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THE SEARCH ACTIVITY OF DISASTER MITIGATION INFORMATION THROUGH THE USE OF SMARTPHONES IN KERSARATU VILLAGE, SIDAMULIH DISTRICT, PANGANDARAN REGENCY

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ABSTRACT

The landslide is one of the natural disasters that poses a serious threat in the Kersaratu Village, Sidamulih District, Pangandaran Regency, therefore a serious disaster relief is needed. However, the village has not received disaster mitigation training from related parties, so that most of the community does not understand how to deal with the landslide. For this reason, the village head and his staff and Youth Organization tried to search for information on disaster management using a smartphone, then the results of the search were disseminated to the community. This study aims to obtain an overview of the motivation, objectives, and actions to search for information on disaster management through the smartphone. The method used in this study is descriptive, with qualitative data. The results showed that the motivation of government officials, and their staff, and youth in using a smartphone is for coordination, sharing information, and learning. The purpose of using a smartphone is for knowledge, preparedness, and collaboration. The action taken is to create a social media group, search, collect, and disseminate information on disaster management. The conclusion of this study, the smartphone is media that is quite effective in the process of finding information on handling landslides, because it can reduce the risk of disasters and save the ecosystem if the collection, analysis, dissemination of information is directed, and transparent.

Keywords: Smartphone; information; motivation; dissemination; disaster

INTRODUCTION

Pangandaran is one of the districts in West Java Province, which is a natural tourist destination, and has a very exotic culture, so that it becomes a special attraction for people to visit. However, Pangandaran also has the potential for huge natural disasters such as tsunamis, earthquakes, landslides, and droughts, which can disrupt tourism activities and other social activities.

According to the Head of the Regional Disaster Management Agency in Pangandaran Regency, during 2018, in the Pangandaran area 110 natural disasters had occurred, which in the form of floods 2 times, strong winds 48 times, landslides 10 times, and fires 50 times. With this amount of disaster intensity, this makes Pangandaran a disaster-prone area and ranks 5th in the province of West Java (<https://jabar.sindonews.com/read/3855/1/110-bencana-terjadi-di-pangandaran-selama-2018-ini-rinciannya-1546585314>).

One of the major disasters that hit the Pangandaran area was the tsunami in 2006 that killed more than 668 people so that it has been a trauma for the community until now. Tsunamis are disasters that are difficult to predict, so we need vigilance from the government and the community at all times. For this reason, the preparation and anticipation in dealing with routine tsunami disasters are carried out by the Pangandaran Regency government.

Other potential natural disasters that can cause major losses in the Pangandaran Regency are landslides that occur during the rainy season. These landslides are more predictable than tsunamis, because the signs can be observed that is through high rainfall, ground movement, and the position of plants or poles that have been tilted.

One of the areas in the Pangandaran Regency that has the potential for landslides is Kersaratu Village, Sidamulih District, which is caused by a high level of rain, causing casualties, both in the form of fatalities and property. For this reason, the local government, led by the head of Kersaratu village, every time it starts to enter the rainy season reminds the hamlet head, from the hamlet head to the Well, and from the Linmas/Perlindungan Masyarakat (Civilian Neighborhood Guards) to the community to always be vigilant, and monitor their respective environments.

According to the head of Kersaratu village, landslide disasters in this village have occurred three times, and he hopes to the relevant agencies, namely the Regional Disaster Management Agency (BPBD) of Pangandaran Regency, to provide socialization and disaster training for the community, so that in the event of a landslide especially, the community is ready to face and overcome them.

The effort made by the head of Kersaratu village is by contacting his staff (head of the Hamlet, and Linmas) which is a communication activity that aims to inform the message, invite his staff, and the community to participate in facing the upcoming landslide disaster. There are four stages in communication activities, namely the existence of a communicator as a disseminator and person in charge of information, the presence of messages or information in the form of narratives and images, there are applications that are chosen to send and receive information, and the existence of communicants which are the target of the information (Wenday Dwi Novi Kurniawati, 2016).

The tool used to access social media in dealing with disaster problems is the smartphone, this tool is among the most frequently used by village government officials and the community as a medium in communicating about the disaster. This media can build users' social skills to socialize in their environment (Syafri, 2014). In addition, the smartphone is media that can facilitate people to obtain information (Deru R. Indika, 2017). The smartphone is media that can be used as a guide to follow, get, and study the development of information in order to build new knowledge needed (Boham, Antonius: Rondonuwu, 2017).

