



# THE SPIRIT OF SOCIETY JOURNAL

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## The Empowerment Of Community Communication Network For Dissemination Of Disaster Information In Dayeuhkolot Bandung

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### ABSTRACT

Dayeuhkolot Sub-district is an area which prone to the flood disaster. For decades, the regional has been flooded in every rainy season. There are several things that caused the flood disaster in Dayeuhkolot Sub-district, such as due to the existence of its territory which is between Citarum River Basin (Citarum) and Cikapundung River, the planning of the less good area and many piles of garbage. The flood disaster will certainly result in many losses, either loss of property, psychological or loss of life. However, it is expected with the cooperation of many various elements, the loss can be minimized. One effort that can minimize the effects of this flood disaster is by the dissemination of disaster information. The dissemination of disaster information should empower the various communications networks that exist in the community so that the public will be more concerned about the various disaster that might befall them and prepare for the possibility of the disaster. The activities undertaken to achieve this goal is through Focus Group Discussion (FGD) and counseling. FGD was conducted by inviting the resource persons from the Regional Disaster Management Agency (BPBD), village and sub-district officials, disaster volunteer and other elements in Dayeuhkolot Sub-district. FGD and counseling was attended by 16 representatives from Dayeuhkolot sub-district, 1 source from BPBD and 5 PPM Priority Team from Fikom Unpad. All FGD participants and counseling are active in responding and entering on the issues related to the disaster information dissemination. The result of this PPM activity become an entry for BPBD in increasing the community participants, especially for those who are the members of community communication network nodes to play a role in disseminating disaster information. BPBD will also convey this input to the related parties in order to empower the community communication network more optimally.

**Keywords** : *Empowerment, Communication Network, Information Dissemination, Dayeuhkolot, Bandung, Disaster*

### INTRODUCTION

Dayeuhkolot is one district in Bandung Regency which has five villages and one sub-district that is Canguang Kulon Village, Canguang Wetan Village, Citeureup Village, Dayeuhkolot Village, Pesawahan cillage and Sukapura Village. Dayeuhkolot region has a fascination as an industrial area that has a high population density. With



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an area about 10, 786 KM and a population of 116,889 people in 2014, the population density in Dayeuhkolot District is 10,837.10 inhabitants /KM<sup>2</sup>.

Topography, Dayeuhkolot District is the lowest area of Bandung Raya which is located in Citarum River Basin (Citarum) and Cikapundung River. This causes nearly 94% or an area of 879.8 ha of Dayeuhkolot region are potentially affected by flooding in every rainy season. In March 2016, Dayeuhkolot region become one of the worst affected areas due to the flooding in addition to fifteen other areas in Bandung regency affected by the flood.

BBC Indonesia released that based on the result of rapid assessment of Regional Disaster Management Agency (BPBD) Bandung Regency, in early March 2016 as many as 5.900 people of 24.000 people are affected by the floods, 18,000 of them are the residents of dayeuhkolot. Of these, 3,000 people were displaced, two were declared dead and three were declared missing. One of the dead victims was a 13-year-old boy in Dayeuhkolot district who was electrocuted during a flood. Such conditions are certainly very alarming because the flood disaster has become a routine agenda during the rainy season in Dayeuhkolot District, but there are still people trapped by the floods that are resulted in casualties.

With the example of the case mentioned above, the priority PPM Team considers the need to empower the communication networks of various elements of the community in Dayeuhkolot District to disseminate the disaster information. The dissemination of disaster information is needed to keep the public alert and minimize the consequences of the disaster.

The empowerment of communication network for disaster information dissemination means that there is an increasing role and existence of the community communication network to disseminate the disaster information. The increasing role and existence of this community communication network includes the capacity building from management, human resources institutional and community activities. The communication network that can be empowered are through the nodes BPBD, local government (sub-district and village), institutions in sub-districts and villages such as Karang Taruna, PKK, LKMD, etc.), Puskesmas, Industry (Private), volunteers, well organized volunteers in an organization or individuals, the religious leaders, etc.

The communication network empowerment activities can be done in various ways, such as those mentioned in the Regulation of the Minister of Communication and Information of Republic Indonesia No. 08/Per/M.Kominfo/6/2010 on Guidelines for the Development and Empowerment of Social Communication Institutions Chapter IV, Article 7, such as policy formulation, technical guidance, facilitation of model development, facilitation of communication networks, facilitation of the facilities and infrastructures, workshops, forums, provision of the information materials, activity simulations, competitions and awards for the national achievers at the regular intervals and facilitations of comparative studies. These activities are carried out with the principles of the development and the empowerment of the institute of social communication, namely synergy, structured, measurable, integrated, participatory and sustainable.

