

Persuasive Communication of the Nunukan Regional Board for Disaster Management in Educating the Public About Disaster Response

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ABSTRACT

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Nunukan Regency (North Kalimantan) has the potential for a threatening disaster. Disaster events in Nunukan Regency include floods, tornadoes, forest and land fires, landslides, and coastal abrasion. Disasters cannot be predicted in time, magnitude, or location. However, with modern knowledge, traditional natural signs, and experience from previous disaster events, it is possible to estimate the likelihood of a disaster. Efforts are needed to build awareness and community involvement and increase the effectiveness of messages conveyed through persuasive communication. The suggestion of this study is to find out how the persuasive communication of the Regional Disaster Management Agency (BPBD) of Nunukan Regency in educating the public about disaster response; this research uses persuasive communication strategies according to Melvin L. DeFleur and Sandra J. Ball-Rokeach, namely: 1) Psychodynamic Strategy, 2) Sociocultural Strategy, 3) The Meaning Construction Strategy. This research method uses qualitative descriptive data collection techniques with interviews, observations, and documentation. As well as data validation and source triangulation techniques. The results of this study show that the persuasive communication strategy used by the Regional Disaster Management Agency of Nunukan Regency (North Kalimantan) to educate the community through psychodynamic strategies, sociocultural strategies, and the meaning construction strategy has succeeded in increasing community awareness and readiness in facing disasters.

1. Introduction

Nunukan Regency is part of the province of North Kalimantan, which has the potential for threatening disasters. Flooding is one of the most frequent disasters that has significantly impacted Nunukan Regency. As is known, the Nunukan district is flowed by wide and long rivers, including the Sembakung River. Given these conditions, a Disaster Risk Assessment is important and should be carried out immediately so that the potential of the population to be exposed, the losses, and the environment to which they are exposed can be known.

It can be seen in the history of disaster events in Nunukan Regency, North Kalimantan, showing that this area can be classified as a disaster-prone area. In the period between 2018 and 2022, Nunukan Regency experienced 219 disaster events (source: Nunukan Regency BPBD). The disasters that have occurred in Nunukan Regency are floods, tornadoes, forest and land fires, landslides, coastal abrasion, and fire disasters. On the other hand, flood disasters have the most impact on casualties and significant losses. The disasters that have hit Nunukan Regency have resulted in negative consequences, starting from damage to physical facilities, such as residents' houses, health facilities, places of worship, and educational facilities. Besides that, the disaster has also caused casualties (suffering and displacement

and death and disappearance), environmental damage, as well as psychological effects on the community in Nunukan Regency.

Disasters cannot be predicted in time, magnitude, or location. However, with modern knowledge, traditional natural signs, and experience from previous disaster events, it is possible to estimate the likelihood of a disaster. It is essential to prepare effective disaster countermeasures and mitigation measures. In the context of education about disaster response, efforts are needed to build awareness and community involvement. This is important to increase the effectiveness of the message conveyed through persuasive communication. Through persuasive communication, communicators try to change their communicator's attitudes, beliefs, or actions to achieve a desired goal. Persuasive communication can be used in a variety of contexts, such as in customer service, education, or even in social media. The primary purpose of persuasive communication is to influence others to do something or adopt a particular point of view.

According to Melvin L. DeFleur and Sandra J. Ball-Rokeach, the Persuasive Communication strategy is divided into three types, namely: 1) Psychodynamic Strategy, 2) Sociocultural Strategy, and 3) The Meaning Construction Strategy. In this case, the strategy is used by the Regional Disaster Management Agency (BPBD) of Nunukan Regency to educate the public about disaster response to build a disaster-aware society and efforts to reduce disaster risk can achieve broader goals, namely by conducting education, socialization, and training in handling disaster response. This communication is related to communication activities aimed at changing people's mindsets through education as the first step in building a disaster-aware society. Disaster risk reduction efforts can achieve broader goals.

