

Vol 5, No 1	2021	Halaman 01 - 12
-------------	------	-----------------

Content analysis of instagram posts related to the performance of the national search and rescue agency in early 2021

Daniel Susilo¹, Teguh Dwi Putranto²

¹*School of Communication Science, Universitas Multimedia Nusantara*

²*Faculty of Social and Political Science, Airlangga University*

daniel.susilo@umn.ac.id

Received: 19-01-2021, Revised: 02-02-2021, Acceptance: 06-02-2021

Abstrak

Berbagai bencana yang terjadi di Indonesia pada awal tahun 2021 terjadi secara berturut-turut, mulai dari gempa bumi, tanah longsor, hingga banjir di berbagai wilayah di Indonesia membuat tanggung jawab Badan SAR Nasional (BASARNAS) semakin meningkat. Tujuan dari penelitian ini adalah untuk mengetahui post Instagram @sar_nasional kinerja BASARNAS di tengah bencana yang terjadi di Indonesia pada awal tahun 2021. Metode analisis konten digunakan sebagai metode penelitian dengan unit analisis berupa postingan di Instagram @sar_nasional mulai tanggal 1 Januari hingga 15 Januari 2021. Kesimpulan yang diperoleh dalam penelitian ini adalah postingan di Instagram @sar_nasional menghasilkan postingan yang lebih banyak konten tentang Kinerja BASARNAS dalam postingan Instagram @sar_nasional lebih ke arah partisipasi BASARNAS dalam kecelakaan pesawat Sriwijaya SJ-182 dari Jakarta menuju Pontianak dibandingkan bencana-bencana yang terjadi di beberapa tempat di Indonesia.

Kata kunci: Analisis Isi; Postingan; Instagram; Performance; BASARNAS.

Abstract

Various disasters that occurred in Indonesia in early 2021 occurred in a row, starting from earthquakes, landslides to floods in various regions in Indonesia, and the National Search and Rescue Agency (BASARNAS) increasing. This research aims to find out the Instagram post @sar_nasional performance of BASARNAS during the disaster that occurred in Indonesia in early 2021. The content analysis method is used as the research method with the unit of analysis in posts on Instagram @sar_nasional from January 1 to January 15, 2021. The conclusion obtained in this study is that the posts on Instagram @sar_nasional lead to more content posts about BASARNAS's performance in the @sar_nasional Instagram post-BASARNAS participation in

the Sriwijaya SJ-182 plane crash from Jakarta to Pontianak than the disasters that occurred in several places in Indonesia.

Keywords: *Content Analysis; Posts; Instagram; Performance; BASARNAS.*

INTRODUCTION

The National Disaster Management Agency or BNPB reported that there had been 136 natural disasters in Indonesia between 1 and 16 January 2021. Of the many natural disasters, 80 people were killed and 858 wounded. The majority of natural disasters that occurred were flooded, totaling 95 events, landslides 25 events, tornado 12 events, earthquakes two events, and tidal waves two events. As a result, there were as many as 405,584 people affected and displaced. On Saturday, 16 January 2021, 47 people died in Mamuju Regency, and nine died in Majene Regency. The number of victims who died as a result of the earthquake in West Sulawesi continued to increase as a result of the 6.2 earthquakes on the Richter Scale (SR) that struck West Sulawesi the day before (Tempo.co, 2021).

One of the significant floods hit the province of South Kalimantan. The Center for Disaster Information and Communication Data of the National Disaster Management Agency (BNPB) noted that as many as ten districts had been affected by the floods in Southern Kalimantan as of Sunday (17/1). Not only that, at around 6 pm on 16 January 2021, 112,709 people were affected and displaced, and 27,111 houses were flooded (CNNIndonesia, 2021a). The cause of this flood is estimated to have reduced the primary forest area by 13,000 hectares between 2010 and 2020, the secondary forest by 116,000 hectares, the rice fields, and shrubs by 146,000 hectares and 47,000 hectares. These conditions caused flooding in Southern Kalimantan, coupled with heavy rainfall on 12 and 13 January 2021 (BBC.com, 2021).