The convenience contained in the smartphone makes this media quite effective in sending and receiving disaster messages, especially in Kersaratu village, Sidamulih District, Pangandaran Regency so that this media have become a necessity for everyone to communicate, establish relationships, entertainment, store disaster data, etc.

The process of receiving and sending disaster information carried out by the village government and its staff begins with information-seeking activities which are related to potential disasters that can occur in the village. Disaster information search activities are based on the motivation of the people involved in it, which are the basis for themselves to take action on disaster management. According to Wilson (2006: 7), "activities occur due to motivation, to achieve goals through a certain action".

This article aims to explain the motivation, goals, and actions in using a smartphone by the village apparatus, the meaning of stakeholders who use the smartphone, and the use of a smartphone in disaster activities in Kersaratu Village, Sidamulih District, Pangandaran Regency.

METHOD

The research method used in this research is the descriptive method, which is used to describe various symptoms of communication through the use of the smartphone. Data collection techniques used are through observation techniques about the use of information-seeking behavior, through smartphones in disaster activities, and interviews to obtain data which relates to the motives, objectives, and information-seeking actions in the Kersaratu Village, Sidamulih District, Pangandaran Regency. The data analysis technique used in this study was to compile, explain, and study data from the field systematically, so that conclusions

can be drawn relating to the use of the smartphone in disaster activities in the Kersaratu Village, Sidamulih District, Pangandaran Regency. The informant selection technique used was a purposive technique that was adjusted to the objectives and problems studied, while the selected informants were the head of the village, the head of the hamlet, Linmas Members, PKK (Family welfare movement) members, and Youth Organization.

DISCUSSION

Social media is an effective medium to send, receive information, and establish relationships, which have the ability as a computer, so it is very helpful for users to meet their needs. At present, the use of social media has spread to various corners of the region, and is used by various groups, and social media has become their needs, so that social, economic, and political status is no longer a barrier. With the support of communication technology, social media has the ability to reach a wide audience and quickly (Harry Susanto, 2017).

The ability of social media to reach a wide and fast audience is very supportive of the information dissemination activities needed by its users, so that a collective understanding of various issues will be developed, particularly those related to natural disasters. Therefore, social media is an effective tool in receiving and sending disaster information. The proper use of social media has the potential to increase the interest of its users, especially to persuade and establish emotional closeness in order to increase the followers' trust in the information provided (Hamzah et al., 2013).

Social media has the facility to develop the creativity of its users through writing words and displaying images so that the creative process by the user further strengthens the effectiveness of communication. Communication created through photographs or images is very important in attracting the attention of the audience and correlates with the audience's interest in the information it presents (Deru R. Indika, 2017). New social media activities are said to be successful if they are able to push public issues into real action (Galuh, 2016), so that online media becomes very effective for environmental campaign actions and public issues (Nugroho, 2015).

The success of social media in pushing public issues into real action occurred in the event of disaster management in Kersaratu Village, Sidamulih District, Pangandaran District, where the main role in disaster management in the region rests with the head of the village. The potential disaster that is most worried by the people in this region is landslides during the rainy season, and this has happened three times. Every rainy season arrives, the Head of Kersaratu Village as a formal opinion leader always reminds his staff, and the community, as well as capturing every opinion that develops for disaster alert. Opinions developed in the community responded positively by opinion leaders in order to support the handling of disasters by the government. (Badri & Hubeis, 2008).

One of the media used by the head village to remind and convey various information and solicit opinions about disasters is social media in the form of a smartphone. Likewise, this was also done by his staff, such as the head of the hamlet, Linmas Members, and Youth member also using the same media, so the smartphone made a social network among them. The use of social networking through social media is to send and receive information, as well as interact to get to know people closely (Innova, 2016).

The process of sending information about disasters in the Kersaratu village by the head of the village and his staff, begins with the activity of finding information needed by using a smartphone, the stages being carried out by going through the stages of searching, collecting, and using that information to increase community awareness of the threat of landslides. In searching for this information, the information seekers must first understand the information needed to obtain quality information and can support their needs (Riani, 2017). Through this media, the head of the village seeks the information on disaster management needed by opening

the Pangandaran Regency BPBD website, especially information which relates to rainfall, land movement, steps to safeguard people from disasters, and so forth, which information is then confirmed with field conditions, and so on conveyed to the head of the hamlet, Linmas, youth organizations, and the public.

