
The Role of the Sleman District Disaster Management Agency in Disaster Communication Regarding Mount Merapi in Sleman Regency, Yogyakarta

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ABSTRACT

Mount Merapi is one of the most active volcanoes in Indonesia and poses a serious threat to the people of Sleman, especially following the 2010 eruption that caused significant damage and loss of life. Although Indonesia has a developed disaster management system, effective disaster communication remains a challenge, particularly in delivering information that is timely, accurate, and easily understood by the public. This research aims to explore the role of the Regional Disaster Management Agency (BPBD) of Sleman Regency in disaster communication, specifically related to the mitigation and management of Mount Merapi disasters. The research method employs a qualitative descriptive approach, with data collection techniques conducted through in-depth interviews with the Head of BPBD and the Head of the BPBD Secretariat of Sleman Regency, as well as with the community and disaster awareness groups. The data analysis technique used is the Miles & Huberman Model, and data triangulation is performed to ensure data validity. The results of this study indicate that the BPBD of Sleman Regency plays a crucial role in disaster communication, both in mitigation and disaster management. Effective communication is supported by strategies for delivering accurate messages, using easily understandable language, ensuring accessibility and inclusivity, as well as collaboration and coordination with various stakeholders. This study recommends strengthening cross-sector coordination and enhancing community capacity to understand disaster information in order to improve preparedness for Mount Merapi disaster.

Keywords: Disaster Communication, Government Public Relations, Disaster Management

1. INTRODUCTION

Natural disasters of volcanic eruptions are one of the biggest threats in terms of life safety, infrastructure damage, and socio-economic impacts (Shan et al. 2019). Mount

Merapi in Sleman Regency, Yogyakarta, is one of the most active volcanoes in Indonesia (Nurjanah, Ishak, and Sakir 2019). The last significant eruption occurred in 2010, which caused more than 300 fatalities, thousands of people were displaced, and extensive damage to settlements and public facilities (Bramasta 2021). Although Indonesia has a fairly well-established disaster management system, disaster communication remains a major challenge that can affect the effectiveness of the response to the disaster itself (Kuswanto, 2012). Disaster communication is important to do in the disaster mitigation section. Through communication, disasters can be reported quickly and reduce the risk of disaster survivors (Sufa, Lestantyo, and Kurniawan 2020). Obtaining accurate and credible information is very important when a disaster occurs considering the need for accurate direction and information from the government from the community when a disaster occurs. So that public trust owned by the Government is the key to overcoming various problems in the community, one of which is in dealing with the Mount Merapi Eruption Disaster (Apriliani 2021). Disaster communication refers to a series of communication activities carried out before, during, and after a natural or human-caused disaster. The main purpose of disaster communication is to provide accurate, timely, and relevant information to disaster-affected communities, related parties, and the general public (Nurjanah et al., 2021). In the context of disaster management, public communication managed by the government and related agencies plays a crucial role. Clear, precise, and accurate communication can save people, reduce uncertainty, and accelerate the recovery process of communities in disaster-prone areas (Novianti et al. 2020). One of the parties that has a key role in disaster communication is Government Public Relations, which is responsible for disseminating information about potential threats, mitigation measures, and early warnings to the public (Fearn-Banks, 2011). However, in many cases, even though information is available, challenges arise in terms of its dissemination, public understanding, and coordination between agencies (Daryanto, 2017).

In Sleman Regency, the role of Government Public Relations in managing disaster communication for the eruption of Mount Merapi has an important role, especially after the 2010 eruption. Previous research has shown ineffectiveness in conveying information to the public, leading to confusion in the public's response to early warnings and evacuation instructions (Siregar, 2014). Many factors influence this, ranging from the lack of public understanding of the messages conveyed, limited communication channels available, to coordination problems between institutions involved in disaster management (Sutrisno & Irawan, 2018). In 2020, Mount Merapi again showed increased volcanic activity, which has the potential to cause a major disaster. This shows that the effectiveness of disaster communication must be a primary concern in risk mitigation efforts. Therefore, more in-depth research is needed to examine the extent to which communication effectiveness is carried out by Government Public Relations in the context of disaster management for the eruption of Mount Merapi in Sleman Regency, Yogyakarta. This study focuses on evaluating the communication strategies used by the Public Relations of the Sleman Regency Government in conveying information to the public regarding the eruption of Mount Merapi. This study will assess important aspects such as the timeliness of information delivery, the influence of disaster communication in terms of the use of communication channels used, public response to the messages delivered, and the role of mass media and social media in supporting the dissemination of disaster information. Thus, this study is expected to provide practical recommendations to improve the effectiveness of

disaster communication in the future, especially in the disaster-prone areas of Mount Merapi, Sleman Regency, Yogyakarta..

