijakarta.

On the Instagram account @bpbddkijakarta, it can be seen that the account has been followed by 57 thousand Instagram users. The @bpbddkijakarta account regularly uploads disaster information every day through uploading photos in feeds, uploading stories, making highlights and occasionally doing live broadcasts through the @bpbddkijakarta Instagram account which is expected to accelerate the dissemination of information about disasters that occur in DKI Jakarta. Therefore, researchers are also interested in examining the use of social media by BPBD DKI Jakarta. Researchers want to explore more deeply whether BPBD's Instagram account has been used optimally to provide information about disasters to their Instagram followers, especially residents of DKI Jakarta.

The formulation of the problem in this study is how is the use of Instagram social media by local government agencies in disseminating information about disasters?

The scope of this research is the @bpbddkijakarta Instagram account for the 2021 period from March to June. For research purposes, the purpose of this study is to identify and analyze the use of social media by local government agencies in disseminating information about disasters.

The benefits of this research include academic benefits, namely the results of this study are expected to be useful for the development of government social media in the use of social media as a competent institution to provide information to the public. And the practical benefit is that this research can be used as a reference to improve what must be developed in the future regarding the use of BPBD DKI Jakarta's Instagram social media and it is hoped that other Public Relations practitioners who read this research can understand the use of BPBD DKI Jakarta's Instagram social media in disseminating related information about disasters.

Related Works

Research [4] has a problem formulation of how the communication management of the Klaten Regency BPBD in handling disasters and what are the supporting factors as well as obstacles to the Klaten Regency BPBD in disaster management.

The theory used in this research is disaster communication theory with descriptive qualitative research method which is carried out by collecting data through observation, personal and structured interviews, and documentation.

From this research, it can be concluded that the communication management carried out by the Klaten Regency BPBD can run well cannot be separated from the leadership carried out by the Klaten Regency BPBD leader (the Klaten Regency regional secretary) as the main pillar in carrying out tasks at the Klaten Regency BPBD. For the supporting factors, the Klaten Regency

BPBD in carrying out disaster communication is led directly by the regional secretary who makes coordination of disaster management can be carried out in a structured and clear manner.

The similarity of this previous research with the research of the researcher is that this previous study discussed the communication carried out by BPBD, in this paper the discussion was more in-depth towards the communication management of BPBD Klaten Regency while the research that the researcher conducted was more towards disaster communication by BPBD DKI Jakarta.

Furthermore, research [5] uses new media theory related to social media and uses descriptive qualitative methods and to collect data, researchers use interview, observation, and documentation methods.

In this paper, it can be concluded that in carrying out its social media accounts related to information regarding Covid-19, BPBD DIY collaborates with several related institutions such as the health office which issues data related to Covid-19 which is forwarded by BPBD DIY. BPBD DIY also hooked up with PAIJO & MasDjo, both of which are associations of social media accounts engaged in disseminating information about the Yogyakarta area, which of course were asked to disseminate information related to Covid-19 in Yogyakarta.

Due to government policies that require work as much as possible from home, BPBD DIY has also changed their press conference activities which are usually held face to face with various media, to online which is done using live streaming, of course this cannot be separated from the efforts of BPBD DIY in maximizing media utilization.

The relationship between this previous paper and the research that the researcher is going to do is that this paper examines the use of social media by BPBD DIY in disseminating information about Covid-19, while what the researcher will examine more deeply is about disaster communication through social media carried out by BPBD DKI Jakarta related to disasters that occurred in the Jakarta area.

Next, research [6] has a subject that wants to be explored more deeply whether the use of social media on the Instagram account @jktinfo has an influence on meeting the information needs of followers. This research is based on social media theory and uses & gratification theory. For the method used, this research uses a quantitative method by means of a questionnaire as a primary data collection tool and literature study as secondary data.