Furthermore, earthquakes have also occurred in Majene and Mamuju, West Sulawesi. The Majene earthquake that occurred on 14-15 January 2021 is almost the same as the earthquake that caused the tsunami in the region. The earthquake that occurred in Majene was a recurring earthquake. The point is that, based on the history of the Majene earthquake on 14-15 January 2021, it is very close to the sources of the earthquake that caused the tsunami, causing damage and casualties (Pranita, 2021). The Meteorology, Climatology, and Geophysics Agency (BMKG) stated that the tectonic earthquake that struck the Majene region of West Sulawesi was a shallow crustal earthquake caused by active fault activity. The Meteorology, Climatology, and Geophysics Agency (BMKG) stated that the tectonic earthquake that struck the Majene region of West Sulawesi was a shallow crust earthquake due to active fault activity. (Handoyo, 2021).

Mount Semeru erupted in Lumajang, East Java, on 16 January 2021. The eruption of Mount Semeru led to ash rains in residential areas. As a result of the eruption, three sub-districts in Lumajang Regency were affected by ash rain. Mount Semeru has launched hot clouds of up to 4.5 kilometers.

The impact of the eruption of Mount Semeru, a number of places in Lumajang experienced ash rainfall. (Desena, 2021). Meanwhile, on the island of Java, to be precise, in Cihanjuang, Sumedang, West Java, landslides occurred on Saturday (January 9, 2021) around 4.45 pm, followed by landslides around 7.30 pm. In the subsequent landslides, more victims were buried because, at the time, many residents and the joint Search And Rescue (SAR) team were evacuating and collecting data on the number of victims in the first landslide (CNNIndonesia, 2021b). Geologically, the rock and soil structure of Cihanjuang is part of Ayu's volcanic rock. Young volcanic rock products have not been separated so that they are still mixed between hard and smooth layers. Because it includes young volcanic rocks, the soil and rock layers are very vulnerable. This vulnerability has been identified at some point in time. The experts also found that the southern boundary of the dwelling was facing a cliff bordered by a water channel. It is suspected that when heavy rains arrive, the water canal will infiltrate and form a sliding plane that allows landslides to occur. Several houses bordering the cliffs have also been exposed to cracks. This indicates that the area has the potential for land shifts that will trigger landslides. (Fatimah, 2021).

Communication is not merely of translating messages, nor as mathematical calculations, but also as a process of elaborating them. Announcing information about a particular disaster early to the people gradually helps raise awareness of other disasters. There is a lack of disaster preparedness systems in other Asian countries (Athukorala & Resosudarmo, 2005; Blanco, 2015; Pandya, 2006).

Otherwise, combining strategic planning and preparing preventive measures in the face of uncertainties to deliver a perfect combination to cope with natural disasters (Susilo et al., 2020). Communication patterns have a significant impact on the efficiency of organizational communication (Murtiningsih, 2016; Murwani, 2018; Zacharias, 2019). Collaboration in disaster management requires networking between government institutions, private and non-governmental organizations, and community Members (NGOs). The collaboration of the three elements may reduce the impact of the earthquake on the community. Before the disaster, the parties are preparing local people to be ready to face the disaster: disaster, man. When disaster strikes, disaster management is mostly done. It is usually a state institution by trained institutions. When the emergency was over, more institutional collaboration is needed, as before the disaster, to bring things back to normal. (Yumantoko, 2019). In the event of an evacuation, rescue victims need an agency with expertise in emergency handling and experience in the field, one of which is The National Search and Rescue Agency (BASARNAS).

Related to finding from Susilo (2020), the combination of Strategic communication planning and preparing the prevention facing the uncertainty will help face disasters, including typhoons and other natural disasters. Disaster can be avoided or reduced by providing awareness to the people regarding the threat of disaster.

The National Search and Rescue Agency is a non-ministerial government agency under and responsible to the President, led by the Head (Setkab.go.id, 2016). The National Search and Rescue Agency (BASARNAS) has the following tasks: 1. To compile and determine standards, standards, criteria, criteria, and licensing procedures for Search And Rescue (SAR) operations; 2. Provide new directions and directives for the Search And Rescue (SAR) organization; 3. They were defining standardization and the need for carrying out Search And Rescue (SAR) activities following statutory regulations; 4. Coordination with related agencies; 5. Organizing information and communication systems; 6. provide information to the public about the implementation of search and rescue operations; 7. convey to the public periodically and at any time during search and rescue operations information about search and rescue operations; 8. Provide direction, warning, and evaluation in carrying out Search And Rescue (SAR) activities; 9. Perform search and rescue corrections (Basarnas, 2020).