Based on previous research, it is known that Rudianto's (2015) research entitled *Communication in Disaster Management* shows the results of the study which concludes that communication in disasters is not only needed in emergency disaster conditions, but is also important during pre-disaster. Preparing communities in disaster-prone areas must of course always be done. In addition to adequate information about the potential for disasters in an area, training and internalization of habits in dealing with disaster situations must also be carried out continuously (Rudianto, 2015). Furthermore, in Wardyaningrum's (2019) research, *Communication with Disaster Risk Reduction*, the results of her research stated that community relations in the communication network about disaster evacuation exercises are decentralized or spread to many actors consisting of local residents and residents from outside the hamlet. Local actors consist of ordinary residents and residents who have positions in the social structure. While actors from outside the hamlet come from local government agencies, disaster volunteers and people from universities (Wardyaningrum, 2019).

Other studies state that the role and benefits of disaster communication in mitigation have a very significant influence. Some of them are the role of disaster communication in the context of mitigation can provide rules or guidelines to the community. In another explanation, it is interpreted as a life course. In terms of the benefits of disaster communication, it has several aspects that can internalize society holistically. These include such as to change the attitude, to change the opinion, to change the behavior, and to change the society (Aziz, 2023). Based on three previous studies, many have discussed disaster communication in disaster risk reduction, most of the existing research related to disaster communication is still in the form of theoretical studies or case studies that are not empirically measurable in terms of their effectiveness. The study aims to explore the role of BPBD Sleman in disaster communication during the Mount Merapi eruptions. The focus is on understanding how effective communication strategies can mitigate disaster impacts and manage disaster situations effectively.

A. Disaster Communication in Mitigation

The statement above reflects our view on the importance of the role and benefits of disaster communication in disaster management. Disaster communication must always be prioritized because in addition to educating the public, it can also prepare the mental resilience of the population in dealing with disasters, especially in disaster-prone areas. Regarding disaster communication, Haddow and Haddow (2008) offer four pillars that can be used in Hardiyanto and Pulungan (2019) to strengthen communication in mitigation.

1. Customer focus, namely understanding what information the community and volunteers need. Communication mechanisms must be implemented to ensure the delivery of correct and accurate information. As in the case study of the 2010 Yogyakarta Merapi eruption, this created very good security for local residents in general and for families living around Merapi in particular. When a natural disaster occurs, emails and text messages contain questions about the state of the area and the condition of victims, who are looking for loved ones, seeking help, and seeking assistance (Permana, 2015).
2. Leadership commitment, Managers involved in emergency response must be committed to effective communication and actively involved in the communication process. Executives are at the forefront of planning a program or strategic area successfully. Therefore, managers must be loyal because there is no element of

profit in this. Managers must also be reliable and trustworthy when communicating information. Message accuracy is very important when dealing with disasters. In other words, the feedback generated is directly proportional to our mitigation expectations.

3. Situational awareness, in carrying out mitigation efforts, disaster communication will have practical value, measured based on the collection, analysis, and dissemination of disaster response information. The existence of civil interests and the diversity of cultural backgrounds of the community makes the implementation of mitigation initiatives difficult. One of the principles of effective communication is transparency. This is a fundamental concern for the situation and conditions that develop in the area. This allows administrators or policy makers to formulate and plan the right strategy before and after disaster management.
4. Media partnership, in addition to mature disaster communication planning that is ready to be implemented, media involvement also plays an important role in disseminating information. Mass media such as television, newspapers, radio and others are very important to convey adequate information to the public. This is also closely related to public communication, which is the key to the success of the government's climate change mitigation efforts, so that all levels of society get information.

