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**Aktivitas Kehumasan Badan Nasional Penanggulangan Bencana (BNPB)
dalam Sosialisasi Mitigasi Bencana**

Bibliografi: 112 Halaman + Lampiran + 15 Buku + 7 Jurnal + 1 Website

ABSTRAK

Indonesia merupakan wilayah yang rawan bencana. Pengetahuan mengenai bencana di Indonesia bertambah semenjak kejadian tsunami Aceh namun hal tersebut belum menjadikan Indonesia menjadi paham akan budaya sadar bencana. Humas Badan Nasional Penanggulangan Bencana bertugas menyampaikan informasi kegiatan penanggulangan bencana kepada masyarakat untuk meningkatkan budaya sadar bencana, media yang digunakan dalam penyampaian informasi tersebut adalah media massa, media sosial, dan *website* resmi BNPB.

Fokus Penelitian ini adalah untuk mengetahui aktivitas humas badan nasional penanggulangan bencana (BNPB) dalam komunikasi mitigasi bencana. Tujuan penelitian ini adalah mengetahui bagaimana aktivitas humas BNPB dalam penyampaian sosialisasi berkaitan informasi mitigasi bencana.

Penelitian ini menggunakan metode penelitian kualitatif dengan analisis deskriptif. Sedangkan paradigma penelitian ini menggunakan post-positivism yang bersifat naturalistik. Metode pengumpulan data menggunakan natural setting yaitu wawancara dan observasi terhadap peran Humas BNPB dalam pengelolaan strategi pesan mitigasi bencana. Informan dalam penelitian ini adalah kepala bidang humas BNPB, admin atau pengelola sosial media BNPB dan masyarakat penerima informasi BNPB dengan analisis data yang bersifat induktif.

Hasil penelitian menunjukkan bahwa aktivitas Humas BNPB dalam menyampaikan informasi sosialisasi mitigasi bencana melalui kegiatan di sekolah-sekolah, kegiatan media relations, dengan *press release*, kerja sama dalam penyusunan berita harian, dan materi sosialisasi serta melalui media sosial, yaitu edukasi tentang bencana, *talkshow*, dan penyelenggaraan Tangguh Awards. Hasilnya, siswa sekolah memahami langkah-langkah yang dilakukan dalam mitigasi bencana. *Followers* merasa pengetahuannya bertambah dan terbantu. Kegiatan media relations menghasilkan publikasi di media Liputan 6, iNews TV, dan Detik.com

Kata Kunci: Komunikasi Organisasi, Sosialisasi, Aktivitas Humas, Mitigasi, BNPB



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Public Relations Activities of the National Disaster Management Agency (BNPB) in Disaster Mitigation Communication Socialization

Bibliography: 112 Pages + Appendices + 15 Books + 7 Journals + 1 Website

ABSTRACT

Indonesia is a disaster-prone region. Knowledge about disasters in Indonesia has increased since the Aceh tsunami, but this has not yet made Indonesia understand a culture of disaster awareness. Public Relations of the National Disaster Management Agency is tasked with conveying information on disaster management activities to the public in order to enhance a culture of disaster awareness. The media used in conveying this information are mass media, social media, and the official BNPB website.

The focus of this research is to find out the public relations activities of the national disaster management agency (BNPB) in disaster mitigation communication. The purpose of this study was to find out how BNPB's public relations activities in the delivery of socialization related to disaster mitigation information.

This study uses qualitative research methods with descriptive analysis. While the paradigm of this research uses post-positivism, which is naturalistic. The data collection method uses natural settings, namely interviews and observations of the role of BNPB Public Relations in managing disaster mitigation message strategies. The informants in this study were the heads of the BNPB public relations department, BNPB admins or social media managers, and BNPB information recipient communities with inductive data analysis.

The results showed that BNPB Public Relations activities in conveying information on the dissemination of disaster mitigation through activities in schools, media relations activities, with press releases, cooperation in preparing daily news, and socialization materials as well as through social media, namely disaster education, talk shows, and organizing the Tangguh Awards. As a result, school students understand the steps taken in disaster mitigation. Followers feel their knowledge has increased and helped. Media relations activities resulted in publications in the media Liputan 6, iNews TV, and Detik.com

Keywords: *Organizational Communication, Socialization, Public Relations Activities, Mitigation, BNPB*