The IEC process for BASARNAS and INSARAG External Classification (IEC) as an important tool for improving urban search and rescue (Okita & Shaw, 2020), Instructor training at BASARNAS can be designed using a project-based learning approach in the form of blended learning to overcome existing limitations or gaps to ensure that the application of blended learning that combines face-to-face learning and online learning can run well (Abdillah & Solihatin, 2020). Effective performance of the Padang City Search And Rescue (SAR) Agency (BASARNAS Padang) in the conduct of Search And Rescue (SAR) operations. The effectiveness of the performance of BASARNAS in the performance of Search And Rescue (SAR) operations has not been maximized. The overall goal of the Search And Rescue (SAR) operation has not been achieved. Human resources are still limited and do not meet the needs of the work area. The Government's attention is therefore needed to meet the human resource needs of BASARNAS Padang, so that Search And Rescue (SAR) operations can run smoothly and achieve maximum results (Alhadi et al., 2020).

Previous research related to BASARNAS has not discussed the performance of BASARNAS on Instagram in early 2021. So, this research aims to determine the performance of BASARNAS on Instagram in early 2021 amidst several disasters in Indonesia.

METHOD

The method used in this research is content analysis which is chosen to describe the aspects and characteristics of the post content (Susilo et al., 2019; Susilo & Putranto, 2018). Content analysis is a systematic method for evaluating message content and message transmission or an analytical tool for monitoring and analyzing available communication activities from selected communicators (Kim, 2019). The method used in this research is content analysis which is chosen to describe the aspects and characteristics of the post content. Content analysis is a systematic method for evaluating message content and message transmission or an analytical tool for monitoring and analyzing the available communication activities of selected communicators (Krippendorff, 2018).

Two coders were used by the researcher to ensure objectivity in coding and data collection. The reliability test was used to check the validity of the data collected and to determine the accuracy of the data, and two coders were used.



Figure 1

Instagram Profile of the National Search and Rescue Agency (BASARNAS)

Source: (BASARNAS, 2021)

In addition, researchers also used Krippendorff content analysis to analyze Instagram posts. Researchers used content analysis to see BASARNAS performance in early 2021 via Instagram @sar_nasional during the period January 1 to January 15, 2021, as many as 72 posts were studied.

This study uses the Holsti formula to calculate data from the two coders (Samiei & Mehrabi, 2019);(Alam et al., 2020). The content analysis method was chosen because researchers tried to qualitatively see the content of Instagram posts, then researchers tried to interpret the post content, read symbols, and interpret the symbolic interaction content of Instagram posts @sar_nasional.

The steps taken by the researcher in this content analysis method are as follows: first, the researcher saw @sar_nasional Instagram posts during the period January 1 to January 15, 2021. Second, the researcher chose Instagram @sar_nasional to see posts that highlight BASARNAS 'performance. Third, after the posts are collected, the coder will sort the posts. Fourth, the collected data is then processed and analyzed.

$$PAo = 2A / (N1+N2)$$

Where PAo is the percentage of agreement between the two coders, A is the number of decisions taken by the two coders, N1 and N2 are the number of decisions taken by the coder.

There are several indicators to measure performance. The United Nations has formulated “good governance” indicators to include: (1) capacity, that is, sufficient capacity to implement policies; government functions, including an effective and responsive public administration system; (2) accountability of government activities and transparency in decision making; (3) participation in the democratic process through the use of public and private sources of information; (4) attention to equity and poverty; and (5) commitment to sound economic policies (Edralin, 1997). Of the five indicators, the researcher chose to use three indicators, namely capacity, accountability, and participation. These three indicators were chosen because it is assumed that these indicators represent a number of indicators that are widely used for the assessment of the performance of public organizations inside and outside the organization.

RESULTS

Researchers collected 72 posts from Instagram BASARNAS @sar_nasional and used the Holsti formula to check data reliability. The performance indicators used are capacity, accountability and participation.

