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MORALITY BEFORE KNOWLEDGE

BNPB's Public Relations Dissemination of Information to Improve Disaster Preparedness

Kevin Arthadia[1], Tin Hartini[1]*

[1] *Literature and Languages, Faculty of Communication, Universitas Islam '45' Bekasi, Bekasi, West Java, 17113, Indonesia*
*Correspondence: kevinarthadiaaqqila@gmail.com

ABSTRACT

Background: In an era of rapid technological development, rapid information dissemination is highly desirable, especially regarding disaster issues that affect public safety. The National Disaster Management Agency (BNPB) has an important role in disseminating disaster information through social media, one of which is Instagram. This study aims to analyse how BNPB's Public Relations disseminates information to improve disaster preparedness through Instagram, as well as identify the obstacles faced in managing the information. **Methods**: This research uses a qualitative approach with descriptive methods. Data were obtained through in-depth interviews, observation, and documentation. This research adopts Luttrell's information dissemination theory which includes four stages: Share, Optimize, Manage, and Engage, to analyse the dissemination strategy carried out by BNPB's Public Relations. **Findings**: BNPB's public relations implemented an information dissemination strategy based on Luttrell's theory. At the Share stage, BNPB opens two-way communication with its followers on Instagram to receive responses, criticisms and suggestions. At the Optimise stage, they provide full contact details and use manual hashtags to facilitate access to information. At the Manage stage, BNPB monitors its Instagram account for the number of followers, comments, regions and demographics of followers. At the Engage stage, BNPB improves relationships with followers through invitations to various activities. The obstacle faced is the lack of human resources managing the Instagram account, which reduces the effectiveness of delivering disaster preparedness information. **Conclusion**: BNPB's information dissemination through Instagram has been running well through various stages adopted from Luttrell's theory. However, the lack of human resources is a major obstacle in maximising the effectiveness of information delivery to the public. Additional staff is needed to improve disaster preparedness through social media. **Novelty/Originality of This Study**: This research offers an in-depth analysis of BNPB's use of Instagram as a medium for disaster information dissemination based on Luttrell's theory. It also highlights the challenges faced in managing social media in government institutions, as well as the importance of improving human resources to support more effective communication strategies.

KEYWORDS: barriers; information dissemination; instagram; public relations.

1. Introduction

Indonesia is located in the world's most active earthquake zone as it is surrounded by the Ring of Fire and sits at the junction of three continental plates. In addition, global weather conditions also affect the climate in Indonesia, causing seasonal changes that often trigger disasters. Data from Pusdatinmas BNPB (2021) recorded that throughout 2020 there were 4,650 disasters in Indonesia, causing 418 people missing and dead, and 6,796,707 people had to be displaced. In addition to geographical factors, disaster-prone

Indonesia is also supported by tropical climatic conditions with two seasons, namely hot and rainy, where the alternation of weather, temperature, and wind direction is quite extreme (Adiyoso, 2018). The lack of public knowledge about disaster preparedness and mitigation contributes to the high number of victims.

Natural disasters are often seen as situations that provide problems, especially those of human survival, on the other hand, disasters can be caused by nature or by human actions. The impact of a disaster can be reduced if an area has good disaster communication from the community to related disaster institutions (Gunawan, 2019). In order to produce successful disaster communication, structured disaster communication management is needed because until now natural disasters are very difficult to predict their arrival (Arisandi, 2019). Therefore, it is necessary to disseminate information related to disaster preparedness so that people are better prepared to face disasters.

The dissemination of disaster-related information is carried out by many disaster agencies, one of which is the National Disaster Management Agency (BNPB) which is active through several popular media such as print media, electronic media to social media including Facebook, YouTube, Twitter and Instagram. Dissemination is an activity aimed at target groups or targets to obtain information, thus creating awareness, accepting, and finally utilising information and disseminating it to people who need the information (Syarianah, 2016). Many information dissemination activities are carried out by BNPB Public Relations because they are required to be the front line in providing information internally to employees or staff and externally to the public, stakeholders and the press media. Disseminating this information requires a structured strategy and management so that the message is more effective so that it can be conveyed to the public (Kusumajanti, 2018).

