

## **ABSTRACT**

### **COMMUNICATION STRATEGY ON REGIONAL DISASTER MANAGEMENT AGENCY (BPBD) LAMPUNG PROVINCE IN CONTROLLING FLOOD**

**BY**

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Flood is an overflow of an expanse of water that submerges land. Catastrophic floods was occurred regularly in most parts of Indonesia. In Bandar Lampung floods have become routine, especially during the rainy season. Almost in every part of the city was hit by the flood disasters and its impacts. There are a lot of causes of flooding, such as high rainfall, drainage system, decreasing of the area along the river, loss of green open area, even the bad habit of littering by the community.

One of the institutions that cope with the flood disaster is the Regional Disaster Management Agency (BPBD) in Lampung Province. This institution is in charge of coordinating the entire chain of disaster management activities. The less responses of government and less intertwining of communication between society and government in informing the hazard of flood causing a lack of awareness about the dangers of flooding. Because of that the reduction of flood disaster in Bandar Lampung is not optimal.

The problem of this research is how the communication's strategy of BPBD Lampung Province in managing the flood disaster in Bandar Lampung. The purpose of this research was to find out how communication strategies undertaken by BPBD Provincial to the reduction of flood disaster in Bandar Lampung.

Data collecting technique that used in this research are depth interviews, observation, and study literature. Whereas the techniques used in data analysis is through data reduction stage, the stage of presenting data, and conclusion phases of data (*data verification*).

Based on this research we concluded that the communication strategies used by the Regional Disaster Management Agency (BPBD) Lampung Province in flood

disaster management is a form of socialization or giving the flood disaster management training to the people who live in flood-prone areas. This socialization involves the key persons in the region, such as religious leaders, community leaders and village officials. In the implementation of this dissemination model using group communication, so that *face to face* can occur between people and the communicator, in this case is the BPBD party of Lampung Province. The event was also supported by the manufacture of brochures or leaflets, posters, the billboards of map vulnerable areas and evacuation route, the installation of signs, and provision of EWS (Early Warning System).

Base on fundamental duty and function specified by government, BPBD Provinsi Float only holding responsible at execution of activity of socialization penanggulangan of floods disaster in just environment of provinsi. Its meaning for the execution of activity of socialization hereinafter or activity of socialization in Sub-province area / town have come to responsibility of BPBD is each Sub-Province / town. Relation work between BPBD Provinsi with BPBD Sub-Province / town have the character of facility / coordination and at the handling of disaster emergency of BPBD Provinsi quickly execute commando function, coordination, and executor.