Table 1
Post Analysis by Two Coders during January 2021

Date	Coder 1			Coder 2		
	C	A	P	C	A	P
1	-	-	-	-	-	-
2	-	-	-	-	-	-
3	-	1	-	-	1	-
4	-	-	-	-	-	-
5	1	-	-	-	-	1
6	-	-	-	-	-	-
7	1	3	-	-	3	1
8	-	-	-	-	-	-
9	-	3	-	-	2	1
10	-	3	3	-	2	4
11	1	6	11	2	5	11
12	2	4	9	1	5	9
13	-	2	5	-	3	4

Date	Coder 1			Coder 2		
	C	A	P	C	A	P
14	1	1	4	-	3	3
15	1	4	6	-	6	5
Total	7	27	38	3	30	39

* C: Capacity, A: Accountability, P: Participation

Table 1 shows the results of the coding process carried out by coder 1 and coder 2 on 72 posts that have been separated by date and their respective indicators. In addition, an overview of these indicators is described in Table 2 below.

Table 2
Coder Output

Variable	Coding Output		
	Coder 1	Coder 2	Agreement between two coders
Capacity	7	3	3
Accountability	27	30	27
Participation	38	39	38
Total	72	72	68

$$\begin{aligned}
 Pao &= 2A / (N1+N2) \\
 &= 2(68) / 72+72 \\
 &= 136 / 144 \\
 &= 0,94 (94\%)
 \end{aligned}$$

The data is said to be reliable if it can reach a tolerance value of at least 70% or more than 0.7 percent (Holsti, 1969). The element of reliability is 0.94 or 94% based on the results of data calculations obtained using the Coder Holsti reliability formula. Therefore, the data obtained is declared reliable because it exceeds the minimum limit.

DISCUSSION

The results of coding that have been carried out on three indicators include capacity, accountability, and participation, participation indicators dominate the Instagram posts @sar_nasional. Posts related to participation during the period January 1, 2021 to January 15, 2021 appeared the most on January 11, 2021.

Earthquakes that occurred in Majene and Mamuju, West Sulawesi. The landslides on January 9, 2021 did not look too much. Because posts related to participation on January 10, 2021 raised posts conveying condolences from all the Heads and the extended family of the National Search and In-depth Relief Agency for the Sriwijaya Air (SJ-182) Airplane Accident on the Jakarta-Pontianak route. Along with the participation of BASARNAS as seen through the post update of the Search Area Distribution in the SJ-182 Sriwijaya Air Search and Rescue Operation.

Furthermore, the post on January 11, 2021 contains many posts related to BASARNAS participation related to the Sriwijaya incident information that the wreck of the plane and the belongings of the Sriwijaya SJ-182 Aircraft victim on the Jakarta-Pontianak route which allegedly fell between Lancang Island and Laki Island was found again. Evidence in the form of spare parts and children's clothing. The Search And Rescue (SAR) operation for the Sriwijaya SJ-182 plane crash has returned to fruition. The KN SAR Wisnu Rubber Boat (RIB) docked at the Jakarta International Container Terminal (JICT) 2 Integrated Command Post with 3 bags containing aircraft debris and 5 bags containing the victim's body parts. The eight bags were handed over to the Search And Rescue (SAR) Mission Coordinator (SMC) Brigadier General TNI (Indonesian national army) (Mar) Rasman. Subsequently, the body parts and parts were handed over to Disaster Victim Identification (DVI), Compol Asep Winardi, the Head of the Doctrine and Police Sub-Directorate, to be taken to the Kramatjati Police Hospital for further examination.

Floods that occurred in South Kalimantan due to heavy rains on January 12-13, 2021 also did not appear too much. Because the post of January 12, 2021, containing information on 7 bags containing the body parts of the Sriwijaya plane (SJ-182) crashed victim, was again handed over to Jakarta International Container Terminal (JICT) 2 Tanjung Priok Integrated Command Post, Monday (11/1/2021) at 16.00 WIB. In addition, a document and 1 bag containing the debris of aircraft. All findings from the Last Known Position (LKP) were provided by Basarnas' Rigid Inflatable Boat (RIB).

