



The Role of Organizational Policy Communication: Supporting Disaster Mitigation Management in Gorontalo, Indonesia

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ARTICLE INFORMATION
Received: November 23, 2023 Revised: January 14, 2023 Available online: April 28, 2024
KEYWORDS
Communication, Mitigation, Policies, Flood, Stakeholders.
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ABSTRACT

Policies will be implemented well when communication is carried out by implementing transmission communication, consistency, and clarity. The research examines the topic of policy communication in flood disaster mitigation efforts in Gorontalo, Indonesia. The research uses a qualitative approach with an inductive mindset, this research starts from field data regarding the implementation of flood mitigation policies in Gorontalo Regency. The results of the study show that 1) Transmission communication has been carried out by various communication methods, such as apps, coordination meetings, socialization, and dialogue forums, used to disseminate information about flood mitigation policies; 2) Clarity of information shows that stakeholders are trying to ensure that the public understands information about flood disaster mitigation and is able to take appropriate steps when disasters occur; 3) Consistency of information related to disaster mitigation policies, scheduled evaluation practices, participation of community leaders, implementation of coordination meetings, and prevention of leadership dualism are crucial elements carried out by stakeholders. Based on the previous description, policy communication not only focuses on transmission, consistency, and clarity of information in flood mitigation, but must also be adaptive. Governments need to adapt communication to local cultures, values, and situations to ensure policies are more relevant and accepted by the community. The strength of this research is the comprehensive mapping of communication strategies in flood mitigation policies, identifying methods of internal government communication and socialization to the community. This provides a better understanding of the delivery and reception of information. The limitation is that it focuses only on disaster mitigation, so the findings are only relevant for disaster mitigation studies.

INTRODUCTION

The widespread impact of increasing disaster events in the Asia Pacific region has raised heightened awareness in many countries of the importance of improving disaster preparedness. With better preparation from the community and government, it is hoped that the number of victims and losses due to disasters can be minimized as efficiently as possible. Governments and international organizations collaborate in creating more efficient disaster mitigation strategies, improving early warning systems, and improving infrastructure to reduce flood risk in many countries. This includes efforts to improve water management infrastructure, provide education to communities about flood risk, and build robust homes and infrastructure in the face of disasters. Cooperation and partnership between countries in response to disasters refers to joint efforts between countries to support and collaborate in dealing with emergencies due to natural disasters or disruptive incidents. It involves coordination between countries in providing assistance, resources, and support to deal with the effects of widespread disasters (<https://bnpb.go.id>).

Every year, Indonesia experiences more than 300 flood events that cause the area to be inundated to reach 150,000 hectares and cause losses to around 1,000,000 people. In addition, floods remain the most common disasters in Indonesia, as data shows that in 2020, out of 4,650 disaster events in Indonesia, 1,518 were floods. Meanwhile, in 2021 floods also continued to dominate with 1,268 of the total 3,009 disaster events recorded according to BNPB data as of December 24, 2021, as we can see in the following figure.



Figure 1. Infographic on Indonesia's Disasters in 2020

Source: National Disaster Management Agency

From this data, it can be seen the need for firm action from the government to improve disaster management efforts by implementing policies involving relevant stakeholders. Cooperation between central and local governments is the main key in dealing with problems in the community, making it an integral part of communication between various institutions or organizations. In addition, the government's policy on climate change as stated in Law 32 of 2009 concerning Environmental Protection and Management is 'climate change caused directly or indirectly by human activities so as to cause changes in the composition of the atmosphere globally and in addition in the form of changes in natural climate variability observed in comparable periods of time'. Furthermore, regarding disasters, it

cannot be separated from what is the government's action to deal with floods by implementing flood disaster mitigation policies.