2. Method

This research is included in the category of qualitative descriptive research. Qualitative research is conducted to study the condition of the research object naturally, in which the researcher plays the role of the main instrument. (Sugiyono, 2014)

Qualitative research aims to holistically understand the phenomena experienced by the research subject, such as behavior, perception, motivation, action, etc. (Lexy J. Moleong, 1989). The data collection techniques carried out are interviews, observations, and documentation.

According to Komaruddin, the data analysis technique is a thinking activity that deciphers a whole into small components so that the participants can recognize the signs of components, their relationships with each other, and the function of each in an orderly whole. In this study, the data analysis technique uses the Miles, Huberman, and Saldana models. This model is a qualitative data analysis technique consisting of three stages: data reduction, data presentation, and data verification. (Miles. B et al., 2014)

In this study, a data validation technique known as triangulation was used. Triangulation is a method for ensuring the validity of data used by involving external sources to examine and compare the information collected. (Darmadi, 2013). This triangulation technique involves various sources and methods in examining data. (Sugiyono, 2014)

In this study, the researcher used a source triangulation technique that focused on examining data from three sources selected by the researcher. In this way, we can ensure the accuracy and reliability of the data that has been obtained from a variety of different perspectives.

3. Result and Discussion

3.1. Presenting the Results

This research will discuss the results of previous research, which focuses on how persuasive the Regional Disaster Management Agency (BPBD) of Nunukan Regency's communication is in educating the public about disaster response.

Psychodynamic Strategy. Effective messaging is the essence of psychodynamic persuasive strategies, which change individuals' psychological functions so that persuaders acquire the form of behavior according to their desires.

In changing individual psychology, it is necessary to make a profound effort to change emotional and cognitive factors so that messages can easily influence people's thinking patterns and change a situation. The Nunukan Regency Regional Disaster Management Agency educates the community with the intention and goal of forming a resilient and independent community that can carry out disaster risk reduction efforts.

Based on the risk assessment, the Nunukan Regency Regional Disaster Management Agency has carried out a mapping of areas that are included in disaster-prone areas; in that area, the Nunukan Regency Regional Disaster Management Agency conducts approach activities through direct face-to-face socialization with communities in disaster-prone areas. After carrying out socialization activities to raise public awareness, the Nunukan Regency BPBD formed an organization in the community called Disaster Resilient Village or DESTANA for short. Starting from the Disaster Resilient Village organization, disaster management education and training was held as it should.

Muhammad Said, the head of the prevention & preparedness sub-division, said that the Nunukan Regency BPBD conducts area mapping through disaster risk assessment documents and knows disaster-prone areas; looking at the map, of course, objects or villages that are prone to disasters will increase their capacity. Then, it will be identified, socialized, educated, and trained.

Atap Village was chosen as a target for socialization and establishing a Disaster Resilient Village because, based on the risk assessment, the area is prone to flooding and landslides.



Figure 1. Socialization and Formation Of Disaster Resilient Villages (Destana)

During the delivery of the material, the persuader, BPBD Nunukan Regency, conveyed many materials or messages, such as explaining how to map areas vulnerable to disasters, providing guidance on how to help people affected by disasters, and providing directions on the evacuation process and the construction of shelters.

One of the participants in the socialization and formation of DESTANA, Budiman, stated that the material presented by BPBD in the activity was very diverse. This includes various aspects of disaster management, such as understanding related regulations, identifying potential regional disasters, making risk maps and evacuation routes, preparing community action plans, early warning systems, radio communication during disaster management, emergency post management, and post-disaster rehabilitation and reconstruction processes.

The delivery of socialization material from several presenters tends to be easy for DESTANA participants to understand, starting from mapping procedures to the evacuation of disaster victims.

Kahar, the chairman of DESTANA, said that the socialization and training held from start to finish could be easily understood and accepted by all participants.

BPBD also conducted pre- and post-tests, which showed that BPBD Nunukan Regency used the right methods with the community in Desa Atap.