Furthermore, the post on January 13, 2021, containing information about the black box or black box of the Sriwijaya SJ-182 aircraft was found by the joint Search And Rescue (SAR) team, Tuesday (12/1/2021) afternoon. However, there is only one part, namely the Flight Data Recorder (FDR). His condition is no longer intact. The Flight Data Recorder (FDR) handover process began with a press conference by the Minister of Transportation (Menhub) Budi Karya Sumadi, TNI (Indonesian national army) Commander Marshal TNI Hadi Tjahjanto, Kabasarnas Marsdya TNI (Purn) Bagus

Puruhito, and Head of the National Transportation Safety Committee (KNKT) Soerjanto Thahjono at the Jakarta International Container Terminal (JICT) 2 Integrated Command Post. Tanjung Priok, Tuesday (12/1/2021) at 17.30 WIB.

The earthquake that occurred in Sumedang, West Java due to the very vulnerable soil and rock conditions plus heavy rains, heavy rains on January 14-15, 2021 also did not appear too much. Because the post of January 14, 2021 contains the Search And Rescue (SAR) Potential Update involved in the implementation of Search And Rescue (SAR) operations in the Sriwijaya Aircraft Crash (SJ-182). Update on the development of Search And Rescue (SAR) operations in the crash of Sriwijaya Aircraft (SJ-182). Update on the Sriwijaya Aircraft Accident Search And Rescue (SAR) Operations Plan (SJ-182).

The post of January 15, 2021 contains search objects at the location of the event with the Search And Rescue (SAR) team, the SJ-182 crash that continues to grow. After the delivery of the 36 bags by the Search And Rescue (SAR) Karna Basarnas and the 10 bags by the Pelatuk Polairud (Police Ship), this evening it was Bakamla and RIB-03 Basarnas turn to dock at the Jakarta International Container Terminal (JICT) 2 Tanjung Priok Command Post.

CONCLUSION

Based on data that has been collected through Instagram @sar_nasional and coded by the two coders, content containing The National Search and Rescue Agency (BASARNAS) participation indicators dominates posts on Instagram compared to posts related to capacity and accountability indicators during the period 1 January 2021 to 15 January 2021. BASARNAS 'performance in the @sar_nasional Instagram post is more towards BASARNAS participation in the Sriwijaya SJ-182 plane crash from Jakarta to Pontianak than the disasters that occurred in several places in Indonesia.

ACKNOWLEDGMENT

All the authors express gratitude to both institutions, Universitas Multimedia Nusantara and Airlangga University, for supervising the research.

REFERENCES

- Abdillah, A., & Solihatin, E. (2020). Analysis of the Needs for Blended Learning Development on Instructor Training at Basarnas. *Journal of Education Research and Evaluation*, 4(4).
<https://doi.org/http://dx.doi.org/10.23887/jere.v4i4.29352>
- Alam, W., Marijan, K., Aminah, S., & Putranto, T. (2020). Drug eradication