The use of the smartphone as the social media of the Kersaratu Village government official and their staff is based on the motivation, objectives, and user actions in handling landslides in the region where the motivation of the Kersaratu Village government official and their staff to use the smartphone in the handling of disasters in Kersaratu Village is to coordinate, disseminating information, and learning about the disaster.

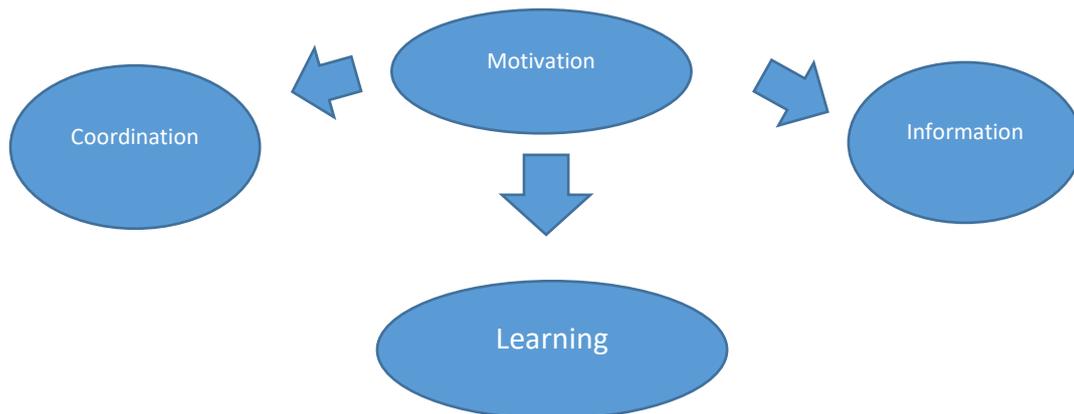


Fig. 1 Motivation in using a smartphone

The motivation for using a smartphone in handling disasters by village officials and their staff and youth in Kersaratu Village is coordination. This motive was stated by the head of the village who acted as the first party responsible for the problem of disaster management in Kersaratu Village. As the highest leader in the village, the head of the village was always ready and alert during the rainy season in his village, due to fears of a landslide. The head of the village as a representative of the government tries to establish coordination with his staff and the community. This coordination is very important to be maintained and improved, because it can provide positive things in building government partnerships with the community (Rahajeng & Manaf, 2015). In handling landslides in the region, a partnership between the government and the community is the main foundation. Partnerships that are built through coordination can be realized by effective communication management. Communication is very much needed in a state of disaster emergency between the government and the community, and volunteers, because it can make the coordination and decision-making functions of the government able to run stable. (Amni Fauziah1, Asih Rosnaningsih2, 2017).

Furthermore, the motivation to use a smartphone in handling disasters by village officials and their staff in Kersaratu Village is communication / information, where those involved in handling landslides are always using the smartphone to communicate, and it is very useful to monitor the situation by sending and receiving actual information, especially relating to rainfall, land movements, and preparations that must be made to avoid landslides. The motive for communicating usability can lead to user satisfaction (Innova, 2016). This can be seen from their opinion that by communication via smartphone they become aware and not too worried, so that after obtaining information relating to the risk of landslides, they are ready to face it. This information motive can build one's satisfaction, because he has obtained knowledge about this condition (Maria Christyfera, 2016). The motive for communication /

information that arises in a person is also a reason for him to be in a social media group to get something according to his needs (Rachmaniar, 2017).

The next motivation that arises from smartphone users in dealing with disaster problems in Kersaratu village is to learn to deal with disaster. This is because the Kersaratu Village has not been given disaster mitigation training by the BPBD, even though the community is very interested in learning how to handle disasters in their area. To fulfill their interests, they then search for information via smartphone on what to do, why, and how to deal with disasters. Motivation is a force that drives someone to realize their interest in achieving certain goals, because learning, motivation has a positive relationship with the interest in learning (Amni Fauziah, Asih Rosnaningsih, 2017). Disaster information obtained from the smartphone by the user is then studied to be practiced in the event of a disaster.

