

Implementation of E-Government Public Relations for Disaster Communication

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Abstract— Indonesia is located in a disaster-prone area with various types of natural disasters on a light and medium scale that have a negative impact on the social, economic and environmental lives of its people. When natural disasters occur, effective disaster communication that involves communication and information technology is an important thing to do especially from the government to affected communities. In this case the issue of priority must be related to KIKK (Communication, Information, Coordination and Cooperation). In the era of digital communication, the application of E-Government carried out by Government Public Relations has become an urgent matter in the disaster communication process. The researcher took the case of the earthquake in Lombok on July 29, 2018. This study used a qualitative approach, with the object of research being E-Government Public Relations in North Lombok Regency as the largest affected area of earthquake disasters in Nusa Tenggara Barat (NTB) at Indonesia.

Keywords— *E-Government Public Relations, Disaster Communication*

I. INTRODUCTION

Indonesia is located in a disaster-prone area with various types of natural disasters on a light and medium scale that have a negative impact on the socio-economic life and environment of the community. The level of vulnerability became actual based on the International Strategy for Reduction 2006-2009 UNESCO World Disaster Reduction Campaign in 2005, Indonesia ranked 7th in the world in terms of the level of damage and losses caused by natural disasters that occurred.

When natural disasters occur, effective disaster communication involving communication and information technology must be carried out especially from the government to affected communities. In this case the issue of priority must be related to KIKK, namely Communication, Information, Coordination and Cooperation. This is absolutely necessary because information is needed to be updated quickly, precisely, and accurately [1].

Information needs about the location of the victim, the number of victims and data collection on the needs of victims are needed to facilitate officers and volunteers when helping victims [2] because in the field there are conditions of panic, anxiety and information disparity and uneven distribution of logistical assistance. Disaster management is

slow. The issue of KIKK is also important not only in terms of providing accurate information about disasters, but also can build public empathy and encourage affected communities to be able to rise from problems that arise due to natural disasters that occur. In this case comprehensive disaster management is needed.

Effective disaster communication involving communication and information technology with internet technology facilitates the handling of natural disasters against affected areas. At present, technological developments have made it easier for the public to access important information about disasters that will benefit the efficiency of disaster management^[3]. One example is the use of Google API applications, namely a logistical assistance management information system that will provide distance, road routes and locations for natural disaster posts so that assistance can be provided more precisely.

However, unfortunately not all regions utilize this technology especially for disaster-prone areas. Even though based on Presidential Instruction No. 6/2001 concerning information and communication technology has introduced the concept of E-Government as a form of public service that must be carried out by the government. This study aims to find out how the implementation of E-Government by Public Relations Government in Indonesia. E-Government can generally be defined as the application of Information and Communication Technology (ICT) to improve the performance of traditional government functions and services.

Public Relations Government has the function of providing services to the public regarding information and mobilizing community participation in the success of government policies by upholding the principle of openness. In the era of information disclosure, communities have the right to obtain correct and non-discriminatory information including information and communication about disasters that occur in their area. Thus, the role of Governmental Public Relations in carrying out the functions of communication and information to the public at the time of disaster becomes very vital. Disaster communication conducted by North Lombok Public Relations by utilizing information and communication technology is very important especially to reduce the number of disaster victims.

Based on the above background, the researcher wanted to know the implementation of the North Lombok Government E-Government Public Relations in the communication of the earthquake disaster on July 29, 2018.

A basic concept and goals of E-government include Application of Information and Communication Technology (ICT) to improve the performance of traditional government functions and services. Traditional government, requires the transformation of government bureaucracy by developing E-Government^[4].

The purpose and benefit of E-Government is to deliver government services to the community more effectively. Generally the more available online services and the wider use of these services, the greater the impact on E-Government. Benefits of E-Government according to Al Gore and Tony Blair^[5] include Improve the performance of a government service to its stakeholders, increase transparency, control and accountability, reduces administrative costs, relations and interaction, providing opportunities to obtain new sources of income, creating an up-to-date community environment, And Empowering the community and other parties who take part in making equal and democratic public policy.

In addition there are 5 success factors in implementing e-government, namely Laws and Regulations, Organizational Structures, Business Processes, Information Technology and Vision, Objectives and Strategies^[6]. A good E-Government vision will be based on 4 principles, namely as follows Reward innovation and provide room for opportunities for mistakes, building a competitive environment, reward innovation and provide room for opportunities of mistakes. And emphasize the achievement of efficiency. There are three types of E-Government service are divided into that namely Publication, Interaction, and Transactions.

When and after a disaster, communication is an important thing to do, especially from the government to the affected communities. In this case, at the time of occurrence and post-disaster the need for accurate information is needed by the community and private institutions that have concern for disaster victims. Communication in disasters is not only needed in disaster emergency conditions, but is also important at the time and pre-disaster. As said that communication is the best way to succeed in disaster mitigation, preparation, response, and recovery of a situation during a disaster. The ability to communicate messages about disasters to the public, government, media and opinion leaders can reduce risk, save lives and the impact of disasters^[7].