However, the results of the pre-research showed several obstacles to BNPB's public relations dissemination of information to improve community preparedness. The first obstacle is the public's low interest in reading. Data from UNESCO in 2012 showed that only 0.001 per cent of Indonesians are avid readers, and the 2016 World's Most Literate Nations Ranked research ranked Indonesia 60th out of 61 countries. This low interest in reading has led to an increase in fake news, disinformation and a lack of general knowledge. BNPB's PR needs to address this with effective communication.

The second obstacle is the lack of interaction between BNPB's public relations and its Instagram followers. Based on BNPB's Social Media Service Achievement Report (2020), Instagram is the second most actively followed social media after YouTube. However, many followers' comments are ignored and the information provided is less than optimal. To increase public interest, BNPB Public Relations needs to be more responsive to the needs of followers.

The third obstacle is the slowness of BNPB Public Relations in updating disaster information on Instagram. BNPB is often slower than other institutions such as BMKG in providing disaster information. This is important because fast and accurate information can improve community preparedness and minimise disaster risk, in accordance with Presidential Regulation No. 8/2008 which makes BNPB a non-ministerial institution in charge of disaster management. Based on this explanation, the researcher chose BNPB as the object of research because BNPB Public Relations experienced several internal and external problems that triggered obstacles in managing the dissemination of disaster information to the public through Instagram.

2. Literature Study

There are several descriptions related to the development of mass communication today, including being a means of conveying information, entertainment, religious dialogue, and a link between government institutions and the community (Halik, 2013). Social media offers a new direction to redefine the relationship between audiences and the media. The

interactive and transparent nature of social media in creating content, to a wide network (Nasrullah, 2015).

Luttrell (2019) in his book entitled 'Social Media: How to Engage Share and Connect' argues that the use of social media is intended to prevent activities that waste energy and do not benefit an agency. Luttrell explains a communication model through social media that is formed based on the support of the Fundamental Cluetrain Manifesto, this communication model is a two-way communication model carried out by a PR person through social media. The model is called The Circular ModelCommunications of Same: Share, Optimise, Manage, Engage. (1) Share, social media with all its advantages can facilitate all users, including to communicate, share interests or hobbies to share events that are felt to others. Government organisations or institutions can easily use this to directly participate and socialise online with followers. In essence, every social media user must know the message delivered to the intended target, this is important so that everything that is shared can be an opportunity for government institutions to always connect and build public trust. The ever-growing social media also makes the role of a PR more flexible with communication to audiences online and offline (Suprawoto, 2018). (2) Optimise, in delivering messages requires the right and optimal way, therefore it is important for the PR department to know what the public wants when sharing content or information shared on social media. (3) Manage, the manage stage emphasises media monitoring activities such as Quick Response and Real Time Interaction contained in the manage stage. It is important for government institutions to create direct conversations, respond to the public in full, provide information transparently, and share important institutional activities. In managing the field of Public Relations, it is required to explore in detail to find out the problems that arise no matter how small, this is useful to be able to plan the right solution related to these problems (Latimore, et al., 2010). (4) Engage, this engage stage is processed by creating interesting content so that followers can be moved to follow it. Luttrell emphasises that in engaging a PR must pay attention to where the audience is (Where is The Audience) and how to reach the audience (How Do I Reach Them).

3. Methods

In this formed research, researchers use a type of qualitative research that is refined with descriptive research methods. In it will describe, describe the activities or information dissemination activities of BNPB Public Relations in improving community disaster preparedness through Instagram @bnpb_indonesia in full and in detail. It is important for researchers to obtain valid and more detailed data so that it can be clearly understood by readers. Based on this description, researchers will use a type of qualitative research with descriptive methods.

Data collection techniques are methods used in a study to collect the necessary information and data (Kriyantono, 2015). In this study, data collection was used through in-depth interviews, observation and documentation. The interviews were conducted with Key Informants and related Informants who have good credibility and knowledge related to information dissemination carried out by BNPB, namely BNPB Public Relations, BNPB Support Personnel (Social Media Managers) and BNPB Instagram Followers. Observations were made by observing the research object area, documentation in the form of photos, reports or BNPB's personal archives.