The learning motivation of smartphone users in the Kersaratu village comes from a strong sense of self (intrinsic), and an appeal from the head of the village to be involved in disaster management in their village. To handle the disaster, an impetus arises in them to learn about disaster mitigation with the aim is to actively participate in these activities. In implementing this disaster management learning process, they use the smartphone as their learning tool. This learning tool is utilized as much as possible, because it facilitates the success of achieving goals, and can have a positive influence on learning motivation to improve learning outcomes in the form of knowledge, skills, values and attitudes that a person obtains. Therefore, learning motivation and the use of learning tools have a significant effect on learning outcomes (Aquami, 2016)

Information search via smartphone by the head of the village and his staff aims to find information in accordance with needs in order to increase awareness, alertness, and understanding in dealing with disasters that occur in the Kersaratu village. The achievement of these objectives is determined by environmental factors/its position. The head of the village has the highest position in his village, therefore information-seeking behavior which he has aimed to find the information needed in a more complete and comprehensive manner, such as rainfall, soil movement, and plant position which is then confirmed by real conditions on the ground, all of which aim to increase awareness. The information sought by the head of the village becomes a reliable source, so that it becomes a reference for the ranks below him, as well as the community. Sources that have credibility can improve community preparedness in the face of landslides (Prasanti & Fuady, 2017). Thus, the position of the head of the village is very dominant and becomes the main reference for the ranks and the community in handling landslides in Kersaratu Village.

The use of the smartphone in handling disasters in Kersaratu Village is an alternative in building understanding and cooperation between village government officials and their citizens, besides this media can play a role as a medium for disaster education, as well as media that can build sympathy and empathy from its users. Therefore, problems of communication, information, coordination, and cooperation must be used as a solution to facilitate humanitarian operations in disaster events and disaster management (Budi HH, 2012). The information-seeking process carried out by the head of the village and his staff aims to find the information needed as part of a humanitarian operation in the management of landslides in the Kersaratu Village to build understanding, preparedness, and cooperation of all components (village government and communities in the region).

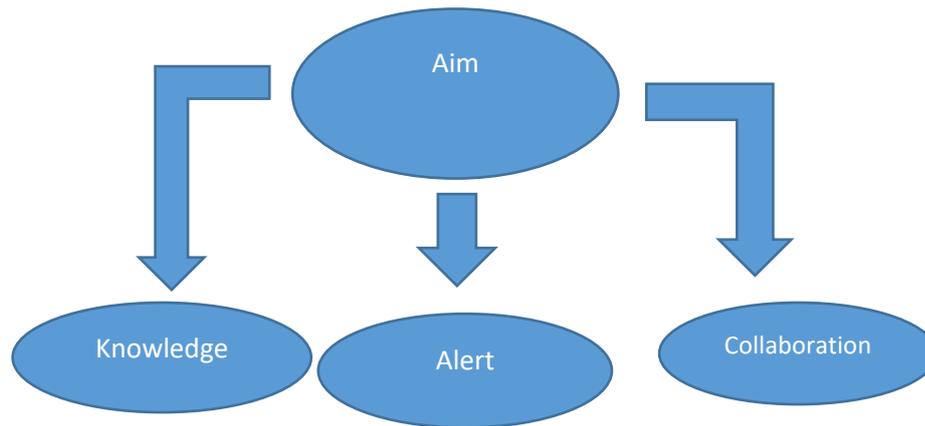


Figure 2 The Purpose of Finding Information Through The Smartphone

The process of finding information needed in handling landslides through a smartphone made by the head of the village and his staff is not spontaneous, but is based on various objectives to be achieved, to facilitate the activities of landslide disaster management in the region. The aim of the effort to find the information needed is to increase the understanding of all parties (village government officials and the community) about the management of landslides in the Kersaratu Village area. The smartphone is the right media to keep of the information development, and learn new things to build knowledge (Boham & Rondonuwu, 2017).

The information searching on how to deal with landslides by using a smartphone by the head of the village and his staff then builds the interaction between them as a learning forum to increase disaster knowledge. The use of a smartphone as a form of learning interaction affects learning independence and increased conceptual knowledge (Nurhemah, 2018). The independence to learn about the management of landslides in Kersaratu Village is because the village is a disaster-prone area, but has not received guidance from the relevant agencies. Disaster management efforts have been initiated by the head of the village and his staff, as well as volunteers from local youth organizations.

The process of finding information needed in handling landslides in the Kersaratu Village conducted independently by the village officials and volunteers, also has another goal, namely disaster alert. Information obtained from the head of the village is then conveyed to the head of the hamlet, and youth organizations, then from the head of the hamlet, the information then conveyed to the Linmas, and from the Linmas is conveyed again to the community, so that all of these components have knowledge about disaster management which is a provision for themselves to increase preparedness in the face of landslides. The main factor and for preparedness is knowledge of disasters, because this knowledge has a real influence on disaster preparedness (Alif Purwoko, Sunarko, 2015). Community preparedness in facing landslides in Kersaratu Village in the form of preparing to face disasters, protecting the surrounding environment, and evacuation plans. To increase preparedness requires planning before it happens, and handling in the event of a disaster (Fatmawati, 2017).