The result is that the use of social media from the @jktinfo Instagram account has a high influence on meeting the information needs of the people of Jakarta for the information needed by them (followers Instagram @jktinfo) regarding events or information in the Jakarta area. The equation of the previous research with the topic that the researcher will discuss in the research paper is the use of Instagram social media. This paper also discusses Instagram, but more towards the influence that the @jktinfo Instagram account has on meeting the information needs

of its followers, while the author's research focuses more on disaster communication by the @bpbddkijakarta Instagram account.

Our Contribution

The benefits of academic research from this research is that the results of this research are expected to be useful for the development of government social media in the use of social media as a competent institution to provide information to the public. As for the practical benefits, the researcher hopes that this research can be used as a reference to improve what must be developed in the future regarding the use of BPBD DKI Jakarta's Instagram social media & it is hoped that other Public Relations practitioners who read this research can understand the use of DKI Jakarta BPBD's Instagram social media in disseminating information. related to disasters.

Mass communication

Mass communication is a process of communication between humans which has a very large role for social change in social life. As one of the contexts of communication, mass communication is communication that uses mass media as a tool to carry out the communication process. Mass communication involves a large number of communicants, is geographically dispersed, and can be received simultaneously at the same time [7].

Persuasive communication

According to Ezi Hendri, persuasive communication is communication that is carried out by someone using subtle and non-coercive ways and aims to make a change in the attitude of someone who wants to be addressed [8].

Disaster communication

Disaster communication is a communication act that must be a top priority to be considered and carried out to people who live in disaster-prone areas [9].

Social media

According to Kaplan & Haenlein on Fahmi, social media is an application that uses the internet as the main basis in carrying out its media use activities so as to allow fast and instant exchange of information between users [10].

2.   RESEARCH METHOD

The approach that the researcher uses in this research is descriptive qualitative. According to [11], qualitative research is research that aims to reveal symptoms as a whole and in harmony with the context as it is through collecting data from natural settings as the key foundation of the researcher himself. The research method used is a case study, Sri Wahyuningsih stated that the case study research method is the observation of a bound system or a / various cases from a certain period of time which is carried out by collecting in-depth data and involving various reliable sources of information to fulfill data collection [12].

The subject of this research is BPBD DKI Jakarta. According to Muhammad Idrus in Rahmadi, research subjects are subjects that can be individuals, objects, or organisms that can be used as sources of information needed by researchers in collecting research data [13]. Meanwhile, the object of this research is the BPBD DKI Jakarta Instagram account (@bpbddkijakarta). According to Sugiyono, the object of research is a scientific target used by researchers to obtain data with certain goals and uses regarding an objective and valid matter about a matter to be studied [14].

In the research that the researcher did, the researcher used 4 data collection techniques. Data collection techniques were a strategic step used by researchers to obtain data, because the main purpose of research was to obtain data [15]. The 4 techniques include; observation, interview, documentation and literature study.

The data processing and analysis technique that the researcher uses refers to Miles & Huberman's [16], namely; data reduction, data presentation & conclusion drawing. And lastly for the data validity technique, the researcher uses the data triangulation technique, Sandi et al suggest triangulation is a method used to check the validity of the data by utilizing other existing data as a comparison and will test its credibility by checking the data [17].

3.   RESULTS

The findings of this study are the background behind the creation of the DKI Jakarta BPBD Instagram account as said by Mr. Michael O. Sitanggang as the Implementing Unit of the DKI Jakarta BPBD information data center. close to the community for the dissemination of disaster information. BPBD DKI Jakarta Instagram @bpbddkijakarta has existed since 2015 as a medium for disseminating information about disasters in the DKI Jakarta area.

