E-Government of Sleman Regency Government Public Relations in Disaster Communication of Merapi Eruption.

by Adhianty Nurjanah

E-GOVERNMENT OF SLEMAN REGENCY GOVERNMENT PUBLIC RELATIONS IN DISASTER COMMUNICATION OF MERAPI ERUPTION

[1]ADHIANTY NURJANAH, [2]ASWAD ISHAK, [3]SAKIR

[1,2]Communication Studies Department, Universitas Muhammadiyah Yogyakarta
[3]Government Studies Department. Universitas Muhammadiyah Yogyakarta
E-mail: [1]adhianty@umy.ac.id, [2]ishak@umy.ac.id, [3]mas.sakir@fisipol.umy.ac.id

Abstract - E-government needs to be implemented by the government to convey and obtain information quickly and accurately. The use of online digital communication media by the government is still not widely used. This article discusses how the application of digital communication media online in communicating the eruption of the Mount Merapi eruption in 2010 in Sleman Regency, Yogyakarta Special Region Province. The concepts used include e-government and government public relations and disaster communication. The concept is in accordance with the issues discussed. The data generated was obtained by interview and focus group discussion. The findings indicate that in the communication of the Mount Merapi eruption disaster in 2010 the Government of Sleman Regency of Yogyakarta Special Region Province has implemented e-government appropriately. Community participation in disaster-prone areas in conveying information about the current situation is very helpful for local governments in minimizing the impact of greater disaster victims.

Keywords - E-government, Government Public Relations, Disaster Communication

I. INTRODUCTION

Indonesia is a disaster-prone area. Various disasters occur from small scale up to large scale that cause various material and immaterial impacts and losses. The disasters that occur in general have a negative impact on the lives of people in the affected area. Communication plays a strategic role in disaster management starting from pre-disaster, disaster management, and post-disaster recovery. Every region in Indonesia is a region that has the potential to experience disaster. Yogyakarta, which is widely known as a tourist destination, also has a great potential for natural disasters. Yogyakarta Special Region Province has 4 regencies and 1 city, namely Sleman, Kulonprogo, Bantul and Gunungkidul and Yogyakarta City. Each region has different characteristics of potential disasters. Sleman Regency is one of the tourist destinations, agriculture, education, located on the north side of the Special Region of Yogyakarta Province which has high to low contour. Mount Merapi, which is one of the active volcanoes in the world, is located in Sleman Regency. Mount Merapi periodically experiences an eruption. Potential hazards that can occur during an eruption are the release of hot material when an eruption occurs and volcanic ash and hot clouds known as 'wedhus gembel', in addition to cold lava. The great potential of natural disasters needs to be managed appropriately so that there will not be many casualties which cause huge material and immaterial losses. To minimize losses that can be caused, disaster communication activities become a necessity, especially for the government to stakeholders in disaster prone areas. Disaster communication will be more efficient and effective using communication and information technology. The important thing that

cannot be ignored in disaster management is speed and accuracy. For this reason, it is necessary to determine the priority scale related to communication, information, coordination and cooperation. Updating information quickly, precisely, and accurately becomes a necessity to run (Budi, 2011). Information needs in disaster situations, among others, about the location of victims, the number of victims and data collection on the needs of victims are needed. This was intended to make it easier for officers and volunteers to help victims (Mahdia and Noviyanto, 2013). This is because in times of panic, anxiety and fear there is usually a confusion of information received and uneven distribution of logistical assistance causes disaster management to be slow. Coppola and Maloney (2009: 53–55) state that modern disaster management consists of 4 aspects namely mitigation, preparedness, response, and recovery which are ideally carried out synergistically by each stakeholder, especially the government through the optimization of communication equipment and equipment. Disaster communication will be effective by using internet-based information and communication technology tools to facilitate the handling of natural disasters in the affected areas. At present, the development of existing technology makes it easy for the public to access important information about disasters that will support the efficiency of disaster management (Asteria, 2016).

II. LITERATURE REVIEW

The term of E-Government can be defined as the application of Information and Communication Technology to improve the performance of traditional government functions and services. Raharwindy

(2014) explains the traditional government, demanding a transformation of the government bureaucracy by developing E-Government.Thus the application of E-government is intended to be able to provide fast and accurate services from government agencies to all stakeholders.

Al Gore and Tony Blair in Indrajit (2002: 5) explain the benefits of implementing E-government, namely:
1. Improve the performance of a government service to its stakeholders.
2. Increase transparency, control and accountability.
3. Reducing administrative costs, relations and contractions.
4. Providing opportunities to get new sources of income.
5. Creating a community environment up to date.
6. Empowering the public and other parties who take part in making public policy equally and democratically.

Other experts provide opinions regarding the application of E-Government. According to Andriariza, Yan (2014) there are 5 success factors in the implementation of e-government, namely Law and Regulation, Organizational Structure, Business Processes, Information Technology and Vision, Objectives and Strategies
Public Relations Government agencies conduct public relations activities with the aim of providing good services regarding information and raising public participation to succeed the policies that have been decided by the government by upholding the principle of openness. Communities in the era of openness of information are entitled to get correct and non-discriminatory information so public relations must carry out their duties in order to provide optimal service. Nurjanah and Nurnisya (2016) explained that government public relations alsohave a duty to disseminate new policies, especially related to the new tagline "Jogja Special" to the public in Jogjakarta by utilizing digital public relations which is part of the implementation of e-government.

Edward L Bernays in (Nilasari: 9) explained the function of government public relations, namely:
a) Provide information to the public
b) Conduct persuasion to change people's attitudes and actions directly, and
c) Try to integrate the attitudes and actions of an agency or institution in accordance with the attitudes and actions of the community or vice versa.