Efforts to search for information via smartphone by the head of the village and his staff, as well as the Youth Organization, eventually paved the way for them to collaborate in dealing with landslide disasters in Sukaratu Village. To reduce the adverse effects of disasters, a collaboration between the various parties is needed in forming disaster resilient communities (Yumantoko, 2019). To achieve the collaboration, the communication factor becomes very fundamental, where the head of the village as the main actor becomes a communicator who has

an important role in establishing relationships with various parties. A skilled communicator is needed in the collaboration, because it can be a coordinator, facilitator, establishing relationships with various stakeholders (Khoirul Anam, Abdul Mutholib, Febry Setiyawan, Bevi Astika Andini, 2018). Thus, collaborative activities can produce concepts of thinking about disaster management that are comprehensive, and practical.

The process of finding information about handling landslides in Kersaratu Village by the head of the village and his staff, and youth organizations are a deliberate action to obtain various disaster information needed. The head of the village is an opinion leader who becomes a communicator in conveying the information he gets to his staff. The information is a resource that is used by him to communicate with his staff (Head of Hamlet, Linmas, PKK), and Youth Organization.

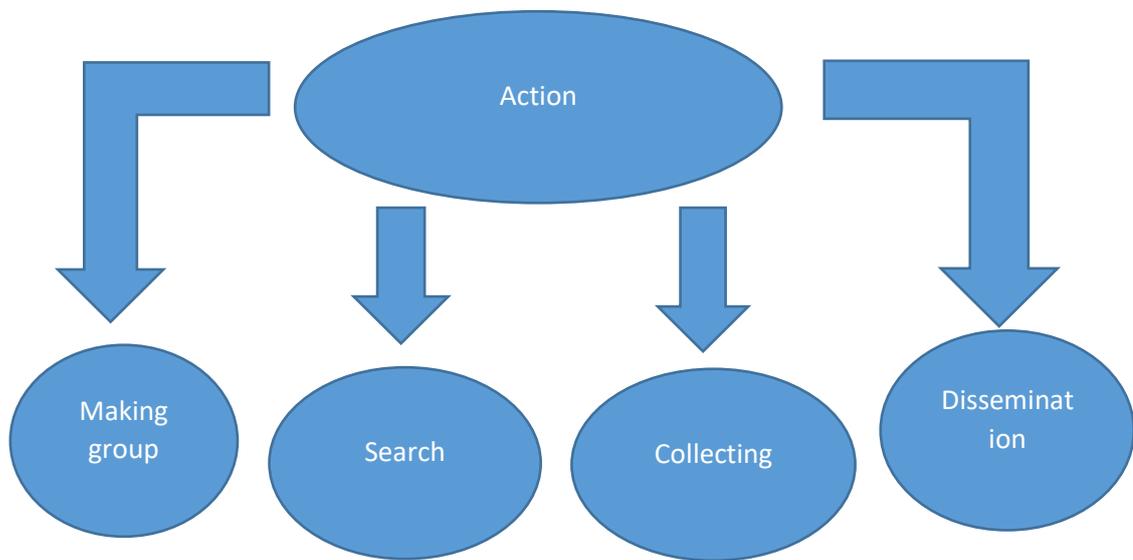


Figure 3 The Actions of Finding Information Through a Smartphone

The act of seeking information needed in handling landslides in Kersaratu Village is determined by the role of each party involved in it. Information retrieval actions undertaken by the head of the village will be different from information retrieval actions by the head of the hamlet, Linmas members, and PKK members, but can be the same as the information retrieval action carried out by Youth Organization. A person's position and role, interests, curiosity, social responsibility can be their background in seeking information (Hamami et al., 2014). Therefore, information-seeking behavior of village officials tends to be monotonous, while youth, from youth groups tend to vary, both in their applications and in the content they are looking for.

The smartphone application used by the head of the village in the search for needed information is Google. Furthermore, the information he obtained was disseminated to the head of the hamlet, PKK members, and Youth Organization members. From the head of the hamlet, the information was then disseminated to the Linmas members. From Linmas the information was disseminated to the public. While Karang Taruna members use Google, YouTube, and Instagram. The head of the hamlet, PKK members, and Linmas members generally use SMS, and WA and more often tend to receive information on handling these landslides from the head of the village.

