

SOCIALIZATION STRATEGY OF DISASTER MITIGATION ABOUT FLASH FLOOD NEWS IN EAST NUSA TENGGARA PROVINCE

(Case Study on The Use of *Twitter* National *Disaster
Management Agency @BNPB_Indonesia*)

Ari Kurnia, Salsabila Fitri, Chania Humayrha, Citra Wulandani

Communication Science Departement, Faculty of Economics and Social Sciences

Bakrie University, Jakarta, Indonesia

ari.kurnia@bakrie.ac.id

Abstract: This research has the significance of how BNPB as a disaster management institution is able to utilize verified Social Media to provide information disclosure. Socialization delivered by Mass Media to Social Media has the same goal, as a tool to convey various disaster efforts that are equipped with data and guidelines. One of the Social Media used as an effort to socialize disaster mitigation is Twitter @BNPB_Indonesia which aims to convey information about disaster mitigation facilities in order to reduce the adverse effects caused by disasters that occur. The purpose of this study is to find out how the disaster mitigation strategy of BNPB through Twitter manages information disclosure. This study uses a Qualitative Approach with the Case Study method on the object of research on the official Twitter account of BNPB, through observation of data on information shared on BNPB's Twitter during the Flash Flood disaster in April 2021, which is studied with Media Consumption Theory. The conclusion of this research is Twitter @BNPB_Indonesia has implemented a flash flood Disaster Mitigation Strategy in Nusa Tenggara Timur Province properly and transparently, reinforced by various data and guidelines in the Buku Saku Hadapi Banjir that published by BNPB in 2019.

Keywords: Disaster Mitigation, Twitter, Socialization Strategy, Flash Flood.

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INTRODUCTION

Indonesia is one of the countries in the world that is prone to various types of natural disasters such as Volcanic Eruptions, Earthquakes, Tsunamis, Landslides And Floods. National *Disaster Management Agency* or BNPB stated that this was due to the geological conditions of the Indonesian territory which is a meeting between two series of young mountain paths, namely the Pacific Circum and the Mediterranean

Circum and in its own geographical condition, the Indonesian territory is in a cross position, are between the Australian continent and the Asian continent which is also squeezed by two oceans, there are Indian Ocean and the Pacific Ocean. This has resulted in the Indonesian region being prone to various kinds of natural disasters (BNPB, 2018).

Technological developments occur in all fields, one of which is the field of communication. This is as one of the main factors that encourage the era of globalization. The era of globalization has made individuals seem without boundaries or without distance, this has resulted in the faster exchange of information that occurs and makes the formation of modern individuals. Social media is a sign of technological development that can be accessed using internet services. One of the Social Media kind is Twitter. Twitter has interactive and participatory characteristics, this shows that Twitter users can interact with each other. The motive for using Twitter is very varied, including as a means of disseminating information, as a means of socializing, to as a means of entertainment. Not only various walks of life have Twitter accounts. However, government agencies also have Twitter accounts to provide news and data quickly and accurately. One of the government agencies that has a Twitter account is the National Disaster Management Agency (BNPB) with the Twitter account @BNPB_Indonesia. The Twitter account @BNPB_Indonesia is used by the government to establish communication with the public as well as channel transparency of disaster data that occurred in Indonesia. In addition, the Twitter account @BNPB_Indonesia can also be a means of disaster mitigation in order to reduce the adverse effects caused by disasters that occur.

Disaster is a series of events that threaten and disrupt people's lives and livelihoods caused by natural, non-natural and human factors. As a result, this disaster caused casualties, environmental damage, property losses and psychological impacts. Meanwhile, Mitigation is a series of efforts to reduce the risk (possibility of adverse events) due to a disaster. The scope of its activities includes identifying phenomena that accompany event estimation/prediction, making KRB maps, infrastructure development, regional planning, preparing early warning tools, providing counseling and increasing awareness of people living in earthquake-prone areas, etc. (Law No. 24/2007).

Based on this understanding, disaster mitigation is a form of effort made to reduce the impact caused by disasters on communities in disaster-prone areas, such as natural disasters, disasters caused by humans or disasters caused by a combination of the two in a country or society. In carrying out disaster mitigation there are four things that need to be considered, namely the availability of information and maps of disaster-prone areas for each disaster category, socialization in increasing public understanding and awareness in dealing with disasters, knowing what needs to be done and avoided and how to save everyone if it occurs during a disaster. The time and steps for regulating and structuring disaster-prone areas to reduce disaster threats.

The purpose of disaster mitigation consists of several form to reduce the impact and losses caused, especially those that occur to the population, as a form of foundation

or guideline in development planning, and to increase public knowledge in dealing with and reducing disaster risk, so that people can live and work with safe. The mass media have their respective roles for various information purposes. The form, which is now divided into various kinds, certainly makes it easier for people to manage and receive this information. One part of mass media is social media.

Social Media is a part of media digital. It is depend on the internet network can make it easier for the public to access it. Social Media as one of the media that is easier to be touched by the public has a more important role. Social media is divided into various platforms that can be downloaded and used directly without having to do a search first, such as internet media, google, websites, and others. On social media, the information obtained is faster and does not take much time. One of the social media platforms that is widely used is Twitter. Its role as Social Media provides convenience for the community. In social media, you only need to write down the account you want to go to to find the information you want to get. In addition to being easy to use by the public, the information obtained is focused and not based on general explanations.