Sutopo Purwo Nugroho and Dyah Sulistyorini (2016) argue that the role of the media in dealing with disasters is very significant because of its massive nature and proven effectiveness. The media is published by Seeds Asia and plays an important role in disaster reporting at every stage of disaster management. The media plays a role in situations that can lead to disasters (Beggs 2018). It contains information on preventive measures, assessments and tools for preparing emergency plans. The media is also needed to support risk reduction and provide information on potential disasters. Adequate media coverage indicates efforts to prevent or mitigate disaster risks. In addition, accurate information helps reduce disaster risk and the vulnerability of disaster-prone parties (Busà et al. 2015). As a result, media collaboration is needed which can be resolved through disaster management procedures and time monitoring. In addition to the involvement of traditional media in searching for target articles that are starting to be known, social media will play an important role in sharpening the actual reach that is being attempted. National social media or media related to mitigation tasks can be used to measure the effectiveness of disaster communication. As in the research of Kusmayadi and Gumilar (2019) which highlighted social media, Instagram is the most widely used social media as a promotional medium by factory outlet managers and distribution/clothing companies. On social networks, most of the information is related to product catalogs, and the most advertised benefits are information about product quality. The success of social media promotion is measured by the number of friends/likes/members/followers, and the use of social media as a promotional tool is generally considered successful (Kusmayadi & Gumilar, 2019).

B. Effective Disaster Communication Model in Disaster Management

An effective disaster communication model is an important foundation for informing, educating, and coordinating appropriate and responsive responses in the face of

disasters (Subekti et al., 2020). An effective disaster communication model is also important because communication is the main bridge for conveying information, instructions, and guidance to the community and other stakeholders. In addition, an effective disaster communication model also supports coordination and collaboration between various stakeholders, including the government, aid agencies, community organizations, and volunteers. Through coordinated communication, disaster management efforts can be carried out more efficiently and effectively. There are several Elements in the Effective Disaster Communication Model (Lestari, 2018), including:

1. **Accurate and Timely Information.** One of the key elements of an effective disaster communication model is providing accurate and timely information to affected communities. Early warning information, safe locations, evacuation, and safety guidelines must be delivered clearly and quickly through various communication channels, such as radio, television, social media, and disaster warning systems. Accurate information can help communities take appropriate preventive and evacuation actions, reducing risks and losses.
2. **Use of Easy-to-Understand Language.** Disaster communication must use language that is easily understood by everyone, including those without formal education or access to technology. Avoid using technical language or complicated terms, so that messages can be conveyed clearly and can be easily implemented by the community.
3. **Inclusivity and Accessibility.** An effective disaster communication model must be inclusive and accessible to everyone, including those in remote areas or with physical limitations. Provide various communication channels, such as radio, television, bulletin boards, and direct verbal assistance, to ensure that information is accessible to everyone.
4. **Collaboration and Coordination.** An effective disaster communication model facilitates collaboration and coordination between various stakeholders. Through coordinated communication, information and resources can be shared with all parties involved so that emergency response actions can be carried out in a coordinated manner. This collaboration is important to maximize the use of existing resources and reduce overlap in disaster management efforts.

An effective disaster communication model is very important in disaster management (Nurjanah, Ishak, and Sakir 2021). The 2021 Mount Merapi incident in Indonesia showed the importance of disaster communication in disaster management and mitigation. An effective disaster communication model that involves the delivery of early warning information, collaboration between stakeholders, and psychosocial support helps communities to be more prepared and responsive in dealing with disasters (Barata et al., 2017). By increasing public awareness and involving all relevant parties, an effective disaster communication model can help reduce the impact of disasters and save communities in disaster-prone areas

2. RESEARCH METHOD

This research employs a qualitative approach with a case study method. Moleong stated that qualitative research methods do not involve calculations, thus yielding findings that are not obtained through statistical procedures or other means of quantification (Moleong, 2017). In this study, data were collected using in-depth interviews with the aim

of understanding the views and opinions of individuals from a limited background in order to obtain comprehensive information (Prihantoro et al., 2022). Data were gathered through interviews with four informants, consisting of the Head of BPBD and the Head of the BPBD Secretariat of Sleman Regency, representatives from the local government, and community leaders as well as representatives from disaster awareness communities involved in disaster management. The interviews were conducted in a semi-structured manner to obtain in-depth information regarding the disaster communication practices carried out by BPBD. Additionally, secondary data were obtained through literature studies and related documents. The data collected were then analyzed thematically to identify patterns and themes that emerged, using the Miles & Huberman model (Miles, Huberman, and Saldana 2014). Source triangulation was employed to ensure data validity.