Meanwhile, data analysis in this study uses the Miles and Huberman analysis model in Sugiyono (2017), namely Data Reduction, (data reduction), Data Presentation (data display) and Conclusion Drawing. Data validity testing of the research results was carried out by fulfilling Source Triangulation comparing the degree of trust in information obtained through different times and tools in qualitative research.

4. Results and Discussion

The researcher presents the results of the study by applying the social media communication theory proposed by Luttrell (2019), namely The Circular Model of Same Communications: Share, Optimise, Manage, Engage to get the purpose of this research.

4.1 Brief profile of the National Disaster Management Agency (BNPB)

Historically, the National Disaster Management Agency (BNPB) has gone through many name changes. Initially, the Indonesian government established the War Victims Family Support Agency (BPKKP), which was established on 20 August 1945 and has played a major role until now as the National Disaster Management Agency (BNPB). The establishment of this agency was shaped by the awareness of disaster management during the independence period until the great earthquakes of the 20th century that occurred in the Indian Ocean which devastated many parts of the region.

The organisation is located at Graha BNPB, Jalan Pramuka Kav.38 East Jakarta 13120, DKI Jakarta, Indonesia, Tel.021-29827793, Fax: 021-21281200, Email: contact@bnpb.go.id. Some of the functions of BNPB are to provide guidance and direction on disaster management efforts, including disaster preparedness, disaster emergency management, as well as recovery and reconstruction in an even and equitable manner, to set standards and needs for disaster management activities based on the provisions, to convey information on disaster management activities, to report on disaster management to the public, to report on disaster management performance to the President once a month under normal conditions. In an emergency, be responsible for the use of funds received from the state budget, carry out other obligations according to laws and regulations; and prepare guidelines for the establishment of regional disaster management agencies.

4.2 Government institutions in the era of public information disclosure

Public information disclosure is considered important as a government transparency to the public, so that people can have more confidence in the performance of the central and regional governments. Indonesia as a developing country towards a developed country is required to have awareness of the importance of openness to information to the public or society. Not a few government institutional public relations also follow whatever is being discussed by the public, because public relations are required to follow everything that is being discussed (Malihah, 2021). Public Relations also provides information and understanding to the public about policies that will affect people's lives (Andhara, 2019).

In Article 28 F of the 1945 Constitution which states 'Everyone has the right to communicate and obtain information to develop their personal and social environment, and has the right to seek, obtain, own, store, process, and convey information using all available channels', through this article it is illustrated that every individual can obtain information using various channels or means available. Therefore, every agency or institution cannot cover all information because the National Disaster Management Agency (BNPB) is one of the institutions that has responsibility for disaster in Indonesia.

4.3 BNPB's public relations strategy in disseminating information through instagram social media

Harlow in Ruslan (2014) states that public relations is a management function that supports the development and maintenance of a shared path between an organisation and its public. Based on the results of the research, BNPB's public relations carry out a communication model that is in accordance with 'The Circular Model of Same Communications'.

Luttrell (2019) emphasises that there are 3 things that must be considered at the Share stage, namely Participate, Connect, and Build Trust.Participate or participation. BNPB

public relations in carrying out activities on social media must be able to build good two-way communication, in the sense that a message conveyed must be understood by the target. This is related to Permenpan No. 83/2012, that one of the tasks of public relations of government agencies is to disseminate information and government policies in accordance with their respective institutions or agencies to the public, building public trust to maintain the image and reputation of the agency (Cutlip, 2011).

Connect or Connection. BNPB's PR is tasked with managing social media to get closer to the public, but this is said to have experienced obstacles due to limited human resources managing social media. BNPB public relations also mentioned that Instagram is one of the most widely used social media today, as it has various interesting features.

Build Trust. This is one form of Share to build public trust carried out by BNPB Public Relations. It is in the form of providing transparent information in accordance with the existing reality, without covering up, or manipulating information. Another goal of transparency is to increase BNPB's credibility.

