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**Komunikasi Pembangunan Multi-Layered Actor Menuju Tangguh Bencana Dalam Program Jabar Resilience
Culture Province**
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INTISARI

Kompleksitas komunikasi antar-lembaga dalam tata kelola bencana bukan sekadar soal tekni tetapi menyentuh persoalan yang lebih dalam tentang bagaimana kepentingan dibentuk dan dipertahankan di tiap lapisan. Penelitian ini berangkat dari kegelisahan itu, dengan maksud untuk (*1)* Mengidentifikasi *multi-layered actor (2)* Mendeskripsikan pemaknaan aktor terhadap program *Jabar Resilience Culture Province (3)* Menganalisis interaksi aktor dan (4) Mengeksplorasi tentang implementasi komunikasi pembangunan *multi-layered actor* dalam program *Jabar Resilience Culture Province* di tiga desa kawasan risiko bencana Gempa Bumi Sesar Lembang.

Tiga desa dipilih justru karena perbedaannya: Desa Lembang dengan risiko tinggi, Gudangkahuripan dengan risiko sedang, dan Jayagiri yang secara formal berkategori risiko rendah. Data dikumpulkan melalui wawancara mendalam, FGD, dan observasi lapangan bersama 29 narasumber — aktor-aktor yang tersebar dari lapisan atas sampai dengan lapisan yang terdekat dengan zona merah. Analisis dilakukan dengan model interaktif Miles dan Huberman secara iteratif.

Temuan menunjukkan JRCP telah membentuk ekosistem multi-layered actor, tetapi hubungan antarlapisan masih timpang dan belum terkoneksi kuat. Pemaknaan aktor terhadap JRCP terbentuk melalui preferensi, eksplikasi ketangguhan, dan emosi aktor yang berbeda antarlapisan. Interaksi aktor JRCP sudah terjadi, tetapi belum menjadi sistem komunikasi yang konvergen. dan Implementasi JRCP di tiga desa berlangsung tidak seragam. Perbedaan tersebut dipengaruhi oleh posisi risiko, resources, trust, norma sosial, kapasitas kelembagaan, serta konteks ekologis dan kultural masing-masing desa. Kolaborasi antaraktor belum terwujud dalam implementasinya. Alhasil, JRCP baru menyentuh lapisan terluar yaitu “kesadaran dasar” tanpa mengakar menjadi budaya tangguh yang sesungguhnya. Berdasarkan keseluruhan temuan, penelitian merumuskan Model Komunikasi Pembangunan Multi-Layered Actor Tangguh Bencana.

Kata Kunci: Komunikasi Pembangunan, Komunikasi Bencana, *Multi-Layered Actor*, Budaya Tangguh Bencana, Jabar Resilience Culture Province, Sesar Lembang

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ABSTRACT

Inter-institutional communication in disaster governance is not merely a technical problem. At its core lies something harder to resolve: the way interests are formed, negotiated, and defended across each layer of the actor system. This study takes that friction as its starting point. It sets out to (1) identify the multi-layered actors involved in the Jabar Resilience Culture Province (JRCP) Program, (2) describe how actors construct meaning from the program, (3) analyze the interactions that occur across actor layers, and (4) examine how multi-layered actor development communication is implemented across three villages within the seismic risk zone of the Lembang Fault.

The three villages were not chosen arbitrarily—their differences were the point. Desa Lembang carries a high-risk classification, Gudangkahuripan falls under moderate risk, and Jayagiri is formally designated as low risk. Data were gathered through in-depth interviews, focus group discussions, and field observation with 29 informants—actors spanning from upper institutional tiers down to communities living closest to the red zone. Analysis was conducted iteratively using Miles and Huberman's interactive model.

Findings indicate that JRCP has produced a multi-layered actor ecosystem, though the relationships between those layers remain uneven and have yet to form strong connective tissue. Meaning making around the program does not operate uniformly: it takes shape through differing preferences, resilience explicitations, and emotional orientations that vary from one layer to the next. Interaction among actors has occurred, but it has not yet developed into a convergent communication system. Implementation across the three villages follows no common pattern—differences in risk position, available resources, trust, social norms, institutional capacity, and each village's ecological and cultural context all pull in different directions. Cross-actor collaboration has not materialized in practice. The net result is a program that has reached only the outermost register of resilience—what might be called *basic awareness* — without penetrating deep enough to take root as genuine resilience culture. On the basis of these findings, the study formulates a Multi-Layered Actor Disaster-Resilient Development Communication Model.

Keywords: Development Communication, Disaster Communication, *Multi-Layered Actor*, Disaster Resilient Culture, Jabar Resilience Culture Province, Lembang Fault