BPBD DKI Jakarta Instagram, which has become a medium for disseminating information about disasters, of course from year to year has a growing number of followers, as in the research conducted by researchers in the period March – June 2021 whose complete data can be seen in the following figure:

Figure 1

Insight Instagram @bpbddkijakarta
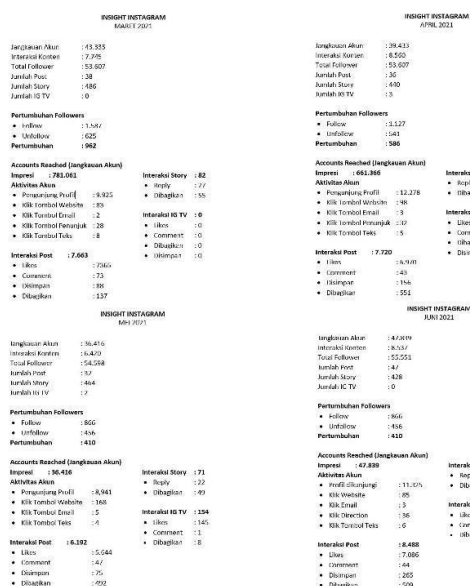
Source*: DKI Jakarta BPBD Data & Information Center*

Mr. Lawung Pandji Sadewa as the customer relations team of DKI Jakarta BPBD said, like the data that can be seen in the picture, the DKI Jakarta BPBD customer relations team always records every month the progress or performance of Instagram @bpbddkijakarta through thefeature insight provided by the Instagram application, through thefeature insight, BPBD DKI Jakarta can see account affordability, increase in the number of followers, and also what uploads attract the attention of Jakarta residents the most.

Mr. Michael added that Instagram as a social media has been able to meet the communication needs of the public, namely mass communication because there are many interesting features that BPBD DKI Jakarta can use, especially the feature of uploading photos and videos because this is very important for BPBD DKI Jakarta to be able to inform information about disasters. much easier to deliver and certainly more interesting for @bpbddkijakarta followers to see.

As a medium for disseminating information about disasters, the content shared by Instagram @bpbddkijakarta includes daily weather forecast content sourced from BMKG, updates water levelfrom 12 floodgates in Jakarta, DKI Jakarta BPBD activities both internally and externally, educational content about disasters, and content videos or photos about the disasters that occurred in Jakarta.

Of course, in managing their Instagram, BPBD tries to meet the information needs of their Instagram followers, especially Jakarta residents regarding disaster information, Mr. Michael said that BPBD DKI Jakarta tries to provide information with a design that is as attractive as possible, BPPD DKI Jakarta tries to match the tastes of its Instagram followers, the latest trends that are currently trending. happens in everyday life, and uses animated content to attract engagement from Instagram followers @bpbddkijakarta.

The researcher summarizes the efforts made by the DKI Jakarta BPBD in utilizing its Instagram including seeing current issues, regularly uploading photos and videos, using all the features on

Instagram (Instagram stories, Instagram feeds, Instagram TV), creating interesting content, creating content. activities, creating information & educational content, using hashtags, interacting with followers, and collaborating with other parties to disseminate information about disasters.

Figure 2

The Content of BPBD DKI Jakarta Activities
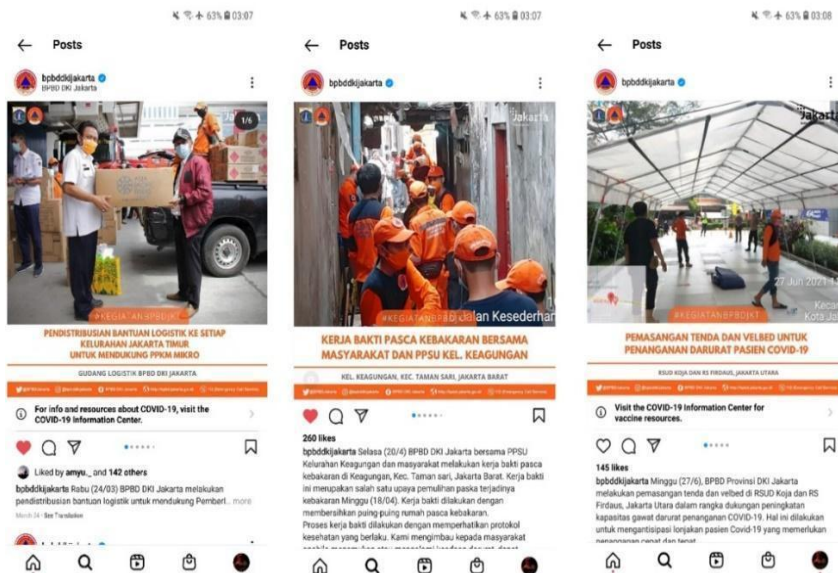
Source: Instagram @bpbddkijakarta