The role of public relations is very strategic government agencies to provide clear information to each party related to government policy. The public relations function of the government can be carried out for a variety of situations including when facing disaster. When and after a disaster occurs, communication becomes crucial to be carried out. At the time of occurrence and post-disaster needs accurate information needed by the community and other institutions that have concern for the situation that occurs. Communication in disaster is needed in an emergency situation that is during and pre-disaster. Communication is the best way for successful disaster mitigation, preparation, response, and recovery of situations during disasters. The ability to communicate messages about disasters to the public, government, media and opinion leaders can reduce risk, save lives and the effects of disasters (Haddow, G. D, and Kims 2008: xiv).

III. RESEARCH METHODS

The research carried out focused on the study of the application of E-government Public Relations of the Sleman Regency Government of Yogyakarta Special Region Province. Qualitative research is a procedure that produces descriptive data in the form of written words, or oral people or observed behavior (Moleong, 2001: 103). This study is a descriptive qualitative research that describes and analyzes existing data based on the concepts of E-Government, government public relations and disaster communication. This research is more directed to the positivistic paradigm because this paradigm is related to the search or discovery of causal laws that can be used in different contexts and times (Daymon, 2002: 11). The results obtained in this study are expected to provide a reference for government public relations practitioners to implement effective E-Government in disaster communication. Data collection was carried out using interviews with relevant informants who were selected purposively in order to meet the research needs and use library study techniques and documentation to confirm and strengthen the data for analysis. Qualitative data analysis requires researchers to carry out activities simultaneously by collecting data, interpreting data and writing research reports. (Creswell, 2012: 145). Thus, data analysis is not done separately from 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 conclusions / verification (Sutopo, 2002: 186).

IV. DISCUSSION

The implementation of communication activities in disasters in Sleman Regency of Yogyakarta Special Region Province in 2010 was carried out by the district government public relations department. The public relations section carries out the communication function in disaster through searching data and information to disseminating information through various available communication channels. In the pre-disaster stage, public relations socialization to communities prone to the eruption of Mount Merapi.

We do the socialization through the media. Sleman Regency Public Relations explained its task during the socialization "For example the Regional Disaster Management Agency (BPBD) covered and documented. then we gather into news and releases. Do not use posters, the socialization is only supported for the media. Including facilitating, BPBD wants to inform what. " In carrying out this disaster communication activity the government public relations coordinate and collaborate with BPBD. To start the program by mapping disaster areas. The results of the interview with the head of the Sleman Regency BPBD explained "So, like this, in Sleman there are usually 7 disaster threats. There is wind, floods, then there are earthquakes, fires, Merapi eruptions, landslides. Then we map, there is a northern area around Merapi, Merapi eruption, then around the western area is strong winds, then around Prambanan is a landslide, then the potential for fire is in urban areas in the Depok areas. "

In the event of an eruption, the role of government public relations is to collect relevant information. "At the time of the PR disaster the role was to collect information from several points because the post at the time the disaster was spread. Therefore, public relations also compile information. public relations who collect information, and provide information development to the Regent. The portion of our public relations work is indeed spreading information, in addition to that we also function as a search for information when the media reports that is incorrect. public relations are also tasked with documenting any information, so there is information whether we have photos and attachments describing the situation during a disaster. "Public Relations has an important role in providing clear information and calming the public. In dealing with emergency situations, the community has sufficient awareness about living in disaster prone areas and the consequences obtained as well as knowing how to respond to emergencies. This is as expressed by the community: "People are aware, have been embedded long ago, receiving information is quite clear and to do something for what is asked by superiors willing. Maybe because they also know the risks and are supported by experience in 1994 that the community already knew that Merapi was ferocious. And they also know that living in disaster prone areas. Even though 2006 has been a threat, they already know the risks. They also know how far they should run and evacuate."People who live in disaster-prone areas often get information from loudspeakers sourced from mosques and or through face-to-face meetings. Every information received by the community always confirms or cross checks with the usual visual observations and refers to information from leaders in their area.

In dealing with this disaster situation BPBD Sleman Regency of Yogyakarta Special Region Province has used communication technology tools to provide ease and speed of access to monitoring the situation that occurs. "There is an application called Sleman Disaster Information System. In it there is a 'Sleman Report', so this 'Sleman Report' provides the opportunity for the Sleman community to report with this application to be sure it is not a hoax, because they must be obliged to attach their identity, photo at that time, have their GPS. " Merapi in 2010 calculates the radius, while people sitting or traveling do not know what radius, well in this application there will be a system that tells us how far we are with Merapi. So, for the management there. Because right now, Merapi's status is on alert, that is how much radius ".

The data findings show that communication activities about disasters are carried out by the public relations department in collaboration with the Regional Disaster Management Agency. The use of online media has been used optimally. Referring to the opinion of Indrajit (2006) the government of Sleman Regency Yogyakarta Special Region Province carried out information publication through internet media. This is done to convey information quickly. It should be noted that the possibility of hoax / fake news information circulating in online media related to the disaster that occurred. So that peace can be created through the provision of correct information about the disaster situation that occurs

The implementation of government public relations activities in disaster communication is carried out through the coordination of functions across sections. Public Relations is the vanguard of the dissemination of information related to the eruption of Mount Merapi in 2010, while BPBD as a support system regarding the substance of the information needed. Thus, referring to Nilasari (2012) government public relations carries out the function of a communication bridge between the government and every stakeholder relating to the eruption of Mount Merapi. Communication activities carried out by integrating face-to-face meetings with the public and the use of internet media.

V. CONCLUSION

Sleman Regency Yogyakarta Special Region Province has implemented E-government in managing the Mount Merapi eruption disaster in 2010. The use of internet-based communication channels combined with face-to-face communication to get good effectiveness. The community has a high involvement in forming communities related to the eruption of Mount Merapi.

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