'Sharing shares information, news, programmes or achievements. For example, BNPB visits in certain locations, important information that the public needs to know or many other things about BNPB. So besides sharing through the website, we also share through social media' (Interview with Key Informant).

The informant as BNPB Public Relations stated that in sharing information on a programme owned by BNPB to the public, accompanied by disaster education, to updates on disasters that occur in a location. The process of sharing activities carried out by BNPB Public Relations through Instagram social media is in the form of delivering information where the target is all people who become followers.

This optimisation is often used by Government Public Relations in social media management by providing complete information regarding contacts that can be contacted by the public. This is also done by BNPB Public Relations which is expected to provide various ways to optimise messages with the public. Among them is displaying the optimisation process in the BNPB Instagram social media carried out by BNPB public relations on the Instagram bio by including the BNPB Graha address, social media pages other than Instagram for followers. In addition, there is an e-mail menu that can be used by followers, the public or the media to contact BNPB further, because until now e-mail is also widely used by various government agencies as a bridge for sending messages between the public and the institution.

Furthermore, by providing hashtags, it is intended to make it easier for Instagram users to find these uploads. And also to disseminate the information provided in accordance with the advantages of using social media, which can reach users anywhere and anytime. make posts regularly to get feedback. Optimisation is also carried out with internal social media planning meetings which are held every month. Researchers interpret that the Optimize stage is carried out by BNPB Public Relations in detail to optimise the messages conveyed to the public so that disaster preparedness can be created properly.

Good management of social media management of government agencies or institutions will certainly create a positive image in the eyes of every follower. Some BNPB public relations officers have full control of BNPB's Instagram account, but the most active and responsible is Lia Agustina, a Public Relations Support Worker who focuses on social media management. This includes activities such as posting photos and videos, informing BNPB activities and replying to messages or comments from followers. BNPB Public Relations also conducts live broadcast activities using BNPB's Instagram. Lia as the informant explained that BNPB Public Relations does not pay attention to the timing of posts, because information must be provided as quickly as possible to minimise the impact on the community. Considering that disasters know no time, posts know no time either, so important and urgent information is delivered as quickly as possible to the community. It can be said that there are provisions regarding the time of day and hour. In addition, a disaster can occur anytime and anywhere, therefore requiring Instagram BNPB to update information as quickly as possible. The speed of information dissemination owned by Instagram social media is expected to provide information to the public, so that people can

avoid danger and have the opportunity to save themselves. However, periodic management is always carried out by BNPB Public Relations regularly.

'For Instagram, the form of evaluation that we use is definitely using Instagram Insights, such as in a month how much engagement such as likes, followers, comments and others.' (Interview with Key Informant)

The following is an explanation from Ranti as BNPB Public Relations, it is explained that in managing BNPB's Instagram, it uses Instagram insight which makes it easy for BNPB Public Relations to monitor the number of follower levels, the age range of followers, and the location of BNPB followers. Ranti added that the Instagram insight feature makes it very easy for BNPB Public Relations to evaluate for future management developments. Based on BNPB Instagram insight data received by researchers, there is information on the number of BNPB followers based on gender, namely 59% male and 40.9% female. It is also explained in the Instagram insight that the most active time for followers to visit the BNPB Instagram is Sunday at 18:00 WIB. Then, followers of BNPB's Instagram account are found in several regions including Jakarta by 19.3%, Bekasi by 3.6%, Tangerang by 3.2% to Bandung by 3.1%. On the other hand, data based on age range 13-17 is 5.7%, age 18-24 is 25.5%, age 25-34 is 38.5%, age 35-44 is 20.6%, and age 45-54 is 6.5%. It can be concluded that by paying attention to Instagram insights, it can obtain data that is useful as material for preparing management strategies for BNPB Public Relations in the future.

BNPB Public Relations conducts the Engage stage which can trigger a person or group to have a higher sense of trust, therefore currently an engagement is considered important in managing a social media. The group in question is every BNPB Instagram follower who is expected to follow every BNPB activity directly or online.