There are 5 main foundations in building effective disaster communication^[7], namely, (1) *Customer Focus*, which is to understand information needed by customers in this case the community and volunteers. Communication mechanisms must be established to ensure that information is delivered accurately and accurately. (2) *Leadership Commitment*, leaders who play a role in emergency response must be committed to effective communication and actively involved in the communication process. (3) *Situational Awareness*, effective communication is based on the collection, analysis and dissemination of controlled information related to disasters. The principle of effective communication such as transparency and trustworthiness is

key. (4) *Media partnership*, media such as television, newspapers, radio, and others are very important media to convey information appropriately to the public. Collaboration with the media concerns an understanding of the need for information. And (5) Disaster Management, must be supported by various approaches both soft power and hard power to reduce the risk of disasters. The soft power approach is to prepare community preparedness through dissemination and provision of information about disasters. While hard power is an effort to deal with disasters with physical development such as building facilities and infrastructure.

II. RESEARCH METHODS

This study uses a qualitative approach, with the object of research is the implementation of Government Public Relations e-government. This research is a descriptive qualitative research by describing and analyzing existing data based on E-Government theory, Government Public Relations and disaster communication.

This research is more directed towards the positivistic paradigm because this paradigm deals with the search for or discovery of the law of causation that can be used in different contexts and times^[8].

The technique of collecting data uses primary data namely interviews and FGDs to related informants who are selected purposively in order to meet research needs, while secondary data is using literature study techniques and documentation to confirm and strengthen the data to be analyzed. Qualitative data analysis requires researchers to carry out activities simultaneously with data collection, data interpretation and writing research reports^[9]. Thus data analysis is not done separately with data collection, but is an activity carried out together. During data collection, researchers move interactively in 3 components of analysis, namely data reduction, data presentation and final conclusion / verification^[10].

III. RESULT AND DISCUSSION

a. *North Lombok Public Relations Communication, Information, Coordination and Cooperation (KIKK) in Earthquake Disaster Communication July 29 2018 2018*

Before, during and after the earthquake disaster occurred in North Lombok, communication activities from the government in this case PR to the community affected by the disaster was very important. Communication in disasters is not only needed in disaster emergency conditions, but is also important at the time and pre-disaster. As said that communication is the best way to succeed in disaster mitigation, preparation, response, and recovery of a situation during a disaster. The ability to communicate messages about disasters to the public, government, media and opinion leaders can reduce risk, save lives and the impact of disasters^[7].

At the time of the earthquake on July 29, 2018 in North Lombok Public Relations the North Lombok Government had carried out KIKK activities namely Communication, Information, Coordination and Cooperation. This is as stated by the Head of North Lombok Public Relations in the following interview:

"At the time of the 29 July 2018 earthquake, PR has carried out the KIKK process with various parties, because these four aspects are the key to handling disaster mitigation, especially for handling affected victims and avoiding further risks. The KIKK process that we carried out with the local government related agencies - PR, BPBD, Dinkes, Dinsos, Kesbangpol, Satpol PP, village government, hamlet governments (hamlet heads), RT and RW, community leaders, religious leaders, traditional leaders, youth leaders, and community institutions at the village level such as the banjar community and the like". (Interview with Mujaddid Muaz, MA Humas North Lombok).

The purpose of KIKK activities is to deal with affected victims and avoid the risk of greater casualties. The existence of intensive communication, providing comprehensive information about disasters before they occur to affected communities is very important. In addition, between Public Relations the Government and related agencies coordinate and cooperate with each other in disaster mitigation, during disasters and post-disaster.

In disaster communication the earthquake in North Lombok Public Relations as a mediator between the North Lombok government and the community it was conveyed that:

1. Information at the time of the onset of the disaster includes: Type of disaster, time of disaster, location of disaster consisting of hamlets, villages, and districts where disasters occur, geographical location, number of victims consisting of dead, missing, seriously injured, minor injuries and refugees, Refuge location, Access to disaster sites includes access from:
 - District to location with easy / difficult choices, long travel times and means of transportation that can be used.
 - Communication lines that can still be used.
 - State of the electricity network.
2. Rapid Needs Assessment Information Crisis response due to disasters is carried out immediately after initial information is received, including: Level of seriousness of the earthquake disaster, Level of feasibility, Speed of development of earthquake events, Number of inhabitants threatened. The number of victims died, lost, serious injuries, minor injuries, refugees, refugee locations, the number of victims referred to the Puskesmas and hospitals, the types and conditions of health facilities were divided into three parts, namely information on the condition of health facilities, availability of clean water, sanitation facilities and environmental health, access to disaster sites consists of easy / difficult, travel time and transportation that can be used, sanitation and environmental health conditions at refugee camp locations, logistical conditions and supporting facilities for health services, prevention efforts that have been carried out, health assistance needed.
3. Information on the development of disaster events includes: The number of victims of the last situation, consisting of death, loss, serious injury,

minor injuries, refugees and the number of victims referred to, Prevention efforts that have been made, Immediate assistance needed, Follow-up plan needed.

b. *North Lombok Public Relations E-Government Implementation in Earthquake Disaster Communication July 29 2018*

In the communication of the Humas North Lombok disaster, Information and Communication Technology (ICT) has also been utilized. In this case, it has implemented E-Government.