The activities undertaken by PKM Fikom Unpad Team to achieve this goal is through Focus Group Discussion (FGD) and counseling. Through FGD with BPBD,



village and sub-district apparatus, volunteers and other elements in Dayeuhkolot district are expected to be identified source/ media information and nodes of the existing communication network. The result of this FGD become the material for the PPM and BPBD team in providing the counseling for the empowerment of community communication network in Dayeuhkolot District.

## 1. THE SOURCE OF INSPIRATION

For this team of community service. The community service activity this year is aimed to apply the research result in 2015. The result of this research are:

1. The disaster-affected communities in Baleendah area, Andir Urban Village, Bojongsoang village and Dayeuhkolot are very passive in seeking the health information so that the health workers from Puskesmas should pro-actively disseminate the health information to the community (Kurniasih & Sukaesih, 2015).
2. The community volunteers in Bandung regency have a very significant potential in disseminating disaster information in Bandung Regency (Kurniasih, 2016).

Based on these two research results, it can be seen that there is a need for the empowerment of community communication network so that the community can participate in disseminating the disaster information, especially in Dayeuhkolot district. The activities undertaken to achieve this goal is through FGD with BPBD, village and sub-district apparatus, volunteers and other elements that exist in Dayeuhkolot district. Through FGD, it is expected to be the identified source / media information and the nodes of existing the communication networks. The results of this FGD become the material for PKM and BPBD team in giving the counseling for the empowerment of the community communication network in Dayeuhkolot sub-district.

## METHOD

The methods used in this activity are the *Forum Group Discussion* (FGD), identifying the media or disaster information sources in Dayeuhkolot sub-district, identifying the community communication network nodes in Dayeuhkolot sub-district and counseling with the theme “Community Communication Network Empowerment for Dissemination of Disaster Information in Dayeuhkolot Sub-district”.

The steps taken in this priority PPM activity include the following steps:

### a. The Preparation

The preparation stage is the initial stage before the implementation of PPM. In this stage there are several activities which are conducted, such as the internal coordination, it is conducted by the team to plan the conceptual, operational and job description, determining FGD participants, making PPM activity instruments and preparation of the consumption, publication, location, invitation, documentation, etc.

### b. FGD Implementation and Counseling

*Forum Group Discussion* (FGD) with BPBD, representatives of the sub-districts or village apparatus, community leader and volunteers in dayeuhkolot district to seek and identify a communication network that can be empowered in the context of disaster



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information dissemination which can be applied in Dayeuhkolot district. The FGD was held on Wednesday, August 24, 2016, starting at 08:00 until finish.

Furthermore, the results of FGD become the basis in the dissemination of the extension materials about the empowerment of communication of the disaster information in Bandung Regency. The counseling resource is from the PPM team and the representatives from BPBD.

### c. Activity Evaluation

The evaluation of Priority PPM activities is undertaken by the evaluation program plans and the implementation and also the feedback from PPM partners.

These activities take account of the followings:

- a. Human resources with (1) The equality of the perception for all components of the community, both from BPBD element, the sub-district and village apparatuses, the heads of community institutions, the Head of Puskesmas, the mosque officials, the industry actors and the volunteers in dayeuhkolot district, about the importance of the empowerment of community communication dissemination (2) The improvement of knowledge and dissemination skills of disaster information.
- b. **System**, where (1) it is necessary to formulate the policy of the empowerment of community communication network to disseminate the disaster information at sub-district and village level in dayeuhkolot region in coordination with BPBD of Bandung regency. (2) it is necessary to stimulate the empowerment of community communication network for the disaster information dissemination, (3) to develop a model or empowerment of community communication network for the disaster information dissemination.
- c. **Facilities Infrastructure**, where the necessary provision of the media information disaster and the communication media between the community communication networks.
- d. **Budget**, it needs a special budget to publish the disaster information media and communicate it to the community through a community communication network.