'BNPB involves public participation by inviting the public to be actively involved and participate in certain activities or decisions that will be implemented'.

This was the explanation given by the key informant as BNPB Public Relations regarding the question of the purpose of government social media. One of them is to increase public participation, which means providing space for the public to participate in activities that BNPB carries out. The invitation to be actively involved in BNPB activities through Instagram social media is the Tangguh Award and Video Challenge for Disaster Preparedness Day (HKB) 2022.

The Tangguh Award recognises people who are concerned about disaster management. In this competition, participants create creative educational content with the theme of disaster education. The competition established by BNPB also aims to invite community participation. The theme raised this year is 'Berkarya dalam Penanggulangan Bencana', which contains a disaster creativity competition that is made as unique as possible. The creativity assessed is in the form of works such as Short Videos, Photography, and Comic Strips. The HKB 2022 Video Challenge is an activity of BNPB to enliven Disaster Preparedness Day (HKB) 2022, HKB is an activity initiated to increase public awareness of the importance of knowledge and understanding of disaster risk, foster a disaster-aware culture and train and improve skills in appropriate ways to save themselves. There is a movement to sound signs such as sirens, bells, or bells simultaneously on 26 April 2022.

4.4 BNPB's public relations management in information dissemination through instagram social media

According to Lia, BNPB's Public Relations Officer, there is a process flow of creating information or content formed by BNPB's Public Relations Officer on Instagram social media, as follows: (1) News coverage at the scene of the disaster or activity, (2) Filtering in the form of selecting good photos and videos along with editing design, (3) Making press releases in accordance with related photos and videos, (4) Approval from the Head of Public Relations to be published on social media, (5) Content will be posted on BNPB's Instagram and shared with press groups such as journalists and media partners.

(1) Message management through instagram social media. The main purpose of using social media by BNPB Public Relations is to establish a closer relationship with followers,

especially the Indonesian people, it is hoped that with social media the messages conveyed are effective and easy to understand clearly.

'On Instagram, we (BNPB Public Relations) usually share disaster-related infographics, photos, videos and contemporary entertainment such as memes (cartoons) or information that is currently popular among the public' (Interview with Informant Lia).

The following is Lia's explanation as BNPB's Public Relations Support Personnel when the researcher asked what activities BNPB Public Relations shared on Instagram. She explained that BNPB's Instagram shares a lot of disaster infographics, photos, videos and entertaining parodies. The infographics shared vary, such as disaster education infographics (pre-disaster, during disaster, post-disaster), and disaster data (details of the depth of the earthquake, the distance of the earthquake point, the location of the erupting volcano, the height of the flood).

In some posts, the photos shared have similar templates such as photos of disaster site coverage, photos of BNPB officials' activities, and photos of community activities in refugee camps. For videos shared such as animated cartoon videos about disaster, BNPB content videos (talk shows, BNPB major activities. In addition, it was also explained that occasionally BNPB Public Relations provides entertaining content so that people do not consider disasters a scary thing, but something that must be resisted with early disaster preparedness skills.

According to the interview results, Lia stated that to find content ideas on social media, they usually communicate with fellow staff first, brainstorming, or from information support from other divisions in the form of photos, videos and Instagram captions. This illustrates the relationship between fellow PR teams who help each other in presenting content. On the other hand, Lia often brainstorms by exploring knowledge related to interesting content that can be presented by government agencies, then formed into disaster management and preparedness content.

'Apart from internally, we (BNPB Public Relations) accommodate the media to communicate with us through a Whatsapp Group, so with journalists or the media we have a group called MEDKOM.' (Interview with Informant)

Furthermore, Lia explained that BNPB Public Relations has a way of communicating with the media, including journalists, design teams, photographer teams, and content teams. The form of communication carried out is to form a Whatsapp social media chat group of 7 groups with each group containing 256 members per group. The communication group is called MEDKOM or Media Communication, this is done to maximise the dissemination of information related to disaster preparedness.