Based on data from the BNPB, natural disasters in Indonesia from January to April 2021 recorded a total of 1,125 disasters. Based on BNPB data, the most frequent natural disasters in Indonesia are floods. Reported from Kompas.com with the article title "*Throughout 2021, a total of 1,125 natural disasters occurred in the country*", that data from the BNPB shows, there were 476 flood disasters that occurred during that period.

One of them is the flash flood that occurred in East Nusa Tenggara (Nusa Tenggara Timur or NTT) which occurred on Sunday 4 April 2021, which was mentioned by BNPB as the worst flood and caused the biggest impact in the last 10 years in the province. According to BNPB data, previous major floods were recorded on November 3, 2010 and April 11, 2011. Reporting from Kompas.com the flash flood that occurred in East Nusa Tenggara was caused by the tropical cyclone Seroja and the high intensity of rainfall which resulted in 10 districts and one city being hit by floods. . The areas affected by the floods are East Flores Regency (flash floods), Central Malacca Regency, Lembata Regency, Ngada Regency, Alor Regency, Rote Ndao Regency, East Sumba Regency, South Central Timor Regency, Ende Regency, Sabu Raijua Regency and Kupang City.

Based on BNPB data as of April 9, 2021, the number of victims of the flash flood disaster in East Nusa Tenggara, there were 165 victims died and 45 victims were missing. Then as many as 14,034 housing units were affected by floods and landslides in the area. Of the number mentioned, as many as 2,786 houses were severely damaged, 213 were moderately damaged, and 6,185 were lightly damaged. Socialization can be said as a learning process, basically human nature is never satisfied to learn about something that is not yet known. In addition, in the socialization process there is also interaction between individuals and other individuals. Mass Media also has an important role related to socialization, because Mass Media is used as a tool to convey various information.

In addition to Mass Media, the use of social media, especially Twitter, is widely used by government agencies such as the BNPB Indonesia account which uses Twitter as

a medium for disseminating information related to disasters, education and disaster mitigation to the community in building community preparedness for a natural disaster. Dissemination of information through social media is considered to make it easier for the public to get information more quickly related to information, especially natural disasters. BNPB via Twitter will inform about post-natural disaster management, the impact of the natural disaster, such as whether there were fatalities, how many victims died and were injured, as well as damage caused by the disaster, such as damage to houses, residents, to public facilities and infrastructure.

LITERATURE REVIEW

Mass Media Consumption Theory

The first research was from *Suzy Azeharie (2019) about Analysis of the Use of Twitter as a Communication Media for Celebrities in Jakarta*. This is the one of the studies that discusses about Twitter as a communication medium. The results of the research is how use of twitter is considered very effective because the celebrities can convey all the information they want to convey to the people, especially their fans, in a wide range of deployment messages with easy and fast. And for this research, Twitter is the link between communities who are ready to face disasters based on disaster mitigation provided by BNPB through Twitter.

People used to use various kinds of media to get the information they wanted to know, such as through electronic media (Television and Radio) as well as through print media (Newspapers, Tabloids, Magazines, and so on). Along with the development of the era, internet media has become one of the fastest sources of information compared to other media such as electronic media and print media. Various kinds of information can be found on the internet. This causes people to start switching to using the internet media. On the internet, people can find whatever they need, including social media.

According to Kris Budiman (2002: 122) consumption is defined narrowly as the process of buying and owning goods and is related to consumption-mediated communication which is commensurate with the act of reading (reading) and supervision as proposed by Hall and Pierre Bourdieu. According to Featherstone (1992) quoted by Kris Budiman (2003: 23), the consumption media approach holds that there are similarities and differences in cultural consumption in society. By focusing on cultural consumption, this approach directs its attention to the experience and use of cultural objects with an emphasis on actual consumption practices. In this case, media consumption is a step from the community in using various mass media ranging from print to electronic, which will later be used to meet their individual needs. This need will also provide satisfaction for each individual.

Using media consumers rank media sources by the anticipated rate of utility gain, flexible time to access, including media consumption, can occur simultaneously to

structured activities without distorting the utility from the structured activities. And Twitter using the social network site as a new communication channel to reach customers and examine other possible uses for Twitter in a Industri context, namely BNPB.

Socialization Theory

The second research was from Aqdas Malik, Cassandra Heyman-Schrum, and Aditya Johri (2019) is about Use of Twitter Across Educational Settings: A Review of the Literature. The result of this research is analysis how the students, teachers, and other stakeholders use it as a pedagogical tool to gain information, interact and engage with each other, participate in their respective communities of interests, and share their insights about specific topics. Twitter is considered as advocates for carrying out further empirical studies focusing on digital trace data and inference, particularly in the developing countries. While this study looks at how the audience is the community ready to respond to disasters based on data from BNPB on Twitter. And the following is an explanation of Socialization Theory:

a. Definition of Socialization

According to Charles R Wright quoted by Sutaryo (2004: 156), socialization is a process when individuals acquire the culture of their group and internalize to a certain degree their social norms, thus guiding the person to take into account the expectations of others. Meanwhile, according to Sutaryo (2004: 230), socialization is a process of how to introduce a system to someone and how that person determines their responses and reactions. He continued that socialization is also determined by the social, economic and cultural environment in which the individual is located, besides that it is also determined by the interaction of his experiences and personality.

b. Socialization Agent

According to Fuller and Jacobs (1973) quoted by Sunarto in his book (2004), the socialization agents include:

1) Family

The family is the institution that has the most important influence on the socialization process. This is possible due to various family conditions. First, the family is a primary group that is always face to face among its members, so that it can always follow the development of its members. Second, parents have a high condition for educating their children, giving rise to an emotional connection that this relationship really requires a socialization process. Third, the existence of fixed social relationships, then by itself parents have an important role in the process of socialization to children.