## RESULT AND DISCUSSION

### 4. Result of the Community Service Activities (PPM)

#### 4.1. Focus Group Discussion (FGD) Activities

FGD activities with the theme “The Empowerment of the Community Communication Network for Disaster Information Dissemination in Dayeuhkolot District Bandung Regency” was held on Wednesday, August 24, 2016 at Dayeuhkolot



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District Office. The FGD was opened by the Dayeuhkolot District Secretary and was attended by 16 participants representing many various elements of the community in dayeuhkolot district, representing BPBD and PPM Priority Team from faculty of Communication Sciences of Padjajaran University.

FGD was guided by PPM team from Fikom Unpad. All FGD participations are actively giving their opinions regarding the issues of the information dissemination on the hazard that have been felt by the participants. From the FGD result can be seen as the followings:

- a. The participants acknowledge that the disaster coordination between the various elements of society during this time is usually only implemented during a disaster, so they thank the team from Padjajaran University who have initiated the meeting so that they can discuss related to the disaster information problem.
- b. The nodes of the community communication network, such as district and village apparatuses, community leaders and various volunteer communities have not optimally delivered the disaster information during the pre-disaster. This is due to the lack of the coordination among the elements of the community communication network.
- c. The dissemination of the disaster information during the pre-disaster has been done by some communication network nodes in Dayeuhkolot districts, among sub-district/ village apparatus, religious leaders (MUI) and volunteer communities such as Eco village, community based disaster preparedness team (SIBAT), cadets on disaster alert (Tagana)
- d. The disaster information during the pre-disaster, emphasize the importance of maintaining the environmental cleanliness. Eco village in this case has a clean Friday program, where people are invited to work together to clean up the environmental on Friday by cooperating with TNI
- e. FGD participations agreed that the dissemination of the information during the pre-disaster times is necessary to minimize the disaster risk.
- f. Disaster information in the event of a disaster is considered to be confusing because of the incomplete information.
- g. In the event of a disaster, all elements of the society participate in disseminating the disaster information.
- h. The dissemination of disaster post-disaster information was felt not optimal due to the lack of post-disaster coordination among the community communication network nodes.
- i. BPBD acknowledges that it has not been optimal in utilizing the community communication network nodes to disseminate the disaster information.
- j. The participants provided many inputs to BPBD in order to empower the community network nodes in disaster information dissemination.
- k. BPBD records the feedback from the participants and states that inputs under BPBD authority which will be followed up by BPBD and the inputs related to the authority of the other agencies and will be submitted to the relevant agencies.



## 4.2. Counseling

The counseling with the theme “the Community Communication Network Empowerment for the Dissemination of the Disaster Information in Dayeuhkolot District Bandung Regency” was held on Wednesday, August 24 2016 at Dayeuhkolot District Office. The speaker in this extension activity are from BPBD and PPM Fikom Unpad team. The extension participations consisted of 16 participations representing many various community elements in dayeuhkolot sub-district who also attended the FGD in the previous session.

The extension materials are tailored to provide the solution to the problems presented by the participants in the FGD. The material presented by BPBD includes the potential disaster in Bandung regency, especially in Dayeuhkolot district, the role of BPBD in disaster information dissemination, the information of dissemination activities that have been done by BPBD, the coordination BPBD with related agencies and coordination BPBD with the volunteers.

The extension materials presented by PPM Fikom UNpad Team are the approach to the community, the empowerment of the community network nodes for the disaster information dissemination and the effective communication.

## CONCLUSION

From PPM Priority activities that have been done can be concluded:

1. The community communication network for the disaster information dissemination in Dayeuhkolot district consists of several nodes such as the sub-district apparatus, village apparatus, community leader, health workers and volunteer communities eco village, SIBAT, KSB, and Tagana as well as the private companies.
2. The nodes of the community communication network in Dayeuhkolot District realize the need for the optimal dissemination of disaster information both during pre-disaster, disaster and post-disaster. Therefore, the routine meetings for the coordination between the network nodes are required.
3. BPBD as the center of disaster management command in Bandung Regency will continue to increase the participation of various elements of the society in helping to disseminate the disaster information in Dayeuhkolot District.
4. FGD and counseling activities were welcomed by the participants. This is evidenced by the presence on time and active involvement of the participants during FGD and counseling which are held by PPM Fikom Unpad Team.
5. FGD Participations agreed that the dissemination of the information during pre-disaster times is necessary to reduce the disaster risk.
6. FGD participants agreed that the information during and after a disaster must be more detailed in order for the disaster relief to be effectively implemented.



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