In general, we understand that there are two mitigation models, namely structural and non-structural mitigation which includes efforts to reduce risk by making changes in physical infrastructure and human behavior, including adaptation to the natural environment (Wulan et al., 2022). It is understood that structural mitigation focuses on physical change to protect against disasters, non-structural mitigation is more oriented towards changing human behavior as well as community approaches to minimizing the impact of disasters. Opinions expressed by (Kurniawati, 2020) Disaster mitigation involves a series of actions aimed at reducing the impact of disasters before they occur. This natural phenomenon is caused by a combination of natural factors, such as high rainfall, and human factors that cause ecological damage (Andriani & Wakhudin, 2022). The need for community participation in reducing flood risk (Masuku & Lasaiba, 2022). In essence, disaster mitigation efforts aim to reduce the impact of disasters by understanding natural factors and human interventions that can trigger disasters and taking steps to reduce the associated risks, in addition to government efforts by implementing policies that need to be communicated between relevant stakeholders and local communities.

Communication of local government organizations has a major role in the implementation of flood disaster mitigation by communicating quickly and precisely. The success of an organization largely depends on the pattern of effective organizational communication (Kristina, 2020). As for Flor (2004) defines environmental communication as an application of communication approaches, principles, strategies and techniques to environmental governance and protection (Dwivayani & Boer, 2020). Mass media and social media platforms are modern means of communication used to disseminate information and efforts to mitigate floods (Wildani, 2023). This optimal communication policy results in limited convergence of estimation errors provided by observer-triggered events (Vincent et al., 2023). In addition, what we need to see is how local governments communicate policies, there are several expert opinions on this matter where the opinions expressed by Solichin A.W. (2005) Policy communication is a communication that occurs within the government, so that it can be translated as a delivery of government messages, programs and ideas to the public in order to achieve the goals of the State. The need for transparency of communication in the organization, the purpose of the opinion (Jiang & Men, 2017) Transparent organizational communication is a communication system that emphasizes the open dissemination of information to all parties involved in the organization. In addition, Edward III revealed that there are three important things that must be considered in the policy communication process, namely transmission, consistency, and clarity. Effective transmission ensures that policy messages are well received, understood, and accessible to all parties involved, while policy consistency ensures that messages and steps taken in the policy do not contradict each other, thus creating clarity and confidence in their implementation, and a clear policy provides firm and unambiguous guidance on objectives, procedures, and the desired expectations of the implementation of the policy. In addition, policy communication will inevitably experience various kinds of challenges in terms of implementing disaster mitigation policies.

Policy challenges described in the study (Magro & Wilson, 2019) that in implementing regional policy innovation strategies

there are complexities in terms of regulation, management, and supervision, which require a detailed or comprehensive approach. Opinion (Mlecnik et al., 2020) Outlining various challenges in the industry related to policy, namely regulatory complexity, effective implementation of incentives, increasing public awareness, targeted business development, and stakeholder consensus and support. Human factors include individuals who negotiate and manage complex and problematic systems and processes, demonstrating that the role of humans is critical in the successful implementation, execution and delivery of services (Mlecnik et al., 2020). Some argue that it is understood that policy challenges in implementing regional innovation strategies include the complexities of regulation, management, and oversight that require a detailed approach. On the other hand, policy-related industry challenges involve regulatory complexity, effective incentive implementation, increased public awareness, targeted business development, as well as the need for consensus and support from stakeholders. The role of individuals who manage complex systems and processes is crucial in the successful implementation, execution and delivery of services.

In this study, it is important to identify scientific publications. The use of VOSviewer analysis helps in seeing the potential of research. The results of the analysis show that there is a lot of research on policy communication, but the focus on disaster mitigation policy communication is still minimal in the mapping results. This is the basis for researchers to carry out studies on policy communication in the context of disaster mitigation, because there are still considerable research opportunities in this field scientifically. The following will be shown in figure 2 Network Visualization, figure 3 Overlay Visualization and figure 4 Density Visualization as follows:

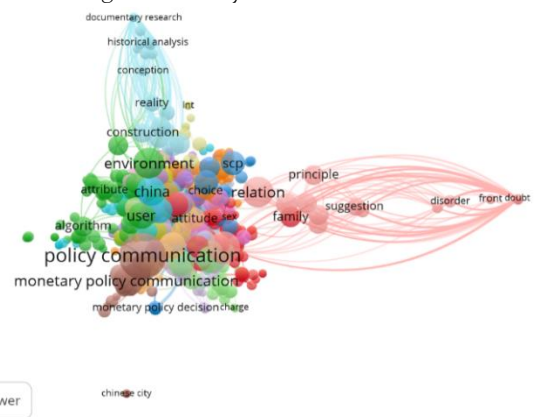


Figure 2. Network Visualization Policy Communication

Source: VOSViewer Mapping Article 2020-2023

The number of scientific articles collected reached 935 documents to support the analysis of research opportunities. In addition to using VOSviewer analysis, researchers also analyzed relevant scientific articles on policy communication in disaster mitigation to identify research gaps. Research in several developed and developing countries by (Napoli & Karaganis, 2010) assess the challenges faced in greater transparency and accessibility to data related to communication policies; (Vincent et al., 2023) reviewing in-depth learning about policy communication systems; (Crawford Camiciottoli, 2020) conduct an analysis of investor relations of Italian and Japanese companies communication policy; (Odu et al., 2024) discuss monetary policy communication and the relationship between inflation expectations in Africa; (Kala et al., 2020) The need for community

involvement in policy communication. In Indonesia itself, there has been a lot of discussion about policy communication, as research by (Muntadliroh, 2018) see the implementation of multicultural communication policies; As for (Simamora, 2020) conduct studies by looking at the communication of socio-economic policies of the community; In addition, the study by (Khoirul Syani et al., 2018) view education policy communications; Moreover (Rachmawati et al., 2019) reviewing policy communication on tourism development; (Amin & Khalida, 2021) reviewing plastic waste policy communication; As for research (Pricahyadi & Ramadani, 2019) reviewing the communication strategy of Gubernur's regulatory policy; (Irsadi, 2016) reviewing forest fire policy communication; (Siahaan & Adrian, 2021) examine public perceptions of government policies during the Covid-19 pandemic.

Based on previous research studies, no one has discussed the role of policy communication between local government organizations, and communities. Therefore, to fill the research gap, researchers are interested in discussing policy communication in implementing disaster mitigation policies in Gorontalo Regency. Why Gorontalo Regency was chosen, because the problem of flood disasters in Gorontalo Regency is still a polemic among the community and local government. The description of the problems in Gorontalo Regency by looking at the current conditions that occur based on the observation that the Gorontalo Regency Government through the Gorontalo Regency Regional Disaster Management Agency has implemented flood disaster mitigation policies in Gorontalo Regency both structural and non-structural mitigation. However, there is still a gap between planning and implementing the policy. For example, related to the formation of disaster resilient villages. The Regional Disaster Management Agency of Gorontalo Regency plans to form 45 disaster-resilient villages in 2018 (Renstra of the Gorontalo Regency Regional Disaster Management Agency 2016-2021), but only 39 disaster-resilient villages have been realized. The establishment of the 39 Destana was not with the Regional Revenue and Expenditure Budget, but with support from Gorontalo State University and the Director General of Higher Education. Another example is related to disaster-prone information services which have only reached 69 percent of all citizens living in disaster-prone areas and training and socialization on disaster prevention and preparedness which has only reached 51 percent (Key Performance Indicators, 2019).

In addition, when looking at the impact of climate change based on a rapid study of Gorontalo Regency climate disasters in 2016, the results of spatial analysis of flood risk in the Limboto watershed conducted by Taslim and Akbar in 2018, flood events based on data from the Regional Disaster Management Agency in 2018-2021, and forecast data for potential flood areas according to the Meteorology, Climatology and Geophysics Agency in 2021, shows that several areas in Gorontalo Regency remain areas that have the potential to experience flooding. So that this becomes a basis for conducting research by looking at the communication of policies implemented by the Gorontalo Regency government regarding disaster mitigation. The scope of research focuses on three important things that must be considered in the policy communication process, namely transmission, consistency, and clarity. Transmission can be understood to refer to the process of sending or conveying information from one party to another, while consistency means continuity or uniformity in the message conveyed, and clarity means the message or information conveyed is easily understood by the recipient. When these three elements

are well applied in communication, so the message has a greater potential to be well understood by the receiver without significant confusion or misunderstanding.

METHOD

This research applies a qualitative approach with an inductive mindset, starting from field data regarding the implementation of flood mitigation policies in Gorontalo Regency. Neuman (2013) explained that qualitative research is an effort to extract extensive and in-depth information from informants. Furthermore, the research data is integrated with the relevant theoretical framework. In addition, this research uses case studies that allow an in-depth investigation of the implementation of flood mitigation policies by the Regional Disaster Management Agency of Gorontalo Regency. According to Neuman (2013), case study research examines various characteristics of a few cases. Such cases can be individuals, groups, organizations, movements, events, or geographical units. This method allows for an intensive analysis of the practices and processes involved in the effort. Data collection techniques by conducting observations, in-depth interviews, and documentation studies.

RESULTS AND DISCUSSION

Gorontalo Regency based on the results of a disaster risk assessment conducted by BPBD Gorontalo Regency in 2020, shows that Gorontalo Regency has a high potential to experience floods and flash floods with a total danger area of 51,228 hectares. The following is data on the potential area of danger in Gorontalo Regency based on the results of KRB in 2020.

Table 1. Potential Area of Flood Hazard in Gorontalo Regency

No.	Types of Disasters	Danger	
		Extent of Danger (ha)	Category
1	Flood	32.480	Tall
2	Flash Floods	18.748	Tall
3	Extreme Weather	124.005	Tall
4	Epidemics and Disease Outbreaks	4.122	Low
5	Extreme Waves and Abrasion	1.014	Tall
6	Earthquake	247.343	Tall
7	Forest and Land Fires	76.764	Tall
8	Drought	247.343	Tall
9	Landslide	81.381	Keep
10	Tsunami	63	Tall

Source: Disaster Risk Review Document Year 2020

The central statistics agency of Gorontalo Regency also noted that there were 32 villages/villages in 2019, 24 villages/villages in 2020, and 41 villages/villages from 17 sub-districts in Gorontalo Regency that experienced floods. There are 17 villages in Tibawa District and 11 villages in Limboto District that experienced floods throughout 2019-2021. The following is data on the number of villages/kelurahan that experienced flood disasters based on the Central Bureau of Statistics of Gorontalo Regency.

Table 2. Number of Villages/Villages Experiencing Floods in 2019-2021

No.	District	Number of Villages/Villages Affected		
		2019	2020	2021
1.	Batudaa Pantai	-	2	-
2.	Biluhu	1	-	-
3.	Tabongo	2	-	2
4.	Dungaliyo	2	-	-
5.	Tibawa	4	6	7
6.	Pulubala	1	1	1
7.	Boliyohuto	2	2	3
8.	Mootilango	1	2	-
9.	Tolangohula	3	3	8
10.	Asparaga	3	1	5
11.	Bilato	3	-	3
12.	Limboto	5	4	2
13.	Limboto Barat	1	2	4
14.	Telaga	-	-	1
15.	Telaga Biru	1	-	1
16.	Tilango	3	1	1
17.	Telaga Jaya	-	-	3
Gorontalo Regency		32	24	41

Source: Gorontalo Regency in 2020 Figures, BPS Gorontalo Regency

The Regional Disaster Management Agency of Gorontalo Regency also conducted a capacity study in Gorontalo Regency referring to the Regulation of the Head of the National Disaster Management Agency Number 03 of 2012 concerning Guidelines for Regional Capacity Assessment in Disaster Management. The capacity index is measured from the aspects of the regional resilience component and the village preparedness component. The regional capacity component serves to measure the capacity of local governments in disaster management, while the village preparedness component serves to measure the capacity of communities in each village in facing disasters. The following is the capacity of sub-districts in Gorontalo Regency in dealing with flood disasters.

Table 3. Flood Disaster Capacity Level in Gorontalo Regency

No	District	Regional Resilience	Village Preparedness	Capacity Tier
1.	Batudaa	Low	Low	Low
2.	Bongomeme	Low	Low	Low
3.	Tabongo	Low	Low	Low
4.	Dungaliyo	Low	Low	Low
5.	Tibawa	Low	Keep	Low
6.	Pulubala	Low	Low	Low
7.	Boliyohuto	Low	Low	Low
8.	Mootilango	Low	Low	Low
9.	Tolangohula	Low	Low	Low
10.	Asparaga	Low	Low	Low
11.	Bilato	Low	Low	Low
12.	Limboto	Low	Low	Low
13.	Limboto Barat	Low	Low	Low
14.	Telaga	Low	Low	Low
15.	Telaga Biru	Low	Low	Low
16.	Tilango	Low	Low	Low
17.	Telaga Jaya	Low	Low	Low
Gorontalo Regency		Low	Low	Low

Source: Disaster Risk Review Document Year 2020

It is known that Gorontalo Regency as a whole has regional resilience, village preparedness, and low capacity levels. Tibawa sub-district and Limboto sub-district also have low capacity levels, although the Tibawa sub-district has village preparedness in the medium category. The implementation of the Gorontalo Regency Government's Flood Disaster Mitigation Policy in Tibawa District and Limboto District is seen from the form of communication. The field findings show several things that need to be considered in the policy communication process, including transmission/distribution of communication, consistency, and clarity of information. In addition, information obtained regarding policy communication collected from several informants is as follows:

Communication Transmission

Communication transmission/distribution regarding flood disaster mitigation policies based on field findings is carried out by direct communication through meetings such as apples, coordination meetings, socialization, and dialogue forums. Information regarding the transmission/distribution of communication carried out through Apple activities was conveyed by UD Informants who said that he always conveyed the policies issued by the leadership to his staff through Morning Apple activities.

Alhamdulillah, at the regional flood disaster management agency, I always tell them that the leader in this regional flood disaster management agency is only one person, so whatever I convey is the leader's order and must be conveyed (the leader's policy) from top to bottom, and (policy) must be implemented. There should never be a dualism of leadership, so they also understand very well that if for example there is an order from me, it must be carried out from the secretary, the head of the field, the section head to the staff. And that's what I always say at the morning apple implementation'. (Interview, May 31, 2022)



Figure 5. Socialization of Disaster Resilient Villages

Source: Regional Disaster Management Agency Gorontalo Regency, 2020

The existing images related to the socialization of disaster resilient villages carried out by the Gorontalo Regency Disaster Management Agency show the communication built by the government in terms of community cooperation in supporting the activities carried out. It is related to direct communication by the government.

Direct communication to the internal government is also carried out through coordination meetings. Coordination meetings were held to discuss activity programs related to disaster risk reduction and contingency planning. This was conveyed by the LK Informant as follows:

(Coordinating within the government) is carried out through coordination meetings with river halls and related Regional Apparatus Work Units. It depends on the program of activity. That's for example in times of emergency, yes. Because in times of emergency, all Regional Apparatus Work Units related to the initial meeting first. The meeting makes a contingency plan, yes, a plan for what we will implement". (Interview, May 31, 2022)

Direct communication is not only carried out to the internal government, but also to the community. Communication made to the community tends to increase community participation in disaster risk reduction. This communication is usually carried out through socialization activities as conveyed by IP Informants as follows:

"Yes, there is socialization... (the goal) is to provide information such as the danger of flooding from what causes, then what efforts need to be done to prevent floods, then when there is a flood what the community should do, what should be done by the local government, then what should the business world do". (Interview, May 31, 2022)

The community also considers that their incomprehension of a program is due to the lack of socialization carried out by the government to the community. This was conveyed by an informant who is a device in one of the villages in Tibawa District.

"(The community) still doesn't understand (about the Disaster Resilient Village program). Maybe there is less socialization because the delivery to the community is still lacking. The Destana Secretariat alone until now I don't know where". (Interview, August 20, 2022)

Direct communication to the community is also carried out through dialogue forums such as those conveyed by YT informants. This dialogue forum delivered by YT informants was carried out to overcome the obstacles of people who are less responsive and indifferent to participate in disaster risk reduction efforts.

"The problem is that the community does not respond enough, sometimes when we are in the field, they are indifferent and so on, that is what we lack today... That's how we (overcoming the constraints of a less responsive and indifferent community) approach PAK, by providing education to increase awareness. That's why we are relentless through the media, through forums we carry out such dialogues (related to concern in reducing disaster risk)". (Interview, May 21, 2022)

The results of the study show that transmission communication has been carried out with various communication methods, such as apples, coordination meetings, socialization, and dialogue forums, used to disseminate information about flood mitigation policies. Communication is carried out internally in the government to plan activities related to disaster risk reduction, in addition to socialization is also aimed at the public to increase awareness of the dangers of flooding and the steps that need to be taken. Judging from several expert opinions as stated by (Ross et al., 2024) that experts, practitioners, and public officials are less resistant to pressure; operational, cultural, and educational/training factors; and the dominance of technical knowledge was identified as the main challenge in the delivery of knowledge and the learning process regarding flood disaster policy. There is an opinion (Haque et al., 2019) that the transmission of social learning involves a long process, and it is very difficult when the process involves many institutions. Areas of knowledge development, transmission and use of means are needed for disaster risk reduction (Spiekermann

et al., 2015). The field findings confirm that, although various communication methods have been implemented, the structural and institutional challenges identified in the theoretical study remain significant obstacles to the implementation of effective flood disaster mitigation policies. Communication efforts through apples, coordination meetings, socialization, and dialogue forums show the steps taken, but structural and institutional challenges still need to be overcome to achieve greater effectiveness in flood mitigation policies.

Clarity of Information

After delivering communication, stakeholders also need to ensure that the information received by the community and vice versa can be understood. Based on the results of field findings, to ensure clarity of information, stakeholders and the community conduct training and simulation activities, verification by descending directly to the community, receiving feedback and confirmation from the community, to involving third parties or consultants. YT informants said that the benchmark for whether the information submitted is clear or not is that it will be proven at the time of a disaster. According to YT informants, if the community can carry out what has been given before a disaster occurs at the time of a disaster, it means that the information conveyed is clear and acceptable to the community.

"(Obviously or not) that later at the time of a disaster, that is our benchmark. When for example there is a disaster in a region, whether they can carry out what we say, well that is our benchmark" (Interview, May 21, 2022)

Community training was conducted to clarify the importance of community participation in disaster risk reduction. This was conveyed by YT Informant:

"That's why how do we increase community participation, sir, by providing education through training? It's just that they (the community) consider that the disaster is the responsibility of the regional disaster management agency" (Interview, May 21, 2022).

In addition, the training can also clarify the procedures for installing and using disaster risk reduction tools as restated by YT Informers as follows:

"...It was directly a program from the centre. If you see the potential area, then install the tool. Go down directly to that community, train then install the tool. So that includes the tools provided by the centre and then handed over to the village, then the village that utilizes it." (Interview, March 21, 2022).

However, according to UD informants, facilitating the community through training activities will be more effective if accompanied by an honour for Destana cadres who attend training. So that the information needed by the regional disaster management agency that can support disaster management can be more easily obtained. Here's the information:

"We invite community leaders and we provide training. But indeed the obstacle, those we recruit should have an honor every month. But because of the limited budget, we have not been able to meet it. But in the future, God willing, our plan is like that. Why until we do that, indeed for now we are often overwhelmed when disasters occur. Sometimes because they have not been formed optimally those at the bottom level, making information rather difficult for us to get. But if it has been formed and functions optimally. The Village Consultative Body of Gorontalo

regency is rather easy in case of disaster. Not only floods, fires, landslides and so on". (Interview, March 21, 2022)

Training is sometimes accompanied by simulations to better clarify what must be done by related parties in the event of a disaster. This was conveyed by YT Informant, "... The simulation focuses on describing the atmosphere of the disaster event and intends that later when a disaster occurs, understand what they should do, that is one of the efforts we do". (Interview, May 21, 2022).

The next thing that is done to clarify the information submitted related to disaster management policies is to verify by going directly to the community, this is conveyed by IP informants from the regional disaster management agency:

"Confirming it by going directly to the field, the evidence or the physical is necessary... For example, here there is disaster damage, meaning that reports from the community through the government brought by the District Government enter here, from the regional disaster management agency verify by going to the field to make sure". (Interview, May 31, 2022)



Figure 6. Flood Conditions in Gorontalo Regency

Source. (<https://www.bnpb.go.id/>)

The existing image depicts an emergency situation where floods have disrupted people's daily activities and affected the road infrastructure of Gorontalo Regency, so this needs to be a joint concern of the local government in dealing with natural disasters and the need to build good communication between stakeholders.

Stakeholders in clarifying information related to disaster risk reduction programs/activities to be carried out, namely by involving third parties/consultants. This was conveyed by Informant RK as follows,

"Iya desain itu (mitigasi bencana banjir) biasanya kita di Balai Wilayah Sungai memang pelaksanaannya melibatkan pihak ketiga atau pakai konsultan. Pelibatan Pemda itu dalam diskusi-diskusi atau dalam pertemuan konsultasi masyarakat. Pemda tidak repot, karena biasanya studi ini dilakukan oleh konsultan". (Wawancara, 22 Agustus 2022)

The results of the research from the aspect of information clarity show that stakeholders are trying to ensure that the public understands information about flood disaster mitigation and is able to take appropriate steps when a disaster occurs. According to (Quispel et al., 2018), for information designers, clarity and aesthetics are the main criteria, with clarity being the most important. The results of the research by (Amin & Khalida, 2021) It can be interpreted that policy communication needs to be

implemented by efforts to conduct focus group discussions, socialization with stakeholders, appeals, campaigns, and using the media. As for what is said Solichin A.W, (2005) Policy communication is a communication that occurs within the body of government, so that it can be translated as a delivery of government messages, programs and ideas to the community in order to achieve the goals of the State. Another opinion was expressed by Edward III that there are three important things that must be considered in the policy communication process, namely transmission, consistency, and clarity (Ayuningtyas & R, 2018). Various opinions and research on policy communication highlight the need for a well-planned communication strategy, involving the selection of communicators, the right target audience, the preparation of appropriate messages, the selection of effective media, and the evaluation of the expected impact. The implementation of policy communication describes various activities, ranging from group discussions to the use of media, showing the importance of various approaches in conveying policy messages to the public.

Consistency

Another important thing in communication is to ensure consistency of information related to the implementation of disaster management policies. Field findings show that stakeholders in ensuring consistency of information related to the implementation of disaster management policies are carried out by reviewing established Standard Operating Procedures, reviewing reports on the implementation of activities, conducting evaluations, and coordination meetings:

"Indeed, in order to handle floods, fires, landslides and so on, it is every time conducting meetings, conducting evaluations and so on. For example, in the field of Damkar (Fire Department), they have their own Standard Operating Procedures and every time we evaluate them". (Interview, May 31, 2022)

Ensuring consistency of information related to the implementation of disaster management policies is also carried out through evaluations involving community leaders. This was conveyed by YT Informant:

"So village officials, village heads of course, community leaders that we communicate with, we only convey to the leadership, that we need to hold a coordination meeting on the evaluation of disaster management by involving them". (Interview, May 21, 2022)

Coordination meetings in addition to being a medium of transmission/delivery of communication, are also used as media to ensure consistency of information related to the implementation of disaster management policies. This was conveyed by the IS informant:

"(To ensure consistency in the implementation of disaster management policies) there is 1 flood disaster event, usually in terms of disaster management, the Disaster Management Agency calls all relevant agencies to conduct a coordination meeting on what is owned by all of them, the potential resources and any assistance is checked directly at the Disaster Management Agency so that in the field, eh you go here and there, so that all handling is well organized". (Interview, August 11, 2022)

Another important thing that needs to be considered in ensuring consistency of information related to disaster management policies according to UD informants is to avoid leadership dualism.

'Alhamdulillah, at the regional disaster management agency, I always tell them that the leader in this regional disaster management agency is only one person, so whatever I convey is the leader's order and must be from top to bottom, and it must be implemented. There should never be a dualism of leadership, so they also understand very well that if for example there is an order from me, it must be carried out from the secretary, the head of the field, the section head to the staff'. (Interview, May 31, 2022)

The results of the study show that to maintain consistency of information related to disaster mitigation policies, scheduled evaluation practices, participation of community leaders, implementation of coordination meetings, and prevention of leadership dualism are crucial elements carried out by relevant stakeholders. Consistency is the main trait of all procedures (Von Luxburg et al., 2008). As (Niepostyn & Daszczuk, 2023) alludes to the issue of consistency of rules to refer to certain rules that must be followed to ensure that these elements are interconnected in a logical and consistent way. When consistency rules are applied across the board, any changes or additions to the system can be made more easily and safely, as the impact can be better predicted. It also helps in problem identification and resolution, as the behavior of the system can be analyzed based on consistent rules. Consistency in disaster management is the key to increasing effectiveness and efficiency in reducing disaster risks and impacts. In this context, consistency can be applied through various aspects, including planning, coordination, implementation, and evaluation.

Based on the results of the research and the previous discussion that has been described, communication is very important in an organization, especially the involvement of stakeholders in disaster management, communication also needs to be carried out with strategies that can provide understanding and there is a sense of responsibility for the tasks given to the related organization. This communication strategy can be seen from the selection of communicators, the determination of the target audience, the preparation of messages, the selection of media and communication channels, the testing of communication materials, media production, message distribution, and the expected impact (Pricahyadi & Ramadani, 2019). Existing research highlights various communication methods such as apples, coordination meetings, socialization, and dialogue forums used both internally and to increase public awareness of flood hazards and mitigation measures. There is a focus on people's understanding of flood mitigation information and their ability to implement it during disasters. Meanwhile, the results of the latest research focus on the efforts of stakeholders in ensuring clarity and consistency of information related to flood disaster mitigation, through scheduled evaluations, participation of community leaders, coordination meetings, and prevention of leadership dualism. Previous research from various countries, including Indonesia, has highlighted the variety of topics in policy communication. Some emphasized on the accessibility of data related to communication policies, analysis of policy communication systems, and community involvement in policy communication. The results of previous studies highlight the diversity of aspects and focuses in policy communication in different contexts in different countries, while the latest research places more emphasis on concrete efforts in ensuring the effective understanding and implementation of flood disaster mitigation information.

The hope from existing research is that it can improve the effectiveness of flood disaster mitigation policy communication. By highlighting the communication strategies that have been carried out, it is hoped that it can clarify the information conveyed to the community and related stakeholders. In addition, efforts to maintain consistency of information are expected to improve a better understanding of the mitigation measures that must be taken in the event of a disaster. Thus, the biggest hope is that this research can make a positive contribution in increasing public awareness and responsiveness to flood disaster mitigation policies, so that it can effectively reduce disaster risks and impacts.

CONCLUSION

In summary, the communication of flood mitigation policies is a major highlight. Important elements such as transmission, consistency, and clarity form the foundation for communicating this policy. The results highlight the understanding and implementation efforts emphasized by stakeholders. Various theories support a well-planned communication strategy, involving the selection of communicators, the target audience, and the evaluation of expected impact. Comparisons with previous research show a shift in focus from communication strategies in a broad context to concrete efforts in flood mitigation.

The hope of the research is that policy communication is not only fixated on transmission communication, consistency, and clarity of information in carrying out flood mitigation policies to reduce disaster risk and impact, but it is also necessary for the government to pay attention to adaptive policy communication, where adaptive communication must be adapted to the culture, values, and local situation of the community or region to ensure the policies delivered more relevant and easily accepted by the community. As well as the approach is carried out by utilizing the local cultural values of the community, utilizing community leaders so that policies can be conveyed and quickly responded to by the community.

The strength of this research lies in the comprehensive mapping related to communication strategies used in flood disaster mitigation policies. The study identifies a variety of communication methods used both within the government and in outreach to the public, providing a better understanding of how the information is conveyed and received. The limitation of this study is that the study of organizational communication only focuses on disaster mitigation issues, without covering other general problems. As a result, the findings of this study are only relevant for studies related to disaster mitigation.

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