(2) Determining the strategy for using instagram social media. BNPB's public relations team has made various efforts and strategies to increase public interest in receiving information provided by BNPB through social media. BNPB Public Relations Officer Lia Agustina and other staff have their views on the strategy of determining the most actively used and least used social media.

'Now we are very active in sharing on Instagram because the Instagram trend is still quite long, but we cannot just leave one social media' (Interview with informant).

Lia as BNPB's Public Relations Officer described the monitoring strategy of some of BNPB's social media. She sees that Instagram has the potential to be actively used in the long term due to the enthusiasm of the public in using the social media until now. Lia added that despite being very active in disseminating information through Instagram, BNPB's public relations also cannot just abandon other media or in the sense of continuing to disseminate information but with a lower level of activeness.

'So we (BNPB Public Relations) use various social media not just to share but pay attention to 3 aspects, namely the platform (social media), segmentation, and approach. We also maximise social media features such as reels, instastory and others on Instagram.' (Interview with Informant)

The management of content on BNPB's Instagram social media posts is managed with a mature message management strategy by paying attention to 3 aspects, namely platform, segmentation and approach. The informant as BNPB Public Relations also stated that

evaluation is carried out by BNPB Public Relations every month by paying attention to each social media that is managed. The evaluation activity is in the form of monitoring engagement, especially on Instagram social media on every post. Lia also added that monitoring engagement aims to determine the increase in likes, followers, comments, reposts and views of instagram stories / instagram reels. However, the increase is not always a positive thing, BNPB Public Relations always digests the cause of the increase in social media engagement.

'Determining photos and videos is one of the difficult things, when at the disaster site directly, we not only take photos and videos of disaster damage but we try to be more varied. So we choose photos and videos that can tell a story.' (Interview with Informant)

This is a statement from BNPB's Public Relations Officer explaining the strategy of selecting the best photos and videos for content uploaded on Instagram. Lia explained that deciding on photos and videos is not easy. However, BNPB Public Relations and related staff have a special strategy, namely choosing photos and videos that can tell a story, that is, BNPB Public Relations chooses photos and videos that can be directly understood by the public or followers without being confusing.

(3) Advantages of BNPB's instagram social media. Each social media has its own advantages that can attract the attention of the wider community. The BNPB Instagram, which is managed by the Disaster Communication Public Relations team, has advantages. (a) Superior Information (Disaster) BNPB Public Relations always disseminates information to the maximum because disaster information does not always get the attention of the public. (b) Superior Design, Almost every post or Instagram story made by BNPB Instagram has a matching design and is attractive to the eye. This is clearly proven by the two awards obtained by BNPB Instagram, winning the best social media award and the best social media campaign from the Government Social Media Award 2021 (GSM Award 2021) on 26 November 2021. (c) Excellent diverse content Instagram BNPB always follows the latest trends and then creates content, such as Korean drama animation content, talk show content, question and answer content with the public, and others.

(4) Followers' response to BNPB information dissemination. As for the management of BNPB Instagram, there are positive and negative responses from some followers. The responses given to BNPB's Instagram also take various forms.

'Usually the responses are busy related to Covid-19, disaster information and also usually information related to policies related to the lives of the general public are also busy' (Interview with Key Informant).

From the explanation of the key informant, as BNPB Public Relations above, it can be seen that the responses or comments that followers often give are responses regarding disaster management, policies and Covid-19. As we know that BNPB is responsible for disaster management, therefore there are not a few questions, suggestions and criticisms given by the public regarding the performance of BNPB itself. On the other hand, BNPB often shares posts related to new policies issued by the central government for the community, which raises pros and cons.