3. RESULTS AND DISCUSSIONS

This research identifies the role of the Sleman District Disaster Management Agency (BPBD) in disaster communication, particularly in the context of mitigating the Mount Merapi disaster.

3.1. Disaster Communication in Mount Merapi Mitigation

Based on interviews with various stakeholders, it was found that BPBD Sleman implements four pillars of disaster communication proposed by Haddow and Haddow (2008) to strengthen communication in mitigation efforts.

- a. **Customer Focus:** BPBD Sleman understands the importance of the information needed by the community and volunteers. In disaster situations, effective communication mechanisms are implemented to ensure the delivery of accurate and correct information. For example, during the Merapi eruption in 2010, BPBD utilized email and text messages to respond to community inquiries regarding the state of the area and the conditions of victims. This created a sense of security for local residents, especially for families living around Merapi, who were seeking information about their loved ones and the assistance needed (Permana, 2015).
- b. **Managerial Leadership Commitment:** Managers involved in emergency response demonstrate a high commitment to effective communication. They are actively engaged in the communication process and plan mitigation programs effectively. Reliability and trust in delivering information are crucial, especially in disaster situations. Interview results indicate that BPBD managers consistently strive to provide accurate and timely information, contributing to better mitigation expectations.
- c. **Situational Awareness:** BPBD Sleman exhibits a high level of situational awareness in carrying out mitigation efforts. The collection, analysis, and dissemination of disaster response information are conducted systematically. This research found that transparency in communication is an important principle that aids decision-makers in formulating appropriate strategies before and after disaster management. This also includes an understanding of civil interests and the diverse cultural backgrounds of the community (Welch and Jackson 2007).

- d. **Media Partnerships:** Media involvement in disaster communication is essential. BPBD Sleman collaborates with various media channels, including television, radio, and newspapers, to disseminate adequate information to the public. The research findings indicate that these media partnerships not only enhance the reach of information but also strengthen public communication, which is key to the success of government efforts in climate change mitigation.

The application of the four pillars of disaster communication by BPBD Sleman demonstrates that effective communication is crucial in disaster mitigation (Hardiyanto & Pulungan, 2019). A customer focus ensures that the information conveyed is relevant and meets the community's needs. Strong leadership commitment from BPBD managers fosters trust among the community, which is vital in emergency situations (Tjahjono et al, 2018).

High situational awareness enables BPBD to respond quickly and accurately to changing conditions on the ground. Additionally, partnerships with the media expand the reach of information, ensuring that all segments of society have equal access to important information (Nurjanah et al., 2023).

Overall, this research emphasizes that effective disaster communication, based on the principles proposed by Haddow and Haddow, can enhance community preparedness and response to disasters (Nursanti et al., 2025). Thus, BPBD Sleman can serve as an example of good disaster communication practices that can be adapted by other regions facing similar disaster risks.

3.2. Effective Disaster Communication in Mount Merapi Disaster Management

This research identifies the important role of BPBD Sleman in delivering accurate and timely information to the community, especially in emergency situations. Key findings from this study include:

- a. **Delivery of Accurate Messages**

BPBD Sleman ensures that the information conveyed to the public is accurate and trustworthy. They utilize various communication channels, including social media and the SIMANTAB application, to disseminate information.

"We always strive to provide correct and up-to-date information, especially during emergency situations." – Makwan, Head of BPBD Sleman Regency.

This aligns with research by Houghton et al. (2015), which emphasizes the importance of information accuracy in disaster communication to build public trust.

- b. **Use of Easily Understandable Language**

BPBD employs simple language that is easy for all segments of society to understand. The use of clear and non-technical language is crucial to ensure that the messages conveyed are well received by the general public.

"We avoid technical terms and prefer to use everyday language so that everyone can understand." – Asih Kurniasih, Head of the BPBD Secretariat of Sleman Regency.