- in Indonesian millennials through school visits. *Journal of Drug and Alcohol Research*. <https://doi.org/10.4303/jdar/236089>
- Alhadi, Z., Muchtar, B., Khaidir, A., Khairoza, A., & Putra, A. (2020). Effectiveness Of The Basarnas Padang 'S Performance In Carrying Out Search And Rescue Operations. *Talent Development & Excellence*, 12(1).
- Athukorala, P., & Resosudarmo, B. P. (2005). The Indian Ocean Tsunami: Economic Impact, Disaster Management, and Lessons. *Asian Economic Papers*. <https://doi.org/10.1162/asep.2005.4.1.1>
- Basarnas. (2020). *Kedudukan, Tugas, Dan Fungsi Badan Nasional Pencarian Dan Pertolongan*.
- BASARNAS. (2021). *BASARNAS 'Instagram Profile Page*.
- BBC.com. (2021). *Banjir di Kalsel: Berkurangnya area hutan primer dan sekunder "picu" banjir terbesar di provinsi itu*.
- Blanco, D. V. (2015). Disaster Governance in the Philippines: Issues, Lessons Learned, and Future Directions in the Post-Yolanda Super Typhoon Aftermath. *International Journal of Public Administration*. <https://doi.org/10.1080/01900692.2014.979198>
- CNNIndonesia. (2021a). *10 Daerah Terdampak Banjir Kalsel, Pengungsi Tembus 100 Ribu*.
- CNNIndonesia. (2021b). *25 Tewas, 15 Hilang Tertimbun Longsor Sumedang Masih Dicari*.
- Desena, T. (2021). *Dampak Erupsi Gunung Semeru, Hujan Abu Mengarah ke Utara yang Sampai Menempel di Badan Warga*.
- Edralin, J. (1997). The new local governance and capacity building: A strategic approach. *Regional Development Studies*, 3, 148–150.
- Fatimah, S. (2021). *Pakar Geologi Unpad Ungkap Penyebab Longsor Maut di Sumedang*.
- Handoyo. (2021). *Ini penyebab terjadinya gempa bumi yang terjadi di wilayah Majene*.
- Holsti, O. R. (1969). Content analysis for the social sciences and humanities. *Reading, MA: Addison-Wesley (Content Analysis)*.
- Kim, H. (2019). Globalization and regulatory change: The interplay of laws and technologies in E-commerce in Southeast Asia. *Computer Law and Security Review*, 35(5), 1–20. <https://doi.org/10.1016/j.clsr.2019.03.009>
- Krippendorff, K. (2018). *Content analysis: An introduction to its methodology*. Sage publications.
- Murtiningsih, B. S. E. (2016). The Role of Cultural Competence to Overcome Intercultural Communication Conflict: Case study of Indonesian and Korean students in Kyungsung University, South Korea. *Mediterranean Journal of Social Sciences*. <https://doi.org/10.5901/mjss.2016.v7n6p213>

- Murwani, E. (2018). The Impression Management Strategy of the Candidates of Governor-Vice Governor of DKI Jakarta on Social Media. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 3(2). <https://doi.org/10.25008/jkiski.v3i2.219>
- Okita, Y., & Shaw, R. (2020). Search and rescue team classification: BASARNAS of Indonesia. *Australian Journal of Emergency Management*.
- Pandya, C. (2006). Private authority and disaster relief: The cases of post-tsunami Aceh and Nias. *Critical Asian Studies*. <https://doi.org/10.1080/14672710600671277>
- Pranita, E. (2021). *BMKG Ungkap Sejarah Gempa di Sulbar, Gempa Majene Sebelumnya Pernah Terjadi*.
- Samiei, D., & Mehrabi, Z. (2019). *Content analysis of the first chapter of the twelfth grade chemistry book based on the william romeys method and determining its importance with the shannon entropy method*. 1(3), 53–72.
- Setkab.go.id. (2016). *Gantikan Basarnas, Presiden Jokowi Teken Perpres Badan Nasional Pencarian dan Pertolongan*.
- Susilo, D., Indrasari, M., Harliantara, Iristian, J., & Yunus, E. (2020). Managing uncertainty during disaster: Case on typhoon hagibis japan. *IOP Conference Series: Earth and Environmental Science*. <https://doi.org/10.1088/1755-1315/519/1/012015>
- Susilo, D., Prabowo, T. L., & Putranto, T. D. (2019). Communicating secure based feeling: Content analysis on indonesian police official account. *International Journal of Engineering and Advanced Technology*. <https://doi.org/10.35940/ijeat.F8377.088619>
- Susilo, D., & Putranto, T. D. (2018). *Indonesian Youth on Social Media: Study on Content Analysis*. <https://doi.org/10.2991/sshr-17.2018.15>
- Tempo.co. (2021). *BNPB Catat 136 Bencana Alam Terjadi Sejak Awal Tahun Hingga 16 Januari 2021*.
- Yumantoko. (2019). Kolaborasi Para Pihak Dalam Penanganan Destinasi Wisata Terdampak Bencana Di Taman Nasional Gunung Rinjani. *Jurnal Penelitian Kehutanan*, 3(1), 15–28.
- Zacharias, T. (2019). Efektivitas komunikasi organisasi pada dinas pendidikan dan kebudayaan provinsi maluku. *Jurnal Komunikasi Profesional*, 3(2). <https://doi.org/10.25139/jkp.v3i2.2002>