2) Playgroup

Playgroups (friends) were first obtained by humans when they were able to travel outside the home. Initially, playmates were intended as a recreational group, but they can also have an influence on the socialization process after the family. The peak influence of playmates is in adolescence. Play groups play more of a role in shaping the personality of an individual.

3) Mass Media:

- a. Print Media; Posters, Leaflets, Billboards, Banners, X Banners, Gimmicks, Newspapers, Magazines and Tabloids.
- b. Audio Visual Media; Television, Radio, Film and Advertising.
- c. Internet Media; Social Network, Website or Blog.

The process of socialization through information and messages conveyed by socialization agents is very valuable and cannot be equated with one another, for example, what is taught by the family may be different and may conflict with what is taught by other socialization agents, but the person who receives the information can learn freely from peers or mass media. So the learning process is not only obtained by one social agent, the individual can learn from other socialization agents in a system.

Disaster Mitigation Theory

The third research was from by Muhammad Fedryansyah, Herijanto Beki, Ramadhan Pancasilawan is about The Implementation of Disaster Mitigation Plan Through Structural Functional Approach (2020). The results showed that there were barriers in the system of functional structural approaches to disaster mitigation in the area of the Pagerwangi village of the four aspects namely Integration, Adaptation, Latency and Goal Attainment. These obstacles occur from one aspect, which affects other aspects. They research analyzed how disaster mitigation was implemented through a functional structural approach or social balance theory from Talcott Parsons, and didn't pay attention to the significance of publications as disaster mitigation education as this research was conducted.

Flood disaster is an event that occurs due to the debut of the river flow which is relatively larger than the normal flow in general, this occurs due to continuous rainfall that causes river water to overflow because it is not sufficient to accommodate the rainwater puddles. In Law No. 24 of 2007 concerning Disaster Management Article 44 letter C, that is, mitigation is to reduce disaster risk for people who are prone to disasters. Disaster mitigation is a term used to indicate an action to reduce the impact of a disaster, which can later be carried out before the disaster occurs and at the same time reduce risks in the long term.

In carrying out various disaster management, a proactive strategy must be carried out. This is useful for making preparations to anticipate the possibility of a disaster. Various forms of action that can be taken in anticipating disasters by establishing an early warning system, identifying needs and available resources, preparing budgets and alternative actions, to coordinating with parties working in monitoring natural changes. Communities who live and live close to disaster-prone areas or who live outside have a very large role, therefore awareness and concern for the natural environment are needed as well as the existing regulations and norms to regulate environmental discipline. Of course this is useful, so that people feel more concerned about the environment so as to reduce the possibility of disasters. Disaster mitigation is divided into 2 types, there are:

1. Structural Mitigation

Structural mitigation is an effort to minimize disasters by building various physical infrastructure using technology. This physical infrastructure can be done by building funds that are made specifically to prevent flooding. It was built by making a disaster-resistant engineering building and water-resistant infrastructure. It is hoped that it will not have a major impact in the event of a disaster.

2. Non-Structural Mitigation

Non-structural mitigation is an effort to reduce the impact of disasters through policies and regulations. In this effort can be done in the form of regional planning and an insurance. This form of mitigation is expected to allow for very advanced technological developments.

The strongest reason why choosing disaster mitigation socialization how mitigation activities there are things that need to be done, including: Introduction and monitoring of disaster risk; Participatory planning for disaster management; Development of a disaster awareness culture; Implementation of physical, non-physical efforts, and disaster management arrangements; Identification and recognition of the source of disaster hazard or threat; Monitoring of natural resource management; Monitoring of the use of high technology; Supervision of the implementation of spatial planning and environmental management.

Flood Disaster

The last research of this kind by Clarissa David, Jonathan Corpus Ong, and Erika Fille T. Legara (2016) is about Tweeting Supertyphoon Haiyan: Evolving Functions of Twitter during and after a Disaster Event. This research take information about the Typhoon or its damage, and disaster relief activities. There are differences in types of content between the most retweeted messages and

posts that are original tweets. This two research using the same media but different types of disasters, where researchers focus on mitigation while their research focuses on explaining types of disasters.

Disasters are events or series of events that threaten and disrupt people's lives and livelihoods caused by natural and/or non-natural factors as well as human factors, resulting in human casualties, environmental damage, property losses, and psychological impacts (Ramli, 2010: 17). Meanwhile, according to Ramli (2010: 18) there are three types of disasters, it is natural disasters originating from natural phenomena such as earthquakes, volcanic eruptions, meteors, global warming, floods, typhoons and tsunamis. a series of non-natural events, among others, in the form of technological failures, modernization failures, epidemics and disease outbreaks, and the third is Social Disasters, namely disasters caused by events or series of events caused by humans which include social conflicts between groups or between communities.

