

ABSTRAK

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**STRATEGI KOMUNIKASI BADAN PENANGGULANGAN BENCANA DAERAH
DALAM MEMITIGASI RISIKO BENCANA GEMPA BUMI DI DIY**

Tahun skripsi : 2019 + 120 Halaman + 12 Lampiran

Daftar Pustaka : 20 Buku + 10 Jurnal + 9 Website + 3 Sumber Lain

Indonesia merupakan negara kepulauan yang terletak pada pertemuan empat lempeng tektonik yang biasa disebut cincin api (*ring of fire*) yang membuat rawan terhadap bencana alam seperti letusan gunung berapi, gempa bumi, tsunami, banjir dan tanah longsor. Pada tahun 2016 telah terjadi 1.122 gempa bumi di Indonesia, dan 108 diantaranya berpusat di provinsi DIY. Dari 438 desa yang ada di DIY, terdapat 301 desa yang rawan dilanda bencana, artinya desa di provinsi DIY 68,72% merupakan desa rawan bencana. Dari latar belakang tersebut, BPBD DIY selaku instansi pemerintah yang bertanggung jawab dalam menangani risiko penanggulangan bencana membuat program Desa Tangguh Bencana (DESTANA) dan Sekolah Siaga Bencana (SSB) dalam upaya mitigasi yang dilakukan. Penelitian ini berfokus pada strategi komunikasi Badan Penanggulangan Bencana Daerah dalam upaya mitigasi risiko bencana gempa bumi di DIY, serta apa saja faktor pendukung dan penghambat dalam upaya mitigasi yang dilakukan.

Metode yang digunakan merupakan jenis penelitian deskriptif dan dianalisa secara kualitatif. Informan penelitian diambil berdasarkan *purposive sampling*. Sementara itu untuk metode pengumpulan data menggunakan wawancara mendalam dan dokumentasi. Teknik analisa data dilakukan dengan cara reduksi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian ini meliputi beberapa proses strategi BPBD DIY mulai dari perencanaan, penetapan strategi komunikasi, kegiatan manajemen penanggulangan bencana, sampai faktor pendukung dan penghambat. Pelaksanaan program tersebut berjalan efektif, namun masih banyak masyarakat yang belum mengetahui media internet khususnya twitter yang digunakan BPBD DIY dalam penyampaian informasi, masih kurangnya anggaran untuk program komunikasi seperti pemangan baliho, serta tidak adanya uji awal materi komunikasi untuk media-media yang digunakan dalam upaya mitigasi.

Kata Kunci : Strategi Komunikasi, Komunikasi Bencana, Mitigasi

ABSTRACT

**University of Muhammadiyah Yogyakarta
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**COMMUNICATION STRATEGY FOR REGIONAL DISASTER MANAGEMENT
AGENCY IN IGNITING EARTHQUAKE DISASTER RISK IN DIY**

Thesis year: 2019 + 120 Page + 12 Appendix

Bibliography: 20 Books + 10 Journals + 9 Websites + 3 Other Sources

Indonesia is an archipelago located at the confluence of four tectonic plates commonly called ring of fire which makes it prone to natural disasters such as volcanic eruptions, earthquakes, tsunamis, floods and landslides. In 2016 there were 1,122 earthquakes in Indonesia, and 108 of them were centered in the DIY province. Of the 438 villages in DIY, there are 301 villages that are prone to disasters, meaning that villages in the DIY province of 68.72% are disaster-prone villages. From this background, the DIY BPBD as the government agency responsible for dealing with disaster risk management made the Tangguh Bencana Village program (DESTANA) and the Disaster Preparedness School (SSB) in the mitigation efforts undertaken. This study focuses on the communication strategy of the Regional Disaster Management Agency in an effort to mitigate the risk of earthquake disasters in DIY, as well as what are the supporting and inhibiting factors in the mitigation efforts undertaken.

The method used is descriptive research and analyzed qualitatively. The informants of the study were taken based on purposive sampling. Meanwhile for the method of collecting data using in-depth interviews and documentation. Data analysis techniques are done by reducing data, presenting data and drawing conclusions.

The results of this study include several strategies for DIY BPBD starting from planning, establishing communication strategies, disaster management management activities, to supporting and inhibiting factors. The implementation of the program is effective, but there are still many people who do not yet know the internet media, especially the twitter used by DIY BPBD in the delivery of information, there is still a lack of budgets for communication programs such as billboards, and no initial testing of communication materials for media used in an effort mitigation.

Keywords: Communication Strategy, Disaster Communication, Mitigation