According to Hargreaves (2011), effective communication in disaster situations must consider the audience's level of understanding to avoid confusion and misunderstandings. Furthermore, to provide comprehensive understanding, BPBD

Sleman also utilizes the SIMANTAB application to support complete messaging, ensuring that no information is missed. In addition, they use social media and websites to educate the public on disaster mitigation.

c. Accessibility and Inclusivity

BPBD involves all parties, including local government agencies (SKPD) and community organizations, in the disaster communication process. This ensures that information is accessible to all layers of society, including vulnerable groups.

"We collaborate with various relevant agencies such as the Health Office, Social Office, Tourism Office, and other related institutions to ensure that everyone, including the vulnerable, receives the information and services they need." – Makwan, Head of BPBD Sleman Regency.

Research by Hutton and Hauser (2014) shows that inclusivity in disaster communication can enhance the effectiveness of disaster response and mitigation.

d. Collaboration and Coordination

BPBD collaborates with various stakeholders, including government agencies and communities, to enhance the effectiveness of disaster communication. This collaboration is essential to ensure a quick and effective response when disasters occur.

"Collaboration with various parties is crucial to ensure a quick and effective response during disasters. We regularly hold meetings with relevant SKPD and disaster awareness groups and communities to foster relationships and make them feel comfortable communicating and coordinating." – Asih Kurniasih, Head of the BPBD Secretariat of Sleman Regency.

According to Kapucu (2008), collaboration among agencies and communities can strengthen communication networks and improve disaster preparedness.

The results of this study indicate that BPBD Sleman plays a crucial role in disaster communication, which is vital for enhancing community preparedness and response to disasters. The delivery of accurate and timely messages is the foundation of effective communication, which can build public trust in government institutions. The accuracy of the information provided by BPBD, as expressed by BPBD officials, reflects their commitment to delivering relevant and useful information in emergency situations.

The use of easily understandable language is also a key factor in communication effectiveness. By avoiding technical terms and using everyday language, BPBD ensures that all segments of society can comprehend the information conveyed. This aligns with the principles of effective communication, where messages must be tailored to the audience to minimize misunderstandings (Hargreaves, 2011).

Accessibility and inclusivity in disaster communication are also critically important. By involving various parties, including community organizations and SKPD, BPBD can ensure that information reaches all layers of society, including vulnerable groups. Previous research has shown that inclusive communication can enhance disaster response effectiveness (Hutton & Hauser, 2014).

Collaboration and coordination between BPBD and other stakeholders are also important factors in improving the effectiveness of disaster communication. This collaboration not only strengthens communication networks but also ensures that disaster responses can be carried out quickly and effectively (Kapucu, 2008). Thus, this research emphasizes that effective disaster communication, based on the principles of accuracy, understanding, accessibility, and collaboration, can enhance community preparedness and response to disasters.

4. CONCLUSION

Based on the research findings this study highlights the critical role of BPBD Sleman in disaster communication, particularly during emergency situations such as the eruptions of Mount Merapi. The findings indicate that BPBD effectively delivers accurate and timely information to the community, which is essential for enhancing public safety and preparedness. Key aspects of BPBD's communication strategy include (a) Accurate Message Delivery, BPBD Kabupaten Sleman utilizes various communication channels, including social media and the SIMANTAB application, to ensure that the information disseminated is reliable and up-to-date. This approach aligns with the principles of effective disaster communication, as emphasized by Haddow and Haddow (2008). (b) Use of Simple Language, The agency prioritizes the use of clear and accessible language, avoiding technical jargon to ensure that all community members can understand the messages conveyed. This practice is crucial for effective communication, as it fosters greater comprehension among diverse audiences. (c) Accessibility and Inclusivity, BPBD actively involves various stakeholders, including local government agencies and community organizations, in the communication process. This collaborative approach ensures that information reaches all segments of the population, including vulnerable groups. (d) Collaboration and Coordination, The agency's efforts to collaborate with multiple stakeholders enhance the effectiveness of disaster communication. By working together with government bodies and community leaders, BPBD can respond more swiftly and effectively during emergencies.

In conclusion, BPBD Sleman's proactive communication strategies serve as a model for other regions facing similar disaster risks. The emphasis on accurate information, clear messaging, inclusivity, and collaboration significantly contributes to community resilience and preparedness in the face of disasters. Future research could explore the long-term impacts of these communication strategies on community behavior and disaster response outcomes

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