Meanwhile, flooding is where an area is inundated by large amounts of water (Ramli, 2010:98). Floods usually occur because of an increase in the volume of water in a body of water such as rivers and lakes, thereby breaking dams or water out of its natural boundaries so that it submerges the land. The type of flood that occurred in East Nusa Tenggara in April 2021 was a flash flood, which is a flood in low-lying areas due to continuous rain. Flash floods appear suddenly due to the large amount of water in one place. Flash floods occur due to the saturation of water in the area which takes place rapidly, so that the soil is no longer able to absorb water. The following steps are needed in Flood Mitigation:

- a) Before Flood is watershed arrangement; Development of flood monitoring and warning systems; Do not build buildings on the banks of the river; Dispose of garbage in the trash; River dredging; Upstream reforestation.
- b) During Flood is turn off the power; Evacuate to a safe area; Do not walk near waterways; Contact agencies related to disaster management.
- c) And After the Flood is clean the house; Prepare clean water to avoid diarrhea; Be on the lookout for venomous animals or possible spreaders of disease; Always be on the lookout for aftershocks.

Based on data from Head of the BNPB Disaster Data, Information and Communication Center, Raditya Jati at suara.com said this was the worst in the last 10 years.,Flash flood in East Nusa Tenggara on April 2021 was the worst flood in 10 years. Major floods were previously recorded on November 3, 2010 and April 11, 2011. Since 2019 Twitter user data increase, and BNPB shares a lot of information on Twitter so this is considered helpful in disaster mitigation.

METHODS

The research method used in this study is the Case Study method, with a qualitative approach. The Case Study method is included in the research carried out focused on a particular case in order to analyze it thoroughly. The data collection technique used for the analysis of this research is through in-depth interviews. The informants that the researchers used were Dr. Mohammad Ihsan, ST., MT., M.Sc., an academic and Disaster Mitigation Expert. The second informant is Adrian Arditiar, M.I.Kom., a practitioner in the field of Social Media Strategist who will talk about how Social Media functions in the publication of disaster information to complement the information published by the Mass Media. The second informant will also explain how BNPB's Twitter carries out a content strategy as a medium of information, especially in disaster mitigation socialization activities. This research uses descriptive qualitative with the aim of describing a phenomenon in order to test or prove a theory. (Harrison, 2009)

RESULT AND DISCUSSION

BNPB Profile on Twitter @BNPB_Indonesia

Twitter is one of the social media that is still widely used by people in Indonesia. This is evident from the data reported on beritasatu.com that Twitter ranks fifth in the most popular social media in Indonesia in 2020-2021 and has beaten Tiktok, Line and LinkedIn which are similar social media applications. In addition, Twitter is a social media that attracts the attention of internet users because of its easy use to exchange information, as a result, each individual can be connected to each other (Madcoms, 2010:121).

In the data reported from databoks.com regarding the Android-based news and Magazine Application with the highest rating in 2019, Twitter ranks number one in the data, this proves that many people get information through Twitter Social Media. As part of the government of the Republic of Indonesia, BNPB has several accounts on various social media platforms such as Facebook, Youtube, Instagram and Twitter. As the official government account, Twitter owned by BNPB has been verified with a blue tick with the username @BNPB_Indonesia. Quoted from the help center on Twitter, the blue Verified Badge on Twitter is the real account. On his official Twitter, @BNPB_Indonesia started joining Twitter in August 2011 and has more than 450 thousand followers until April 2022.



Figure 1. Twitter Account Profile @BNPB_Indonesia
Source: BNPB Twitter

Audience in Media Consumption

Media that is accessed for consumption is one way to explore media that is accessed by the audience to read the news. Mass media consists of three categories, namely conventional media such as electronic media, other conventional media such as print media and new media. In this case, audiences who use Twitter as a reference for disaster news will use new media in the form of Twitter social media. Based on data from GlobalWebIndex, the use of conventional media in Indonesia is decreasing from the first semester of 2019 to the first semester of 2020. Audiences who are transforming into a digital society, especially in seeking information on social media Twitter, are mentioned in Widiastuti's research (2014) that the use of networking sites Twitter is very helpful as an alternative media to distribute information to a large audience. Based on the previous similar research above, the media has its own way to be effective in conveying information, and focuses on the use of Twitter which is increasingly being used as a reference for information other than online media.

The result how the audience using Twitter as media consumption how the news items tweeted by BNPB news tweets, act as a distribution channel for the news that is spread by social media reading and sharing, it's in the upload on the picture about Twitter users discussing or asking for information via BNPB official Twitter. There are having Re-Tweets and Likes as the data stored also has a lot of responses.



Figure 2. Display of Twitter Users Respons
Source: BNPB Twitter



Figure 3. Display of Assistance Information by BNPB
Source: BNPB Twitter

From the information on Twitter above, how Twitter users are also expected to not only carry out any activities by BNPB in flood prevention, but also what assistance BNPB provides to victims and shared on Twitter as data transparency.

Social media functions as an open medium to share current and correct information. What has been done by BNPB as a Disaster Management Agency has maximally provided to update data such as assistance in the form of funds, temporary shelter or evacuation, food assistance, clothing, and financial assistance. And this can allow anyone who reads this information on BNPB's Twitter to participate in helping both prayerfully and materially. Besides that, it can be connecting for family or friends who are also in the disaster situation.