Figure 3

The Interaction of Direct Message @bpbddkijakarta with followers

Source: Instagram @bpbddkijakarta

Through these findings, researchers obtained data that BPBD DKI Jakarta has utilized new media in the form of digital media, it is clear with the fact that BPBD DKI Jakarta already has social media accounts for disseminating information about disasters. [18] says that social media is a medium that can be used by users easily to create content, participate in each other, share, interact. The subject of this research is social media Instagram.

Instagram is a social media in the form of an application that can be accessed using a smartphone and serves as a means of disseminating information that displays both images and videos [19].
BPBD DKI Jakarta has been using Instagram since 2015, of course this shows that BPBD DKI Jakarta as a local government institution has used Instagram social media in disseminating information about disasters.

Judging from the research findings, BPBD DKI Jakarta through its Instagram has interacted with followers @bpbddkijakarta via direct messages Instagram, which is one of the advantages of social media that can make interactions between communicators (BPBD DKI Jakarta and communicants (followers @bpbddkijakarta) able to interact. easily and quickly.

In addition, BPBDs Jakarta has to use all the features available in Instagram in their efforts to spread awareness about disaster yant certainly in this case BPBDs Jakarta has to apply the theory of mass communication well as the efforts of these agencies in disseminating information to the public many, namely @bpbddkijakarta followers, especially Jakarta residents.

Mass communication is a process of communication between humans that has a very big role for social change in social life. As one of the communication contexts, mass communication is communication that uses the mass media as a tool to carry out the communication process. Mass communication involves a large number of communicants, is geographically dispersed, and can be received simultaneously at the same time [20].

In line with the application of mass communication in the use of social media, of course BPBD DKI Jakarta wants to make optimal use of social media, it can be seen from BPBD DKI Jakarta which also uses and applies persuasive communication theory in running the @bpbddkijakarta account. According to Mulyana in Ezi Hendri, persuasive communication is a communication process carried out by humans with the aim that the communicant is persuaded and reaches a goal desired by the communicator [21].

After conducting interviews with the three key informants, the researcher analyzed that DKI Jakarta BPBD has used persuasive communication theory when running its social media accounts, it appears that DKI Jakarta BPBD conveys education about disasters which of course DKI Jakarta BPBD as a communicator wants Jakarta residents to be persuaded and also follow suggestions/ a guide that has been made by BPBD DKI Jakarta through educational content that has been uploaded via Instagram @bpbddkijakarta.

4.   CONCLUSION AND RECOMMENDATION
The conclusion from this research regarding the analysis of disaster communication through Instagram by local government agencies in disseminating information about disasters which in

this context is BPBD DKI Jakarta is that through the Instagram account @bpbddkijakarta, the elements of social media that are the advantages of social media are applied optimally. The advantages of social media that are open for public make peoples can find out quickly about many information about disasters information arroung DKI Jakarta. BPBD DKI Jakarta has used all the features on social media which in this case is Instagram. . And most importantly of all these aspects, BPBD DKI Jakarta also uses its Instagram to interact directly with its Instagram followers which is also an advantage of social media because communicators and communicants can interact practically and easily which is for sure very important for BPBD DKI Jakarta considering BPBD is regional disaster management agency.

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