Sociocultural Strategy. This strategy outlines how external factors such as family, community, friends, and the workplace can influence individuals' actions. BPBD Nunukan Regency is carrying out the socialization and formation of DESTANA, which includes disaster response education and training in Atap Village, Sembakung Subdistrict, in an effort to form an independent, resilient community that can face disasters.

BPBD Nunukan collaborates with several stakeholders in carrying out education and training for communities that are members of the Disaster Resilient Village (DESTANA). The trained community is obliged to socialize the importance of prevention and preparedness in the family and local community. Mulyadi revealed that the Nunukan Regency BPBD involves relevant stakeholders such as Basarnas, PMI, the Social Service, the DRR Forum, BAPPEDA, and the village government.

Several elements of the community and related agencies are involved in socialization activities and the formation of DESTANA, which significantly helps BPBD in counseling. Parties such as community leaders, local traditional leaders, youth organizations, and government officials can easily convince the community because they are respected. These figures also have trust in family relationships and friends, so they have the power to influence and will make it easier to invite someone to achieve what is desired.

Communication and information dissemination among the community play a very important role during disasters. Not only those who have been educated and trained move to help save lives and property, but almost the entire community participates with a spirit of gotong royong in disaster management efforts. In the aftermath of a disaster, communities also help each other clean up houses, public facilities, and neighborhoods affected by flooding.

Strategy The Meaning Construction. BPBD Nunukan Regency has made several disaster response education efforts to create public awareness in disaster areas, such as cooperating with the mass media to use social media to disseminate information. Basir, head of the information subsector, said that the media always seek information from BPBD, especially during disasters, which allows the community to get the necessary information. In addition, information is also spread through social media such as WhatsApp, Facebook, and Youtube so that people who have smartphones can easily access it.



Figure 2. KENTONGAN dialogue on causes and solutions of Sembakung flood

The Nunukan Regency Disaster Management Agency (BPBD) actively conducts disaster response counseling through various platforms. One of them is an event called KENTONGAN, which was organized in collaboration with Radio Republik Indonesia (RRI) Nunukan. BPBD and various related agencies are the resource persons. This event is a platform to discuss mitigation, prevention, and preparedness for multiple disasters in the Nunukan Regency.



Figure 3. BPBD's participation the community in the parade

In addition to cooperating with local and national media, BPBD Nunukan also delivers information about disasters in religious forms, such as lectures or sermons in mosques. They also participate in community events, such as parades, every year.

3.2. Discussion

The results of the above research show how the Nunukan Regency Regional Disaster Management Agency uses persuasive communication to educate the public about disaster response.

Psychodynamic Strategy. Psychodynamic strategies need to focus on cognitive or emotional factors. There is an assumption that human behavior is massively influenced by cognitive factors. The essence is that effective messages can change individual psychological functions in all kinds of ways. Therefore, communicants will respond with open behavior as the communicator wants (Soemirat, Saleh, Hidayat Satari, 2007).

This strategy is used by BPBD Nunukan Regency to educate the community about disaster response. It influences the emotional and cognitive factors of the community through effective and structured message delivery, starting from mapping the area and then explaining disaster risk assessment, what attitudes should be taken when a disaster occurs, and how to handle victims.

BPBD influences the emotional factors of the community by directly involving them through face-to-face socialization. These interactions aim to build trust and a sense of responsibility in the community and, most importantly, shape the community's response to disasters.

Establishing Disaster-Resilient Villages (Destana) in areas where disasters often occur will also provide a forum for continuous disaster management education and training, renewing and strengthening knowledge and skills.

Through this strategy, the community responded positively. The socialization and training provided by BPBD Nunukan Regency were effective in increasing the community's knowledge and skills in disaster response, as seen in the results of the pre-test and post-test conducted by BPBD Nunukan Regency.