The study of media consumption as well as content consumption relates to the way audiences choose to consume various types of media and/or various types of media

content that are considered to best satisfy their social and psychological needs (Katz in Yuan, 2011, p. 1001). And researchers agree, in relation to the use of Twitter as a reference for the latest disaster news, the audience, who is also an active audience, adopts a news consumption pattern that reflects their habit of using various types of mass media to social media to meet their information needs in the form of news.

Publication of Disaster Information Content on Twitter

In each of the latest uploads regarding the East Nusa Tenggara flash floods, Twitter @BNPB_Indonesia often shares information about the data on volunteers who have been deployed, the atmosphere at the scene, the delivery of aid, and the President's response. The information displayed on Twitter BNPB is how to describe of disaster relief or mitigation activities to the latest data from flash floods is that BNPB's efforts are to provide as much data as the community of Twitter User needs.

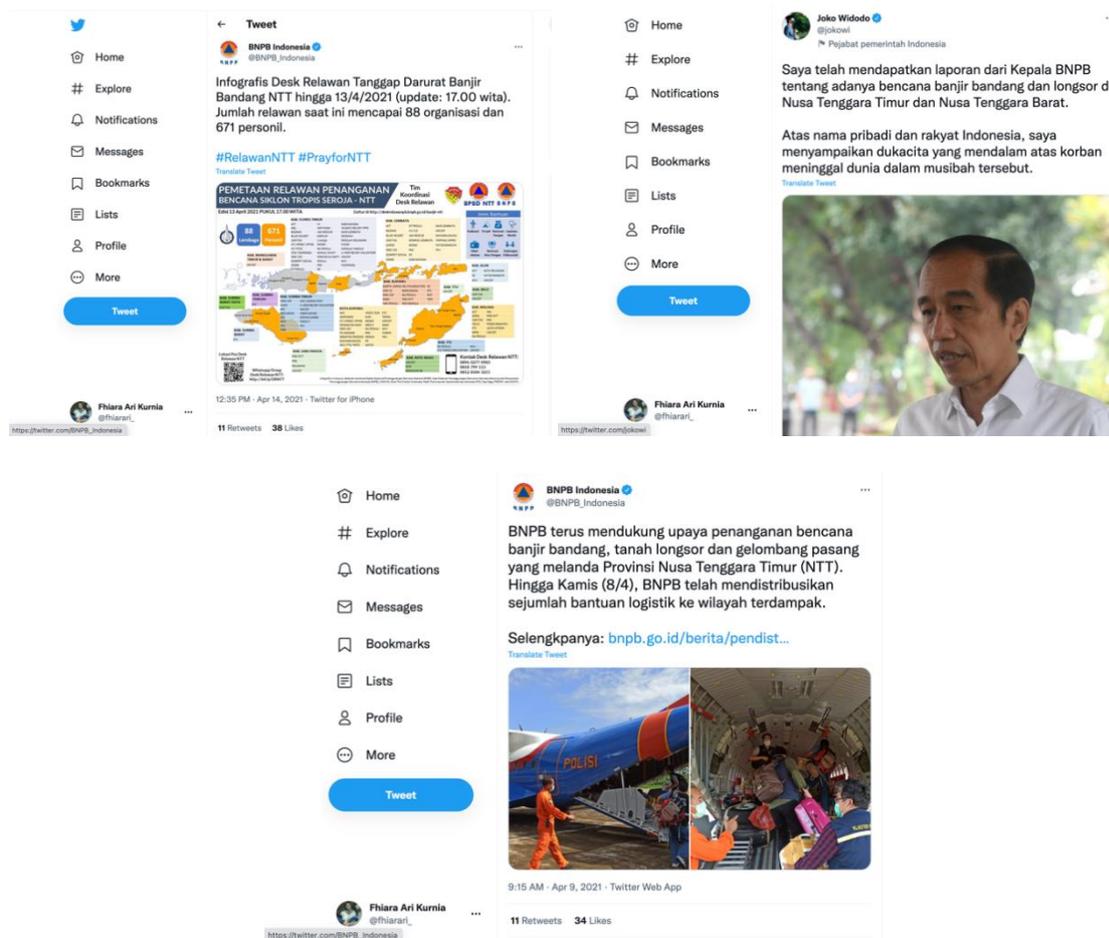


Figure 4. Display of Some Information on BNPB's Twitter
Source: BNPB Twitter

Disaster mitigation efforts in each region differ in the way they are communicated. According to a Disaster Mitigation expert informant, Mohammad Ihsan, "disaster

mitigation efforts must be carried out, the form is different in each region because nature shapes itself. So we communicate it will be different in every place.” Based on this statement, the researcher concludes that the disaster mitigation carried out in each region is different. The strategy in disaster mitigation to communicate it of course also differs in each region and depends on the disaster faced. Furthermore, the Pocket Book on Flash Floods published by BNPB in 2019, explains that the Pocket Book does not guarantee the safety of readers but provides general guidelines for preparedness. The exercise is a real effort to improve disaster preparedness.

Based on the theory of media consumption, social media users or in this case are audiences, how are audiences driven to use social media and the goal is to use the media for needs that are not only related to themselves but also their relatives. The selection of the media made by the audience is adjusted to the needs and motives. As a Social Media that contains many sources of information, @BNPB_Indonesia as the official government account must of course make various efforts to mitigate disaster strategies when a disaster occurs. Given that a good function of social media is to expand human social interaction using internet technology, the end of which is to produce dialogic communication between audiences.

The function of Social Media was also explained by resource person Adrian Arditiar, he revealed that "the function of Social Media must be able to expand human social interaction by using this technology so that in the sense that it is affordable, can be widely accessed, it can be seen from any corner, and the purpose of Social Media should be reachable. By anyone, everyone can, see the information, the platform". In relation to the socialization process, BNPB Twitter often publishes content in the form of weather information infographics to responses from other Twitter users.

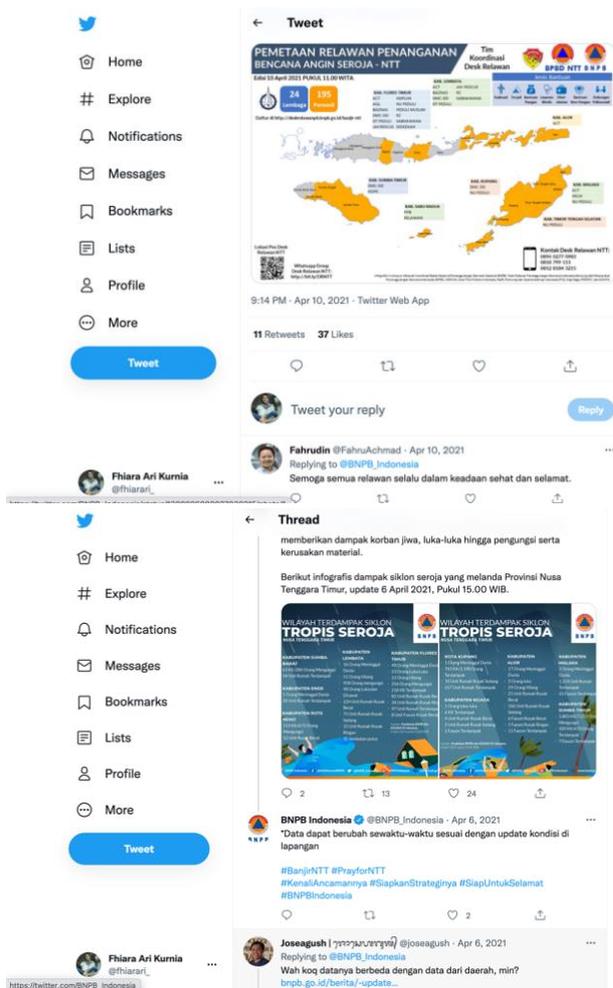
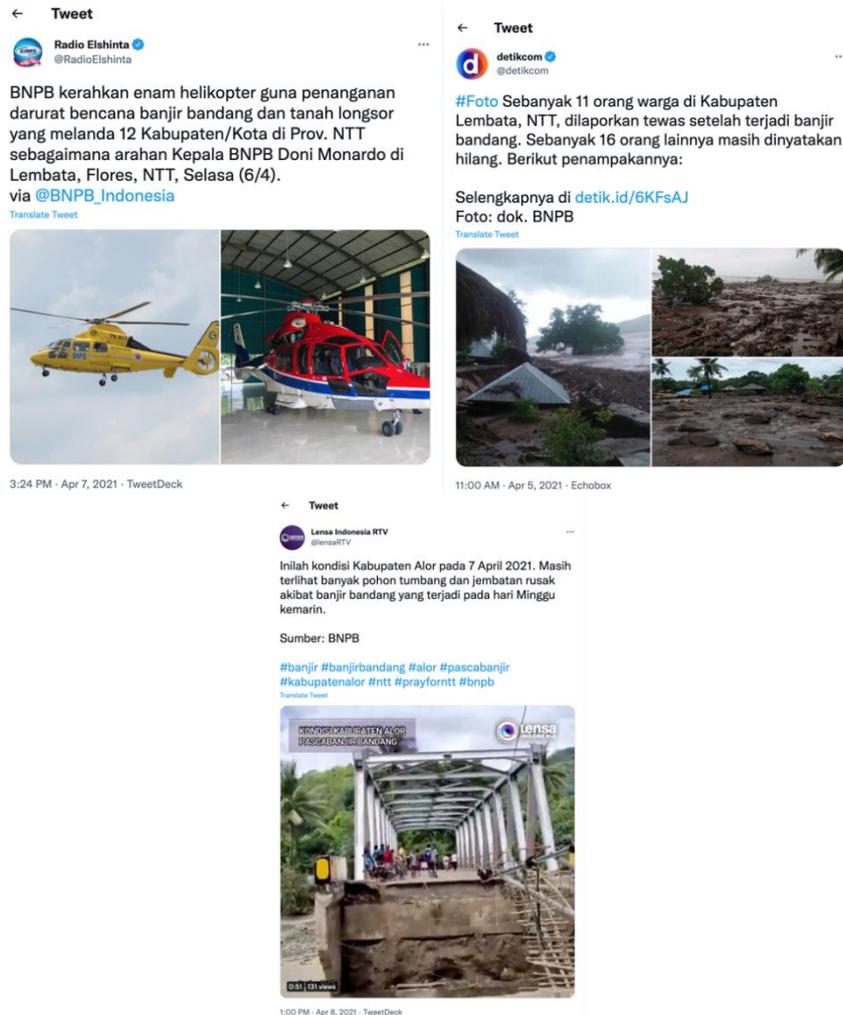