4.5 Barriers to information dissemination through social media instagram

The internal obstacles are obstacles that occur within the BNPB section, namely from the Public Relations unit and from other divisions that assist the performance of the BNPB Public Relations unit. First, the lack of human resources for Instagram management. In BNPB Public Relations, there are 3 people who have the responsibility of managing BNPB Instagram, each of which certainly has other tasks to do besides managing BNPB Instagram. In other words, the multitasking BNPB Public Relations has difficulty responding to hundreds of follower questions that appear in the comments column or through Instagram direct messages. This is further complicated by several questions given by followers outside of disaster. Second, the obstacle of getting good quality photos & videos. This occurs because photos and videos from BNPB are not only obtained through the Public Relations team, but other teams or divisional units contribute to providing documentation of both photos and

videos of their activities in the field. However, often the photos and videos provided to the BNPB PR team are of poor quality. Third, there are obstacles to getting good quality infographics. This happened because some infographics were not only created by the BNPB Public Relations team, but also by other unit teams that lacked good graphic design editing skills. Fourth, there is limited communication with followers. The reason is the limited, or arguably lack of human resources or staff who focus on managing BNPB's Instagram. BNPB Public Relations has difficulty responding to every comment, suggestion or criticism given by the public, especially followers. Fifth, obstacles are slow in delivering disaster updates. This continues to be an obstacle faced by BNPB Public Relations because it is often slow to spread disaster updates that occur in an area. However, this is not without reason, because a disaster update at BNPB certainly has a standard operating procedure (SOP) and a long process.

It is something that can slow down or reduce the effectiveness of an institution's performance that is outside the institution itself, it can happen to targets, stakeholders or the environment. First, the obstacles of public incomprehension. People or followers who often comment in the form of questions or criticisms that are not in accordance with BNPB's performance, one example is that there are people who comment on Covid-19 in the BNPB Instagram comment column. Second, the obstacle of the lack of public interest in reading. Reading interest in readers is very low (House of Representatives, 2021). Whereas public interest in reading is needed for social media managers for the successful delivery of the information provided. In this obstacle, BNPB Public Relations already has a way to optimise the messages conveyed, namely by maximising messages through attractive designs on photos and videos.

5. Conclusions

The results of the study show that most of the information dissemination activities carried out by BNPB Public Relations in improving disaster preparedness through Instagram social media apply the communication model proposed by Luttrell (2019), namely Share, Optimize, Manage and Engage. (1) The Share stage is carried out by BNPB Public Relations as a way to open communication with the wider community by providing space for responses, questions, criticisms and suggestions for followers. Strengthened by the point of building public trust by providing information dissemination according to facts and as valid as possible to create community preparedness. (2) The Optimize stage is carried out by providing complete information to make it easier for people to contact BNPB, such as providing BNPB email, BNPB location address to checking hashtags related to BNPB Instagram uploads. (3) Manage stage, including BNPB Instagram social media management activities. In it, there are more media monitoring activities regarding monitoring the development of BNPB's Instagram by paying attention to Instagram insights such as the development of the number of followers, the development of followers' comment responses, the selection of management time, and others. (4) The Engage stage is carried out in the hope of improving good relations with the community by inviting the community to participate in activities carried out, such as the Tangguh Awards 2021 competition to the Disaster Preparedness Day (HKB) 2022 Video Challenge competition. These activities are carried out annually to provide an increase in good relations with the community that was intended from the start.

The results showed that there are still both internal and external obstacles in disseminating information to improve disaster preparedness. Internally, there are obstacles from the limited human resources (admin) managing BNPB's Instagram, the difficulty of determining photos and videos that comply with journalistic standards, the lack of good quality infographic income related to disaster from outside the BNPB Public Relations unit and the slow update of disaster information. Externally, there is a lack of public understanding of the scope of BNPB's performance and responsibilities, so there are often

people who are misplaced in providing comments, criticisms, questions and suggestions, and the lack of public interest in reading information is another obstacle for BNPB Public Relations.

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Biographies of Author(s)

Kevin Arthadia, Literature and Languages, Faculty of Communication, Universitas Islam '45' Bekasi.
- Email: kevinarthadiaaqqila@gmail.com
- ORCID:
- Web of Science ResearcherID:
- Scopus Author ID:
- Homepage:

Tin Hartini, Literature and Languages, Faculty of Communication, Universitas Islam '45' Bekasi.
- Email: tin_hartini@unismabekasi.ac.id
- ORCID:
- Web of Science ResearcherID:
- Scopus Author ID:
- Homepage: