

ABSTRAK

Erupsi Gunung Merapi tahun 2021-2022 yang bersamaan dengan pandemi COVID-19 menciptakan kompleksitas bencana ganda bagi BPBD Kabupaten Sleman. **Problematisasi utama** yang dihadapi meliputi keterbatasan aktivitas tatap muka langsung, pemotongan anggaran hampir setengah, kegagalan sistem komunikasi telephone 402, serta penurunan kinerja dari 100% menjadi 98% pada sub-bidang layanan informasi rawan bencana dan pencegahan kesiapsiagaan. Kondisi ini menimbulkan ketidakpastian informasi dan potensi menurunnya kepercayaan publik terhadap kredibilitas BPBD dalam penanganan bencana. Penelitian ini menggunakan teori manajemen komunikasi Dessler (2016) yang mencakup *planning, organizing, staffing, leading, dan controlling*, serta teori kepercayaan publik Kim et al. (2003) dengan dimensi *fairness, fulfilment, loyalty, honesty, dependability, dan reliability*. Metode penelitian kualitatif dengan pendekatan studi kasus dilakukan melalui wawancara mendalam terhadap 11 informan yang terdiri dari level instansi (Kepala Pelaksana, Kepala Bidang, dan Kepala Seksi), level lapangan (Kepala Divisi dan petugas operasional), dan level masyarakat (warga di Kawasan Rawan Bencana I, II, dan III). Data dianalisis menggunakan teknik analisis deskriptif dengan triangulasi sumber untuk memastikan validitas temuan. Hasil penelitian menunjukkan bahwa BPBD berhasil mengimplementasikan strategi komunikasi adaptif melalui tiga tahapan: (1) Komunikasi pra-bencana dengan Rencana Kontingensi sebagai dokumen utama, melibatkan 70 komunitas relawan dengan 3.200 anggota, program Kalurahan Tangguh Bencana, dan Satuan Pendidikan Aman Bencana; (2) Komunikasi saat bencana melalui Sistem Standar Manajemen Kejadian Darurat (SSMKD), koordinasi Pusdatin-Pusdalops, dan sistem komando hierarkis; (3) Komunikasi pasca-bencana dengan Kajian Cepat Pasca-bencana (JITUPASNA), evaluasi mingguan melalui Rapat Koordinasi, dan inovasi aplikasi SIMANTAB. Kepercayaan publik berhasil dibangun melalui implementasi prinsip transparansi (keterbukaan informasi tanpa penyembunyian), responsivitas (kecepatan respons untuk mengurangi korban), konsistensi pesan (kesamaan informasi internal-eksternal), dan empati (bantuan moral kepada korban). Meskipun menghadapi keterbatasan anggaran dan pandemi, BPBD mampu mempertahankan tingkat kepercayaan tinggi dengan menciptakan ekosistem komunikasi yang komprehensif dan berkelanjutan.

Kata Kunci: Kepercayaan Publik, Masyarakat, Pengelolaan Komunikasi Bencana, Rencana Kontingensi

ABSTRACT

The 2021-2022 eruption of Mount Merapi, which coincided with the COVID-19 pandemic, created a double disaster complexity for the Sleman Regency Regional Disaster Management Agency (BPBD). The main problems faced included limited face-to-face activities, a budget cut of nearly half, a failure of the 402 telephone communication system, and a decline in performance from 100% to 98% in the sub-sector of disaster-prone information services and preparedness prevention. These conditions created information uncertainty and the potential for declining public trust in the BPBD's credibility in disaster management. This study utilized Dessler's (2016) communication management theory, which encompasses planning, organizing, staffing, leading, and controlling, as well as Kim et al.'s (2003) public trust theory, with dimensions of fairness, fulfillment, loyalty, honesty, dependability, and reliability. A qualitative research method using a case study approach was conducted through in-depth interviews with 11 informants from the agency level (Chief Executive, Head of Division, and Head of Section), the field level (Head of Division and operational officers), and the community level (residents in Disaster-Prone Areas I, II, and III). Data were analyzed using descriptive analysis techniques with source triangulation to ensure the validity of the findings. The results showed that BPBD successfully implemented an adaptive communication strategy through three stages: (1) Pre-disaster communication with the Contingency Plan as the main document, involving 70 volunteer communities with 3,200 members, the Disaster Resilient Village program, and the Disaster Safe Education Unit; (2) Communication during the disaster through the Emergency Incident Management Standard System (SSMKD), coordination between the Data Center and Operations Center (Pusdatin), and a hierarchical command system; (3) Post-disaster communication with the Post-Disaster Rapid Assessment (JITUPASNA), weekly evaluations through Coordination Meetings, and the SIMANTAB application innovation. Public trust was successfully built through the implementation of the principles of transparency (openness of information without concealment), responsiveness (speed of response to reduce casualties), message consistency (similarity of internal-external information), and empathy (moral support to victims). Despite facing budget constraints and the pandemic, BPBD was able to maintain a high level of trust by creating a comprehensive and sustainable communication ecosystem.

Keywords: Public Trust, Community, Disaster Communication Management, Contingency Plan