Figure 5. Display of Socialization Infographics on BNPB Twitter
Source: BNPB Twitter



**Figure 6. Display of Media use References from BNPB
Source: BNPB Twitter**

From the publication of the content above, the process of socializing the volunteer team in helping victims of the banjir bandang disaster is shown in the form of data distribution by region. It is like introducing a system to a person and how that person determines his or her responses and reactions. According to Adrian, socialization is also determined by the social, economic and cultural environment in which the individual is located, besides that, it is also determined by the interaction of experiences and personalities, which also concerns their family relationships affected by the disaster. The advent of social media, especially Twitter enable users (people) to freely communicate their opinions and disperse information regarding current events including natural disasters. However, based on some information shared on BNPB's Twitter, Its never show any missing amateur videos or information shared by citizen journalism. BNPB always uses the original data from the field data that get themselves. On the other hand, the data shared on BNPB's twitter is widely used by

online media as a data reference which can be seen in the figure 6. It is very appropriate if the media uses the BNPB's twitter reference as the main data, as long as the media always Cyber Media Guidelines (Pedoman Media Siber) and always writes down the data source.

Socialization Strategy of Disaster Mitigation at Twitter @BNPB_Indonesia

Based on the statements that have been put forward, the functions of Social Media are very diverse, such as expanding interactions and getting various information, because in other media there is a lot of exposure to information that sometimes makes people hesitate, then Social Media can be a means to get valid information even more if the information is obtained from an accurate or verified source. In the theory of media consumption, the transition of people using information media from the previous electronic media such as television and radio, or print media such as newspapers, magazines, tabloids and so on, has now switched to using social media along with the times.

People can easily find information because currently Social Media can be accessed in one smartphone grip. Currently, Social Media is also one of the fastest information media because anything can be seen through Social Media if you have an internet network. Informant Adrian explained the role of social media, "Social Media's role is to disseminate information, promote media, then become a mouthpiece for establishing personal relationships, or various kinds of relationships can be obtained through the role of social media". Based on this statement, the role in Social Media has many forms. Social Media can act as a means of disseminating information, then it can be a means of promotion, and can also be used to establish relationships between individuals and individuals or individuals with certain groups. In other words, social media has an important role in human life, because people often need social media to get various information they want to know.

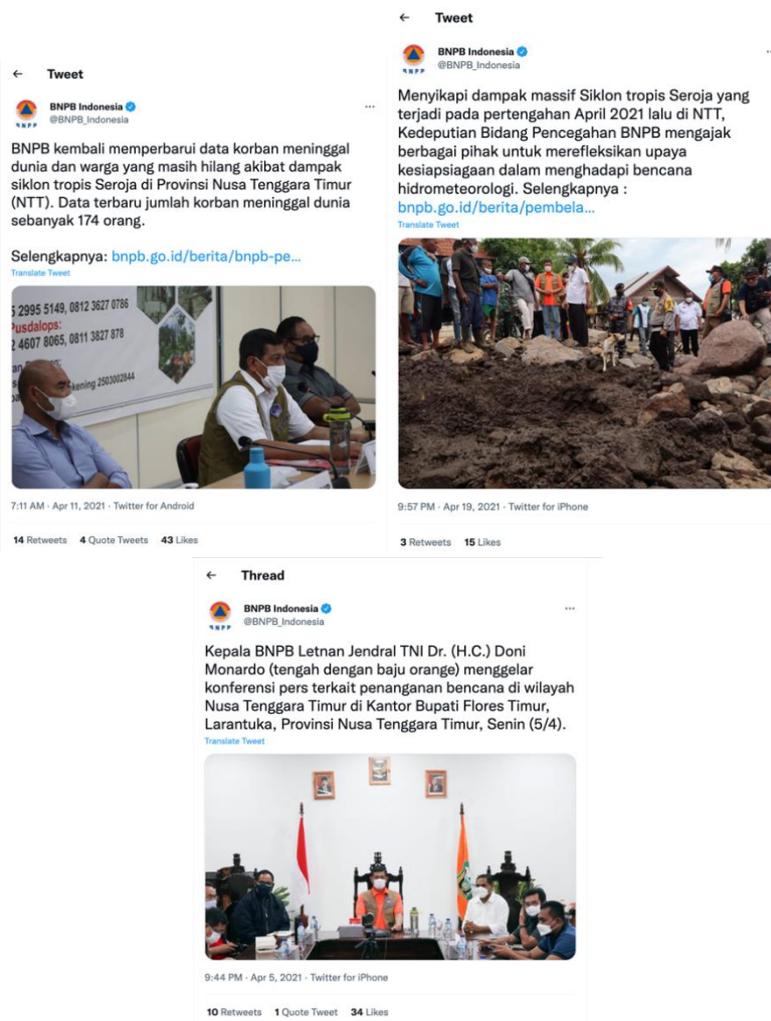
Overall, the content in the form of disaster information on BNPB's Twitter has been played neatly, up-to-date and transparently. Many contain data to the latest visuals, especially on 9 and 19 April 2021. Since before the flash flood disaster in East Nusa Tenggara Province until after the disaster starting from April 2021 to May 2021, it is known that BNPB on its Twitter has provided more than 20 tweet mostly displays a series of humanitarian disaster mitigation in the form of distributing aid from the government and the community. This transparency makes BNPB's Twitter up-to-date and carries out its social responsibilities.