The implementation of E-Government Public Relations in the earthquake disaster through activities:

- 1). Publications related to news and information about earthquake disasters using internet media through social media accounts released by Public Relations namely FB , Instagram, with the same username, "HumasPro KLU" and the website with the address <http://lombokutarakab.go.id> . This is as stated by the people of Gangga Village, as follows:

"The North Lombok Regency Government, through Public Relations actively informs about earthquakes through the FB and public relations website".

(Interview with Dani, a resident of Gangga Village, North Lombok Regency)

Picture I. HumasPro KLU Website



Source : <http://lombokutarakab.go.id>

The abovementioned news was an agenda when the Chief of Lombok District, Dr. H. Najmul akhyar, SH., MH visited the earthquake victims one day after the earthquake. Regent along with the entourage of PTSP DISNAKER Head Vidi Eka Kusuma, SIP. M.Sc and the secretary to the head of Kayangan Sub-district Eko Sukiadim, visited the earthquake victims in Mumbul Sari Village, Sesait Village, Pansor Preparation Village and Lokok Sutrang Village.

- 2). Interaction carried out by the government with affected communities. This was done through meetings with community groups, especially when the earthquake struck the North Lombok Government Public Relations and their staff accompanied the North Lombok Regent to the refuge location to have direct dialogue with affected communities.

3). Transactions carried out by the government with affected communities relating to the provision of financial assistance as well as other basic needs assistance are mainly related to housing assistance to affected communities.

North Lombok Government E-government Public Relations in earthquake disaster communication is carried out using satellite as optimal as possible and VSAT Portable telephone assistance from the Telecommunications Accessibility Agency (BAKTI) of the Indonesian Ministry of Communication and Information at coordination posts and strategic locations in order to support coordination of disaster management and needs at the refugee coordination post. Besides that, along with the telecommunications operators put 2 Portable VSATs. This set of Portable VSAT tools is used to provide internet access and broader support for communication needs at the locations of evacuation points. Even USO Base Transceiver Station (BTS) which provides telecommunications access in the foremost, outermost and underdeveloped regions as the results of field monitoring, is all in an "ON" condition. After 2 VSAT units were installed at the Evacuation Post of Bayan Village and Sambik Elen Village, in the complex of North Lombok Regent Office, and Pamenang Village, Pemenang Subdistrict.

In addition to broadening the reach and meeting telecommunication service needs for the community, the North Lombok Regency Government in collaboration with telecommunications operators provides Combat BTS. Thus, satellite and VSAT telephone connections that are operated can all be "On Air" even though they were stopped on the first day of the earthquake.

The North Lombok Regency Government also coordinated specifically with the Ministry of Communication and Information asking the NTB Region Frequency Spectrum Monitoring Center to continuously coordinate with telecommunication operators, ORARI and RAPI in the NTB region to ensure the smooth operation of telecommunications services, especially after the BMKG informed tsunami early warning.

The frequency of radio communication media specifically for the earthquake prevention in North Lombok is the HF channel 7.110 MHz, VHF 145.500 and 147,000 MHz and the LAPAN-ORARI IO-86 Satellite. Beside that, the North Lombok Government Public Relations also utilizes other modern communication channels, such as mobile phones and handy talkies. Mobile phones were used to ward off bad news while offsetting the news about good news using BBM, WA, Facebook, Instagram broadcasts which are 24 hours standby so that the wider community, especially disaster-affected victims, can receive the correct message / information according to the facts.

Thus the North Lombok District Government Public Relations has implemented E-Government, especially during the earthquake communication in North Lombok. In this case it is done to provide services to the community, especially during and after disasters. This is especially to fulfill the need for accurate information concerning earthquake disasters so as to reduce the risk of greater disasters and reduce the number of victims of earthquake disasters

IV. CONCLUSIONS

Before, during and after the earthquake that occurred in North Lombok, communication activities from the government--in this case PR--to the community that was affected by the disaster have been carried out. Communication in disasters is not only needed in disaster emergency conditions, but is also important at the time and pre-disaster. During the earthquake on July 29, 2018, Public Relations carried out the KIKK process with various parties, because these four aspects are the key to handling disaster mitigation, especially for handling affected victims and avoiding the risk of greater casualties.

In the North Lombok Public Relations disaster communication, Information and Communication Technology (ICT) has used / implemented E-Government through publication, interaction and transaction activities. In addition, it also uses internet media such as websites, FB, IG, radio media and HP and HT to support communication, information, coordination and cooperation (KIKK) activities in disaster communication between North Lombok district governments and communities affected by the earthquake victims in North Lombok.

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