Sociocultural Strategy. In determining persuasion strategies, social groups provide an understanding of behavior that is in accordance with the existing culture and explain expectations in actions so that a person can be accepted in the group. Important information must be determined through mutual consensus, where a person will be motivated to join a group of members who are attractive or provide benefits, and the group of origin and position in the group will reflect the individual's social identity (Morissan, 2013).

BPBD Nunukan Regency uses this strategy because the sociocultural strategy concerns external factors such as the community, family, friends, and workplace that influence individual behavior, especially during a disaster.

BPBD Nunukan Regency's education and training in Disaster-Resilient Village (Destana) activities, involving stakeholders such as Basarnas, PMI, Social Service, DRR Forum, BAPPEDDA, and Village Government, are effective in building community awareness of disasters, as seen from the large number of community participants.

Community leaders, traditional leaders, youth organizations, and government officials are essential in educational activities. BPBD Nunukan Regency greatly benefits from these people because they are respected and trusted in the community. They also facilitate the dissemination of information and increase public trust in the programs they run.

This strategy is appropriate for education and training activities that form communities that are ready to face disasters independently. It involves cooperation with various stakeholders and community leaders and active participation from residents.

The Meaning Construction Strategy. Melvin L. De Fleur dan Sandra Roceach (Melvin Lawrence DeFleur, 1989) state that the relationship between knowledge and human behavior can be achieved regarding what can be remembered.

The Meaning Construction persuasive strategy assumes that behavior can be shaped by knowledge. The characteristic of this strategy is learning to do (learn-do), which explains that learning and doing

by humans for change and knowledge from experiences that have been experienced will affect behavior.

As the research results indicate, BPBD Nunukan Regency actively utilizes mass media and social media to disseminate information related to disasters. Mass media such as radio and social media such as WhatsApp, Facebook, and YouTube are used because they disseminate information quickly and efficiently to people who have devices.

BPBD Nunukan Regency organized Kentongan in collaboration with Radio Republik Indonesia (RRI) Nunukan. This is one of BPBD Nunukan's innovations in delivering education about disaster response. This program provides an opportunity to interact directly with the resource person so that it is more interactive and easy to understand.

Education is also conducted through a religious approach, delivered during lectures or preaching that can touch the spiritual aspects of the community so that the message will be easily remembered and accepted.

The Nunukan Regency BPBD participates in the annual parade by participating in community events. These events will not only increase BPBD's visibility but also provide an opportunity to disseminate disaster-related information to the community.

Various communication platforms, including social media, mass media, radio programs, and religious and community events, will facilitate the dissemination of disaster-related information and reach various levels of society.

4. Conclusion

Based on the results of research conducted by researchers related to persuasive communication of BPBD Nunukan Regency in educating the public about disaster response using persuasive communication strategies of Melvin L. De Fleur dan Sandra J. Ball Roceach (Melvin Lawrence DeFleur, 1989), it can be concluded that the persuasive communication strategy carried out by BPBD Nunukan Regency has succeeded in building public awareness about disaster response.

With a psychodynamic approach to invite the community through emotional and cognitive factors. The Nunukan Regency BPBD presented the study results and mapping related to the potential disaster to the community in the Disaster Resilient Village (Destana) activities. The presentation of the disaster risk assessment will affect the emotions of people who are increasingly aware of potential disasters. Disaster-resilient villages were formed to form a disaster-resilient community.

The Nunukan Regency BPBD uses sociocultural strategies in Destana activities, with community leaders, traditional leaders, youth organizations, and government officials and agencies involved who can influence their families, friends, and the environment to achieve the influencing process.

The strategy used by the Nunukan Regency BPBD, The Meaning Construction, is also well utilized to convey information about disaster prevention through collaborative and innovative efforts that are expected to continue to be improved.

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The Nunukan Regency Regional Disaster Management Agency (BPBD) 's suggestion regarding education is to use and collaborate more with local wisdom in the region, such as training and disaster emergency response, so that the local community can more easily understand.

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