Figure 7. Shares Information about NTT Logistics Assistance
Source: BNPB Twitter

It is known in the BNPB tweet, it has implemented a good strategy as an effort to mitigate the flash flood disaster in East Nusa Tenggara Province in April 2021. In this tweet, BNPB has informed various logistical assistances that have been sent to victims of the banjir bandang disaster, so that with this information the public can find out the various aids they will receive. The information in this Twitter account can of course be seen by various kinds of people who have Twitter accounts, therefore the Twitter account @BNPB_Indonesia can be said to be the official government account by carrying out the functions and roles of Social Media properly.

The Twitter account @BNPB_Indonesia has communicated well by disseminating information needed by flood-affected communities, especially regarding banjir bandang disaster mitigation strategies. On its Twitter account, BNPB also disseminates this information quickly so that the public can access information easily, especially through official government accounts. In addition, this proves that BNPB is very open about data and facts that occurred during the flash flood in East Nusa Tenggara Province. As a resource person, Adrian Arditiar explained that the importance of disseminating information "is information that must be informed to the public, so it becomes very important, especially if it is a disaster".



**Figure 8. Shares Information about NTT Logistics Assistance
Source: BNPB Twitter**

Regarding Adrian Arditiar's opinion, the researcher concludes that all information becomes important to be disseminated if the information can have an impact on many people, including information about disasters. This is evidenced by the Twitter account @BNPB_Indonesia, which always provides information about various things related to disasters and this has a great influence on the community for the dissemination of information. BNPB also share seminar information as an effort to build the resilience of the Indonesian people in facing every threat of danger that can lead to disaster. This resilience is realized through various approaches, one of which is increasing disaster literacy through various seminars. Literacy was carried out in conjunction with the flash flood disaster in East Nusa Tenggara Province on April 2021.



Figure 9. Shares Information about Disaster Mitigation’s Seminar
Source: BNPB Twitter

In addition to needing information about disaster mitigation, of course, people usually ask questions about disaster victims and losses from disasters that occur. So the researcher asked this to resource person Adrian Arditiar regarding data transparency related to disaster mitigation, *“actually it is an addition for the BNPB to attach additional information about data transparency, but on Twitter, usually people only need text content, but infographics or images can be added. , that’s fine, in my opinion even if later BNPB would add it as an official account, of course it would be great.”* says the source, Adrian.



Figure 10. Infographics regarding banjir bandang disaster mitigation in NTT
Source: BNPB Twitter

In reality, this has been done by the Twitter Social Media account @BNPB_Indonesia, with data transparency in the event of a disaster. BNPB continues to strive to share the latest data on victims affected by flash floods during the disaster in East Nusa Tenggara Province. These various things have proven that the banjir bandang disaster mitigation strategy in the Province of East Nusa Tenggara in Twitter @BNPB_Indonesia is very effective and efficient in disseminating the information needed by the community. The communication that exists between BNPB and the community also goes in two directions because the community can reply to BNPB's tweets and several times it has also been found that BNPB replies to community tweets so that this is very helpful for the community in finding well-verified information.

From the publication of the content above, the process of socializing the volunteer team in helping victims of the flash flood disaster is shown in the form of data distribution by region. It is like introducing a system to a person and how that person determines his or her responses and reactions. According to Adrian, socialization is also determined by the social, economic and cultural environment in which the individual is located, besides that, it is also determined by the interaction of experiences and personalities, which also concerns their family relationships affected by the disaster.

In Pasal 1 Ayat 6 Peraturan Pemerintah Nomor 21 Tahun 2008 concerning the Implementation of Disaster Management, mitigation is a series of efforts to reduce disaster risk, both through physical development as well as awareness and capacity building in dealing with disaster threats. In the information shared, BNPB often collaborates with Schools, Universities and Industry to understand how to implement disaster mitigation, and also shared on twitter, although the execution is more published about disaster mitigation on Instagram BNPB.

CONCLUSION

The disaster mitigation strategy by BNPB's official Twitter for publication of information on flash floods in East Nusa Tenggara Province in April 2021 has implemented the principle of consumption on Mass Media, this is evident from the large number of messages from the message and data as information-giving activities in the perspective of media dependency theory. Most of what BNP's official Twitter does is provide information and education, such as providing various information on mitigation and transparent data on flood victims. In accordance with the results of documentation and observations during the discussion, the official Twitter of BNPB also includes a lot of graphic data and flood mitigation guidelines, flood relief activities and a number of flood countermeasures that are shared continuously and up-to-date. The content shared are original photos of activities that take place in disaster mitigation. Various information about disaster mitigation that occurred when flash floods hit NTT Province were very emergency response, such as determining disaster status and always updating it if there was latest information. This makes the disaster mitigation strategy carried out by BNPB into good communication in the community. From all the information about East Nusa Tenggara Province found 20 tweets explaining disaster mitigation. In this research, disaster mitigation is not a phenomenology, but a Disaster Management Effort. In the information published on BNPb's Twitter, there has been no activity or

information that involves the community in sharing experiences with disasters. BNPB doesn't focus much on victims in vox pop activities or in-depth interviews as an information source.

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