The main actor in the process of finding information on handling landslides in Kersaratu Village is the head of the village, because he is responsible for the security of the region and

its citizens, especially from landslides. The head of the village's action in finding the information needed through a smartphone is to create a social media group in his village, whose members are the head of the village, the head of the hamlet, Linmas members, PKK members, members of the youth organization (Karang Taruna). The reason for forming the social media group is to make it easy to connect, facilitate coordination, and send and receive the information needed (Rachmaniar, 2017). With smartphone everything can be fulfilled.

The next action after creating a social media group is tracking the information needed for handling landslides. Information is carried out by the head of the village in the form of interaction with information sources to obtain actual, accurate information. In tracing information the actions taken are conducting observations to monitor events in the field, interviewing competent informants and searching documents (Hamami et al., 2014). All information obtained from the search action is used to complete and improve disaster information tracking from the smartphone via the Google application before the information is conveyed to the ranks below.

The process of finding further information about handling landslides is the act of collecting information obtained through observation and interviews with sources, as well as those obtained from search results using a smartphone. The information obtained is then collected and stored to be conveyed to other parties for use in accordance with their needs. Information can meet the needs if personal dimensions, social roles, and the environment are available in the collection of information (Cahyani & Christiani, 2015). Personal dimensions related to disaster information needs that must be anticipated by those concerned. The social role dimension relates to the participation involved when working together with others to manage disasters. The environmental dimension is related to the existence of the person concerned with the surrounding environment, such as the location of residence, rainfall in the area, and so on.

The final action taken in the search for information on disaster management by using a smartphone in Kersaratu Village is information dissemination. The process of information dissemination on handling disasters is structural, in which the command holder is at the head of the village who disseminates the information to the head of the hamlet, from the head of the hamlet is disseminated to Linmas members, from the Linmas members to the community. The information dissemination process is a multi-stage communication model.

This multi-stage communication in the dissemination of disaster management information in the Kersaratu Village can occur, because those who are involved in it are social groups that do not live isolated, and are very responsive to the information, because the area is prone to disaster. In general, they receive information through people who express opinions, from other individuals, or receive information directly from the media. In principle, between them there is a process of being influenced and influencing other (Kuswarno, 2014). Usually those who actively seek information from social media are the head of the village, youth group members, and the head of the PKK, because they often become sources of information needed by fellow group members and the public.

Social media (smartphone) are the main and first source that is used as a reference by the head of the village and his staff in the dissemination of disaster management information in the Kersaratu Village, because the media has now become a medium that has closeness, convenience, and can be taken anywhere. The media not only plays a role in disseminating information for early warning, but also plays a role in preparing for the worst conditions during a disaster (Bassar, 2015). Thus, the smartphone is quite effective as a communication medium that is used as a source of information in reducing disaster risk, and at the same time has the potential to save ecosystems from natural disasters. However, the effectiveness of such communication must be accompanied by the collection, analysis, dissemination of controlled information, and transparency (Rudianto, 2015)

CONCLUSIONS

The smartphone is one of the most effective media in disseminating information about disaster management, because it is easy to carry, easy to operate, and can build relationships among its users. Therefore the smartphone can be used as a medium to find information about various things, including information about disasters.

Village government officials and staff, and Youth Organization who uses the smartphone to search for disaster management information in the Kersaratu village, Sidamulih District, Pangandaran Regency are the head of the village, the head of the hamlet, the PKK, and Youth Organization, which in the process of finding information is based on motivation, goals, and certain actions are in accordance with their capacity and capability.

The motivation of village government officials and staff, and youth organizations groups to use the smartphone in the process of finding information on disaster management in the Kersaratu village is to coordinate disaster management measures, and monitor the situation by sending and receiving actual information, while the motivation of Youth Organization members to use Smartphone in information seeking is to learn to understand the problem of disaster management.

The purpose of village government officials and staff, and youth organizations in utilizing smartphone in the process of finding information on disaster management in Kersaratu village is to increase knowledge, build preparedness, and build the collaboration with various parties. These objectives can ultimately increase understanding, independence in learning can produce comprehensive thought concepts about disaster management, and are practical.

The actions taken by the village government officials, their staff, and youth organizations while searching for information using the smartphone began with the formation of social media groups, tracking, collecting, and disseminating information on disaster management, so that the media is quite effective in reducing disaster risk to save ecosystems if the information collection, analysis, dissemination is directed, and transparent.

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